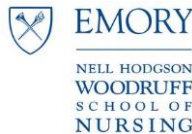




Telling your LARC story *LOBBYING*

Jill ILIFFE
Executive Secretary
Commonwealth Nurses and Midwives Federation



LARC

February 2016 → August 2017

SO WHAT IS NEXT?

SCALE-UP

Local → National

Develop your scale-up strategy

- What have you learned that can be transferred?
- Who do you have to convince?
- Who is going to benefit?
- What will be the short term cost?
- What will be the long term benefit?

Stakeholder analysis

STAKEHOLDER	Interest	Influence	Importance

1. Little or no interest, influence or importance
2. Some interest, influence or importance
3. Moderate interest, influence or importance
4. Significant interest, influence or importance
5. Extremely significant interest, influence or importance

Adapted from: World Health Organization Western Pacific Region 2005
Health service planning and policy making: a toolkit for nurses and midwives.

ELEVATOR SPEECH

- *This project is about _____.*
- *As a result of these efforts _____.*
- *It is important because we are concerned about _____ and _____.*
- *Success will be measured by showing an improvement in _____ and _____.*
- *What we need from you is _____ and _____.*

What is lobbying?

- The process of influencing public and/or government policy.
- A combination of individual, group, or social actions designed to gain political and/or community support for a particular goal or program with a view to effecting change.

It is about good relationships, good objectives, good timing, and good luck

Characteristics of a successful lobbyist

- Personal leadership skills
- Interpersonal skills
- Communication skills
- Knowledge about the issue
- Passion, energy, and commitment
- Brave and courageous

The principles of lobbying and successful campaigns

1. Be focused and relevant
2. Be credible
3. Be tactical
4. Work in partnership
5. Understand the environment
6. Communicate effectively
7. Monitor and evaluate

BE FOCUSED AND RELEVANT

- Be clear about what you are lobbying for
- Know what you want to achieve
- Establish common themes and messages
- Keep to your message
- Make it pertinent and relevant to your audience

BE CREDIBLE

- Do your homework: know the facts and the numbers
- Be specific, don't generalise
- Find spokespeople and icons who have credibility who can support your cause
- Use interesting stories

BE TACTICAL

- Do not take 'no' for an answer
- Be passionate and persistent
- Set realistic goals and plan for small wins
- Take principled positions but be willing to compromise
- Be opportunistic and creative
- Employ multiple strategies (letters, petitions, face to face etc)

WORK IN PARTNERSHIP AND FORM ALLEGIANCES

- Find out who else has an interest in the issue
- Target individuals and organisations that can help get your message across
- Get involved in other people's forums and use them for your own message
- Recruit allies
- Develop media contacts

UNDERSTAND THE ENVIRONMENT

- What are the issues for the person or body you are trying to influence?
- What is important to them?
- What is likely to appeal to them (culture and tradition)
- Are there any gender issues? Are they more comfortable talking to an individual or a group, male or female?
- What is the risk to them of providing, or not providing support?

COMMUNICATE EFFECTIVELY

- Written
- Verbal, non-verbal
- Electronic
- Know your style and personality
- Maintain your sense of humour
- Use images effectively

