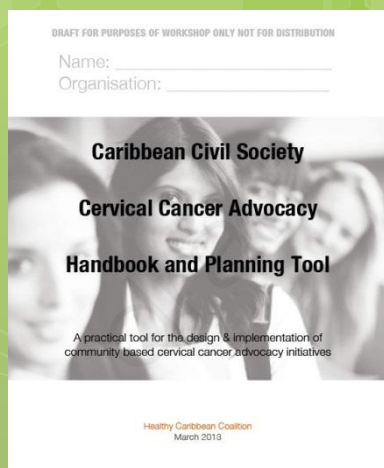




www.healthycaribbean.org

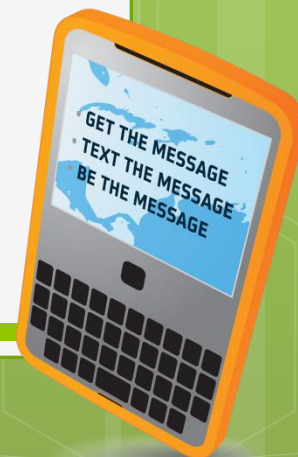


Cervical Cancer Advocacy Handbook & Planning Tool

Cervical Cancer
Advocacy Workshop
Caribbean Cancer
Societies and Foundations

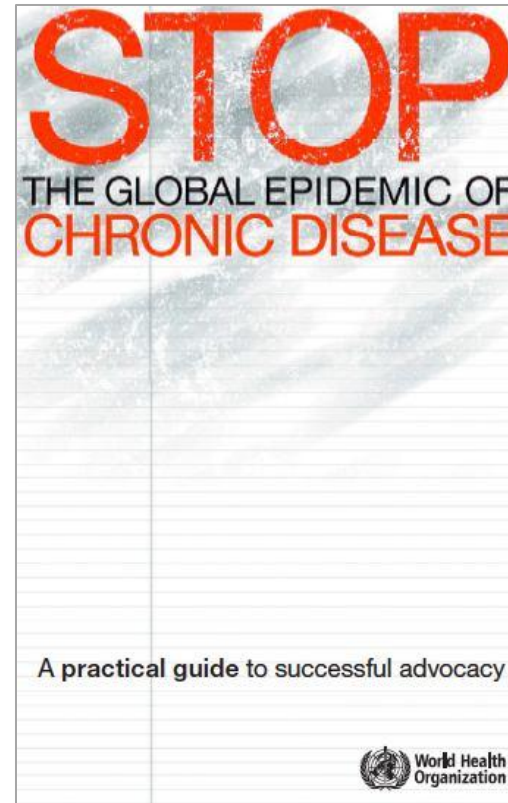
Sonesta Great Bay Beach Resort
and Casino

21-22 March, 2013



WHY THIS HANDBOOK?

- Based on the WHO Handbook: 'STOP The Global Epidemic of Chronic Disease: A Practical Guide to Successful Advocacy'



WHY THIS HANDBOOK?

- Health advocacy identified as a critical skills gap in the Caribbean
- Purpose of Handbook
 - Simple, user-friendly tool to support a greater understanding
 - Support design, implementation and monitoring of basic Advocacy Action Plans
- **NOT** An exhaustive theoretical guide to Advocacy



THIS HANDBOOK THE APPROACH

- Tool developed through **participatory** approaches to ensure **buy-in** and **ownership** at the outset
- Document **DRAFT** - through its application during this workshop significant input/ feedback from stakeholders is expected
- Handbooks with feedback collected end of workshop
- End product will be a result of **collective stakeholder input**





A SMALL GROUP OF THOUGHTFUL,
THE WORLD; INDEED, IT'S THE ONLY

COMMITTED CITIZENS CAN CHANGE
THING THAT EVER HAS.

MARGARET MEAD, ANTHROPOLOGIST



ADVOCACY SOCIAL MOBILISATION

- Starting point for mass scale **advocacy** movements
- Broad-scale movement aimed at **empowering** people by **raising awareness** at grass roots and **demand** for **improved services**
- **Strengthen** community **participation** for **sustainability** and **self-reliance**



WHAT IS ADVOCACY?

- ◉ Changing minds to drive **social change**
- ◉ Applying **pressure** on those who control the situation - **Policy-makers/ Decision-makers** - to change the status quo
- ◉ Develop comprehensive **policies** and effective **programme** implementation





ADVOCACY IN ACTION

- Powerful tool in the fight against cervical cancer.
- Advocacy aims to **place cervical cancer control high on the political agenda, foster political will, increase financial and other resources** on a sustainable basis, and holding authorities accountable.
- Each stage along the continuum of care from primary prevention, to secondary prevention and tertiary prevention - examples of advocacy issues





ADVOCACY IN ACTION PRIMARY PREVENTION

- The HPV Vaccine: Making the case for protecting young girls
 - Target audience public and policymakers
 - National educational campaigns – create **public demand HPV vaccine**
 - Using ... culturally **tailored messages** using **innovative** delivery mechanisms including **mHealth & eHealth** address key **barriers** and **identify** benefits





