

# **Advocacy in Action**

*The Basics in Building Advocacy Campaigns around  
HIV Prevention Research*



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AVAC Partners Forum  
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# Acknowledgements

**You are all resources for this session**

**Refreshing, reminding and remembering**

# Objectives

- Reclaiming your advocacy spirit!
- Remembering what *Advocacy* is and is not
- Understanding the unique nature of HIV Prevention Research Advocacy
- Learning the elements in advocacy plans
- Sharing and identifying different advocacy strategies
- (maybe) Practice developing Advocacy Plans

# **Exercise: Beginning the journey - discovering our passion for this work**

**Are you an advocate? (5 minutes)**

**Why we do this work?**

1. Why did you want to do this work?
2. Share a time/experience when you felt proudest about your work
3. What is the change you want to see in the world?

**Exercise: I am an advocate because...**

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## Advocacy is like climbing mountains....

- Start at the base
- Lots of effort moving forward
- Safer and easier to do it with partners
- Sometimes slip backwards
- Continue to forge ahead

# What does Advocacy mean to you?

*Organized efforts and actions based on changing or influencing “**what is**” to make “**what should be**” a reality.*

Influence

Change

through Action

# How is advocacy different to...

- Awareness raising?
- Activism?
- Political campaigns?





# Speak truth to power!



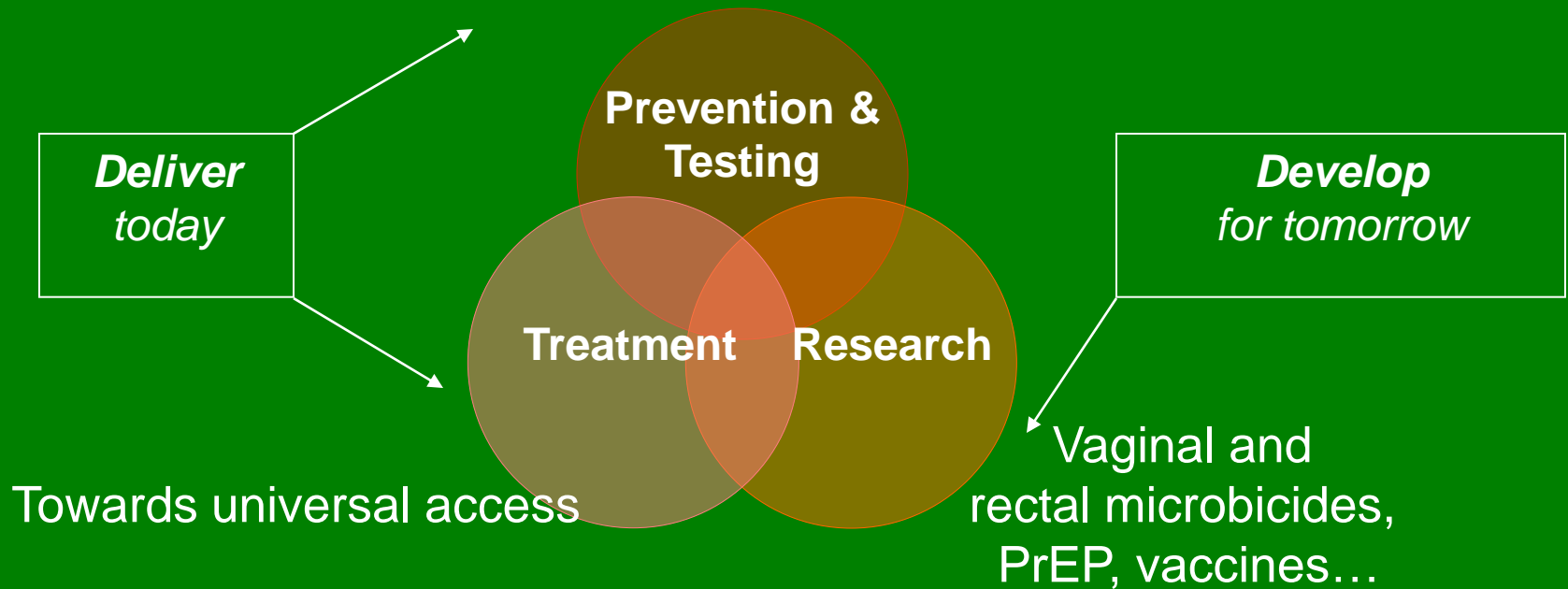
# What is HIV Prevention Research advocacy?