The Viral Load Cascade







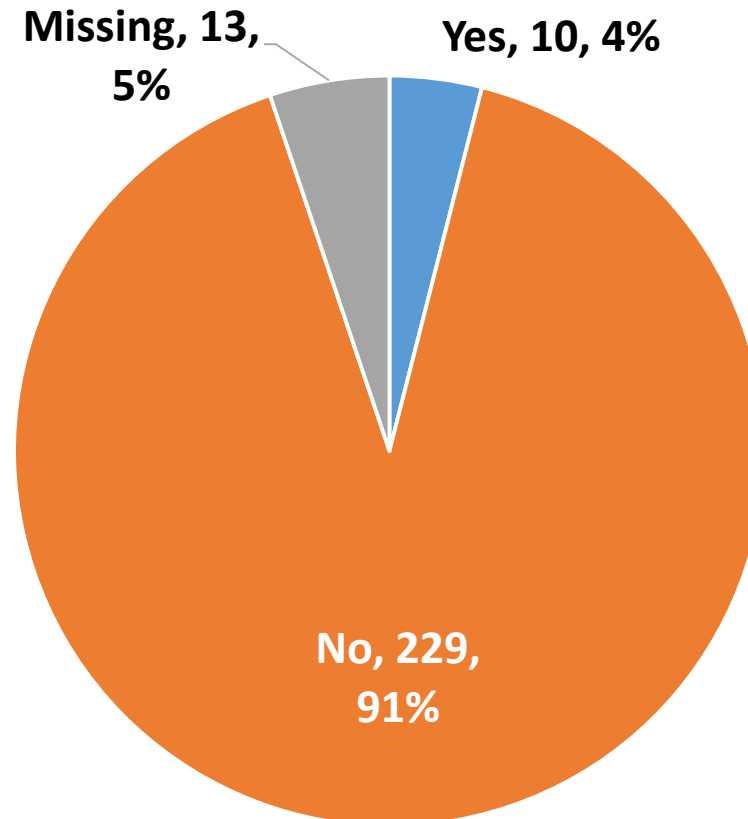






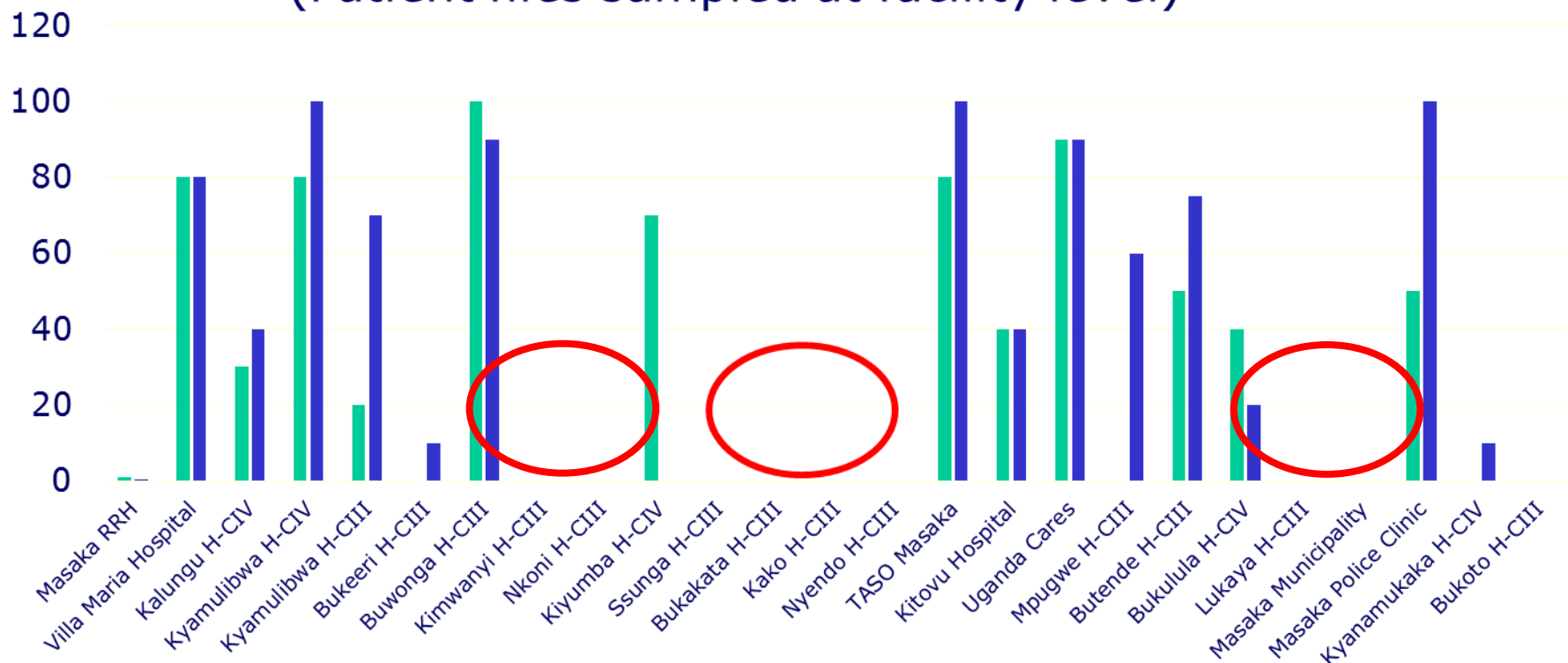


Are VL results of the most recent test available in the file



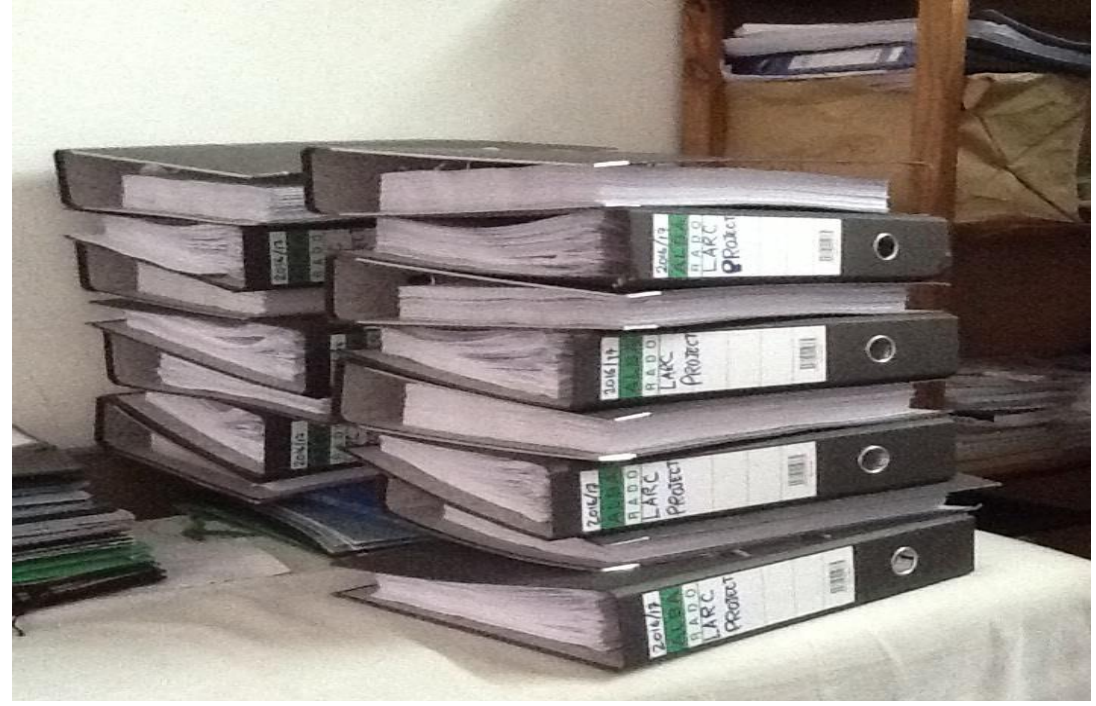
% Viral load results documented on patient files

(Patient files sampled at facility level)



■ % of patient files with VL results documented of ART card -- Children < 15 yo

■ % of patient files with VL results documented of ART card -- Individuals > 15 yo



MONITOR AND EVALUATE

- Who have you lobbied?
- What was the outcome?
- What worked, what did not work?
- What could you do better next time?

ELEVATOR SPEECH

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