ADVOCACY IN ACTION SECONDARY PREVENTION

- Increasing Screening Coverage; developing policies; strengthening health systems; and creating social demand
 - Creative community based **BCC campaigns** educate women and men **importance of Pap Smears**
 - Educational **campaigns calling citizens to demand improved follow up mechanisms** in settings where coverage rates high but health systems cannot support timely follow up





ADVOCACY IN ACTION TERTIARY PREVENTION

- Providing first line care in resource limited settings; the Urgent Need for Palliative Care
 - Pressure MOHs to establish / maintain **appropriate treatment referral networks** to enable **timely access and continuity of care** and ensure systems are in place to **increase treatment compliance**
 - Initiate **public awareness** campaigns around the urgent need for **palliative care policies/ programmes** including access to opioids





DEVELOPING YOUR PLAN 10 STEPS

- **STEP 1:** Defining the Situation
- **STEP 2a/2b:** Goal Identification and Objective Setting
- **STEP 3:** Audience Identification
- **STEP 4:** Key Message Development
- **STEP 5:** Activity Identification
- **STEP 6:** Identification of Responsible Persons
- **STEP 7:** Partner Identification
- **STEP 8:** Establishing Timelines
- **STEP 9:** Determination of Costs
- **STEP 10:** Development of Monitoring and Evaluation Plan





“YOU DON'T HAVE TO KNOW WHERE YOU ARE TO BE THERE, BUT IT IS HELPFUL TO KNOW WHERE YOU ARE IF YOU WISH TO BE SOMEPLACE ELSE.”

WILLIAM H. FOEGE
EMERITUS PRESIDENTIAL DISTINGUISHED PROFESSOR OF INTERNATIONAL HEALTH
EMORY UNIVERSITY GATES FELLOW, BILL AND MELINDA GATES FOUNDATION



DEVELOPING YOUR PLAN THE MATRIX

Caribbean Civil Society Advocacy Action Plan						
Date	mm/dd/yyyy					
Organisation	Full organisation name, Country					
Organisation Representative	Full organisation representative name, Position within organisation					
Plan Title						
Defining the Situation	List X priority problems your plan will be focussing on					
STEP 1	1. 2. 3.					
Duration of Plan	Time in weeks/ months					
*link STEP 7						
Total Cost of Plan	\$ Local Currency					
*link STEP 9						
Goal STEP 2a	To...					
Objectives STEP 2b	To...					
Target Audience(s) STEP 3						
Key Messages STEP 4						
Objectives STEP 2b	Activities STEP 5	Responsible Persons (within org) STEP 6	Partners STEP 7	Timelines (days/ months) STEP 8	Cost (local currency) & Source of Funds STEP 9	M&E Indicators/ Notes STEP 10
1. To...						





STEP 1 DEFINING THE SITUATION

- Your advocacy plan must be **EVIDENCE-INFORMED**.
- Your advocacy plan must meet the **PRIORITY ADVOCACY NEEDS** in your country.
- Adequately **define** the **problem**
- What is the cervical cancer situation in your country?





STEP 1 DEFINING THE SITUATION

- In assessing your country situations you completed 2 forms:
 - NGO assessments (18/19)
 - PAHO/HCC National Response surveys (14/16)



STEP 1 DEFINING THE SITUATION – NATIONAL RESPONSE

- Primary Prevention – Haiti
- Case for HPV Vaccine Introduction?

PRIMARY PREVENTION: HPV VACCINATION	
3.1	<p>Is HPV vaccination included in your country's national immunization program? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>If YES, please specify:</p> <ul style="list-style-type: none"> • Year started: • Target sex and age group: • Vaccination setting and tactic (e.g. schools, clinics):
3.2	<p>Are there any agencies or NGOs carrying out HPV vaccination demonstration projects in your country? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>If YES, please specify:</p> <ul style="list-style-type: none"> • Year started: • Target sex and age group: • Vaccination setting and tactic (e.g. schools, clinics):
3.3	<p>If HPV vaccination is not included in your national immunization program, are there plans to do so in the near future? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>If YES, please indicate the next steps identified for HPV vaccine introduction:</p>



STEP 1 DEFINING THE SITUATION – NATIONAL RESPONSE

- Secondary Prevention – Dominica
- *Case for VIA?*

• SECONDARY PREVENTION: CERVICAL CANCER SCREENING AND TREATMENT OF PRECANCEROUS LESIONS			
○ CERVICAL CANCER SCREENING			
	Pap	Visual Inspection with Acetic Acid (VIA)	HPV DNA testing
• Which screening tests are recommended in your country's policy?	x <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Which screening tests are available in your primary care services?	Public sector x <input type="checkbox"/> Private sector x <input type="checkbox"/>	Public sector <input type="checkbox"/> Private sector <input type="checkbox"/>	Public sector <input type="checkbox"/> Private sector <input type="checkbox"/>
• What is the target population? (Age groups, high risk groups)	Women from 15-59		
• What is the recommended interval for cervical cancer screening?			
• What is the screening coverage?			