**Based on the premise that HIV prevention research is an important part in addressing HIV**

- Affects some aspect of the research or post-research process
- Awareness raising towards a affecting change
- Education
- Policy development
- Research translation
- Goal is to influence authority to bring about desired change

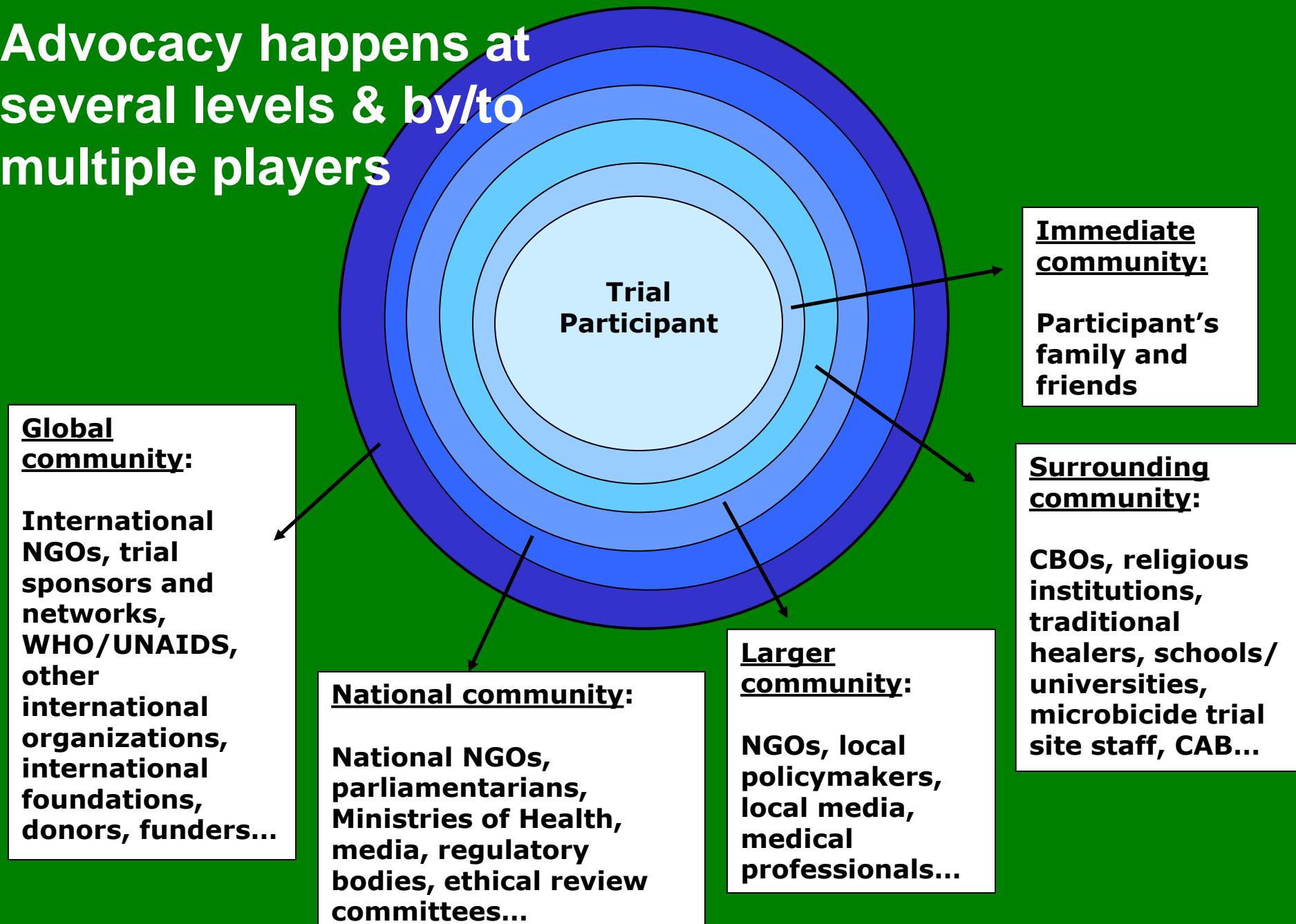
# Advocating for a comprehensive, integrated & sustained response

An expanded alphabet soup of prevention:  
ABC (M&F), clean needles, *male circumcision*, VCT



# Prevention Research

Advocacy happens at several levels & by/to multiple players



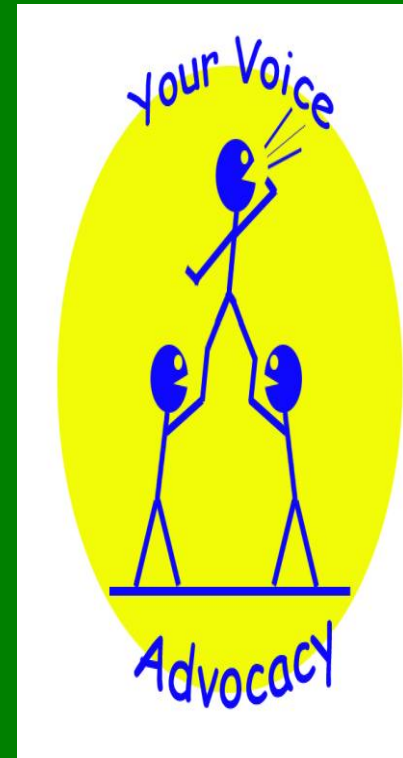
# HIV Prevention Research Advocacy Goals

- **Ensure new tool is seen within prevention framework**
- **Resource mobilization**
- **Setting the research and programmatic agendas**
- **Ensuring community views in trial design**
- **Pressure for widespread and timely access**
- **Keeping sober realities of the HIV on the table**
- **Engage, critique & improve the research process;**
- **Amplify under-represented voices to discussions**
- **Highlight access, acceptability and roll-out**
- **Benefits for trial participants & host communities**



# Kinds of Prevention Research Advocates

- Advocates for the need for new options – to keep the ground-based demand visible,
- Advocates for ethical prevention research – to engage, support and critique research and move forward changing paradigm
- Advocates for eventual access – to focus on how new options will eventually come into the hands of end users



# National Advocacy Trends

Few individuals

- Occasional independent efforts
  - Beginning to mobilize
- Infrastructure developing
  - Activities & strategic planning
    - Broad coalition

Growing  
numbers

# Some Advocacy successes so far..

- Increased Resources for the Field
- Adequate Standard of Care in trials
- Improved Informed Consent processes
- Place at the table for advocates
- Relationships between researchers and advocates on the ground
- Working with media around trial results
- Championing emerging issues



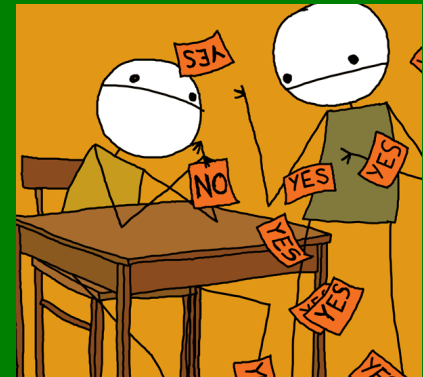


# Case Study: Post CAPRISA004 advocacy



Difficult choices

Do we need other studies?



Source: H Rees, Aug 2010

# AVAC: Follow the issue systematically...

JULY 16, 2010



## A Cascade of Hope and Questions Volume 1

### Anticipating results of ARV-based HIV prevention trials

**PlusNews**  
Global HIV/AIDS news and analysis

IRIN  
Sunday 26 September 2010

Home Africa East Africa Great Lakes Horn of Africa Southern Africa West Africa Americas Asia Middle East

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### SOUTH AFRICA: Communities debate microbicide results

JOHANNESBURG, 23 August 2010 (PlusNews) - The recent release of positive results from a microbicide trial in South Africa have kick-started discussions between scientists, activists and community workers about the quickest and most responsible way of getting a product into women's hands.

The trial by the Centre for the AIDS Programme of Research in South Africa (CAPRISA) found that a vaginal gel containing tenofovir, an antiretroviral (ARV) drug, was 39 percent effective in reducing women's risk of contracting HIV during sex.

## Civil Society Feedback

### Questions, Concerns & Issues on CAPRISA 004 & Next Steps

Nono Eland & Manju Chatani

WHO/UNAIDS Consultation  
August 25-26 2010, Muldersdrift

## Reactions to the City press article...

### Women in Aids gel study speak

"I didn't have to ask for permission - I just used it on myself."

This is amazing! I am hoping there will be comments and responses from a broad range of women who took part in the study. There is such a diversity of views and experiences. There is such a polarity of motivation and wonder. Factors like education, income, social support, etc. are all important. It is important to have a range of voices and experiences represented in the sample.

AUGUST 2010

## A Cascade of Hope and Questions Volume 2

### Understanding the results of CAPRISA 004

## Continuing coverage of CAPRISA 004

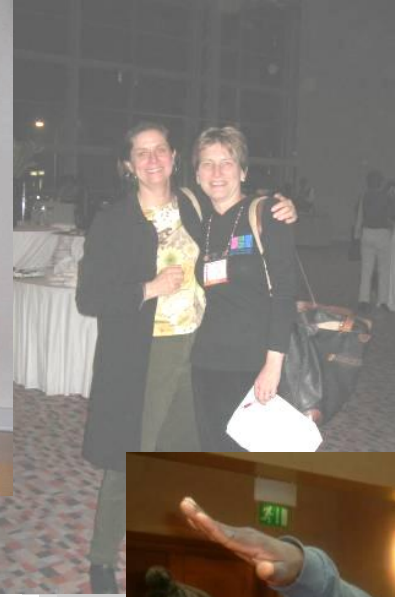
- Join a global call on the future of 1% tenofovir gel on Friday, September 24,

# Who is advocating? For what?

- Need for trials or not? (researchers)
- In SA or more African countries?
- Need for caution in making decisions (funders and policy-makers)
- Need for funding (researchers & advocates)
- Need for feedback from regulators
- Need for clarity on the way forward... (advocates & policy-makers)







# In action....



# Exercise: “Elevator talk”

(10 mins)

You step into an elevator and the Minister of Health of your country is there. You are carrying a copy of Px Wire.



S/He asks, “What’s that about?”

You have 60 seconds to explain why prevention research advocacy is important and/or why s/he should care about issue X or Y in your country...before he reaches his or her floor.

# How to develop campaigns



Purpose

Purpose

Purpose

# Advocacy should have purposeful results...

- Improve people's lives e.g decrease women's vulnerability to HIV infection
- Gain access and voice in decision making
- Change power relationships



# Why Design a Strategy ?

*An advocacy strategy is an assessment of where you are, where you want to go, and how you can get there.*

- **Each situation is different** : Realities, resources, circumstances, traditions and cultures are different. *The best strategy takes these factors into account!*
- **Not everything is for everyone** : Different target groups deserve different approaches and messages
- **A process not just a moment**. By definition a strategy is a series of actions not just a single one

*Advocacy has shifting targets that require review and re-assessing strategies*



# 10 Advocacy strategy elements

1. Define the problem (mapping)
2. Develop a set of goals and objectives
3. Identify the **targeted audiences** to engage
4. Identify those that will be changed by the actions
5. Formulate the advocacy message

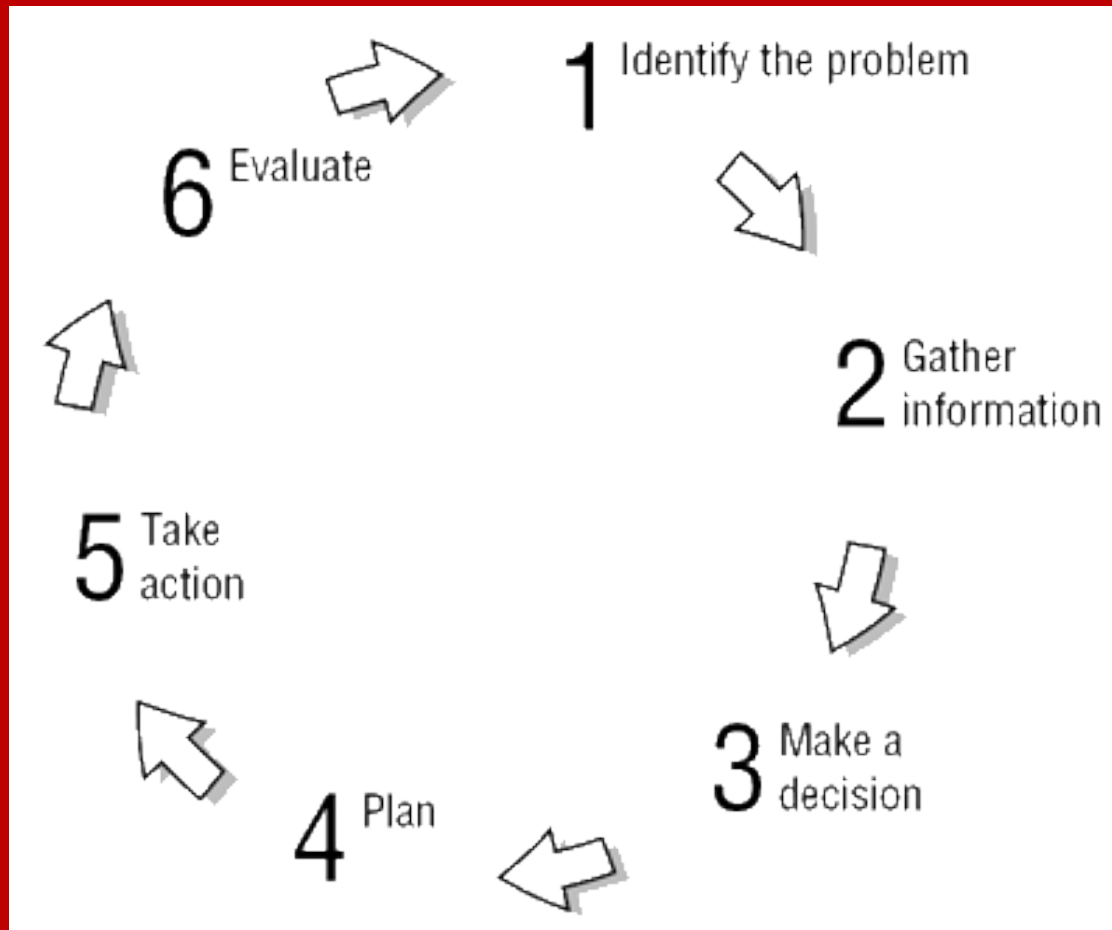


# 10 Advocacy strategy elements (cont'd)

6. **Design your plan of action** – activities, mediums needed to share message, and timely schedule
7. Identify resource requirements: human, organizational and financial
8. Identify and partner with allies
9. Identify monitoring and evaluation criteria
10. Assess success or failure and determine next steps



# Important to evaluate and do again... do we do this?



## The Advocacy Cycle

Source: Tearfund

# Take Action!

- The kind of action taken will vary greatly, depending on the culture, the social or political situation.
- And.... What you want to achieve

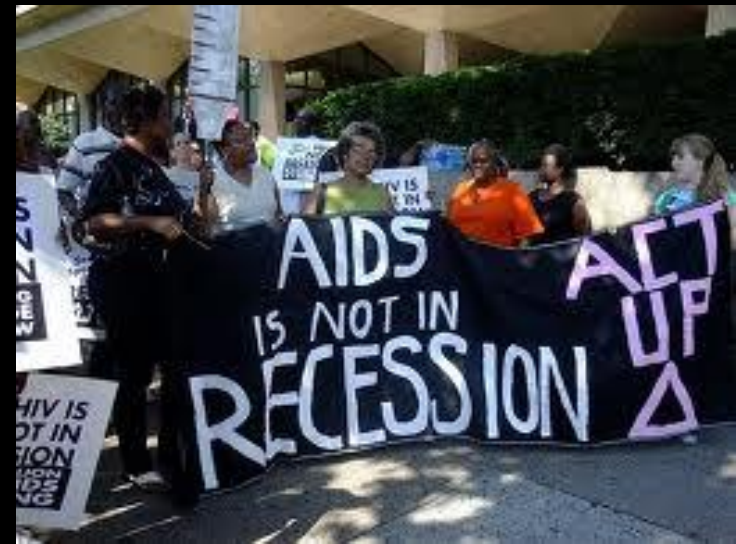
# Take Action – Direct Influence

- Lobbying the gate-keepers
- Writing letters to them
- Meetings - provide information and research findings that may be of interest
- Inviting them to visit and learn more about the situation themselves
- Attending related conferences/public meetings to share issues
- Coordinate public dialogue with them



# Take Action - Campaigning

- Telling others about the situation in a way that encourages them to take action.
- Public meetings
- Demonstrations or marches
- Writing newsletters
- Providing information sheets
- “evangelizing”
- Petitions
- Shaming and naming



# Take Action – Amplify & Strengthen the Base

- Finding synergy - -partnering with key initiatives/groups
- Capacity-building so able to engage
- Developing key documents and publications (e.g. Translate science)
- Awareness raising through key events
- Convening platforms for engagement
- Raise the marginalized to key platforms



# Take Action – Media Advocacy

- ...can greatly expand the number of people aware of the situation
- Writing articles or letter for a newspaper or magazine
- Talking on the radio
- Briefing journalists about the situation or news
- Press release about some activity or event.





# Success Factors

- Allies (“Make friends before you need them”)
- Educate decision-makers (“Make them smart before you make them mad”)
- Be a personal advocate,
- Be a role model

## **Exercise: Reflecting on the advocacy that surrounds you**

- Consider a prevention research advocacy goal (of your work, in your country, or in the field....)
- Consider: What does it change? Who does it target? What are indicators of its success?

# Successful stories

- Treatment Action Campaign in South Africa



# As we leave.... Advocacy on the ground

- Advocacy is not always about solving a problem.
- It could be about popularising possible solution and make it known (objective and goals must be CLEAR)
- Advocacy can be about preparing and paving a way for a particular potential solution to reach the targeted audience. (Access, Availability, raising awareness and funding and infra-structural support.

**Advocacy in Action!!**



**It's your turn now!**