STEP 1 DEFINING THE SITUATION – NATIONAL RESPONSE

- Secondary Prevention – Bahamas
- *Case for improved screening rates?*

• SECONDARY PREVENTION: CERVICAL CANCER SCREENING AND TREATMENT OF PRECANCEROUS LESIONS			
○ CERVICAL CANCER SCREENING			
	Pap	Visual Inspection with Acetic Acid (VIA)	HPV DNA testing
• Which screening tests are recommended in your country's policy?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Which screening tests are available in your primary care services?	Public sector <input checked="" type="checkbox"/> Private sector <input checked="" type="checkbox"/>	Public sector <input type="checkbox"/> Private sector <input type="checkbox"/>	Public sector <input checked="" type="checkbox"/> Private sector <input checked="" type="checkbox"/>
• What is the target population? (Age groups, high risk groups)			
• What is the recommended interval for cervical cancer screening?	Annually		
• What is the screening coverage?	20%		1%



STEP 1 DEFINING THE SITUATION – NATIONAL RESPONSE

- Secondary Prevention – Bahamas
- *Case for improved screening rates?*

• SECONDARY PREVENTION: CERVICAL CANCER SCREENING AND TREATMENT OF PRECANCEROUS LESIONS			
○ CERVICAL CANCER SCREENING			
	Pap	Visual Inspection with Acetic Acid (VIA)	HPV DNA testing
• Which screening tests are recommended in your country's policy?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Which screening tests are available in your primary care services?	Public sector <input checked="" type="checkbox"/> Private sector <input checked="" type="checkbox"/>	Public sector <input type="checkbox"/> Private sector <input type="checkbox"/>	Public sector <input checked="" type="checkbox"/> Private sector <input checked="" type="checkbox"/>
• What is the target population? (Age groups, high risk groups)			
• What is the recommended interval for cervical cancer screening?	Annually		
• What is the screening coverage?	20%		1%



STEP 1 DEFINING THE SITUATION - NGO

- What is the NGO advocacy response to cervical cancer in your country?
 - What is your NGO doing?
 - What are other NGOs doing in this area?
- Where are the needs and the gaps?





STEP 1 DEFINING THE SITUATION - PSI

NCD SERVICES SUPPORTED BY PSI/C TO DATE

2010-2012	Antigua	Belize	Dominica	St Lucia	St Vincent	Suriname	Trinidad	Total
Pap Smears	43	372	31	254	90	337	100	1,227
VIA Screenings	0	0	0	0	0	1,270	0	1,270



STEP 2 GOAL & OBJECTIVE SETTING

- Identify an **overarching goal** and a **series** of **objectives** to achieve that goal.
- Goal and objectives must meet **priority needs** based a number of factors;
 - the cervical cancer **situation** in your country (ie. country context)
 - your organisational **financial** and **human resources realities**
 - your organisational **mandates**





STEP 2A GOAL

- Your Goal must **address** the **challenges** identified in the country situation assessment.
- What **broad impact** would you like your programme to have?
- Your Goal consistent with the **mission** of your NGO and the **resource realities** of your NGO





STEP 2B OBJECTIVES

- What are the objectives you need to **achieve** your **goal**?
- What are the **outcomes** you need to achieve in order to achieve the desired impact at goal level?
- Your objectives should be **SMART**: Specific, Measurable, Achievable, Realistic & Time-bound.





STEP 3 AUDIENCE IDENTIFICATION

- ◉ Whom do you need to **target** in order to **achieve** your **objectives**? What will **motivate** and **influence** them?
- ◉ Direct advocacy campaigns to those with **authority** to **make decisions** and those who **influence decision-makers**.
- ◉ Generally be 2 audiences:
 - ◉ **Decision-Makers**. Primary Audience
 - ◉ **Influencers**. Secondary Audience



STEP 3 AUDIENCE EXAMPLES

- Potential decision-makers
 - Health ministers and their deputies.
 - Donors/funding agencies for low-middle income countries.
 - Community leaders.
- Potential influencers
 - Civil society: formal and informal organizations and groups; NGOs; faith-based groups.
 - Opinion leaders: community and business leaders, authors, activists, religious leaders, the media.
 - Health Care professionals





STEP 4 KEY MESSAGE DEVELOPMENT

- Central elements of successful advocacy campaigns
- Messages:
 - Should include **calls to action**
 - Underscore what you want to achieve.
 - Are **short, simple** and **concise**.
- **Audience**/ target group **must 'connect'** to your messages
- Ensure **language appropriate** and **benefits** of clearly understood.





STEP 4 KEY MESSAGES EXAMPLES

Core messages for all target audiences

Basic information on cervical cancer and HPV infection

Messages for high-level decision-makers

Benefits of improved cervical cancer prevention programming, including public health benefits and financial benefits (savings in future cancer treatment costs and continuing productivity by adult women)

Messages for managers and health care providers

Opportunities for using cervical cancer prevention to promote other health services such as adolescent health, and sexual and reproductive health services

Messages for clients

Specifics of what services are provided and how they are performed
Respond to rumors, misinformation, client assumptions





STEP 5 ACTIVITY IDENTIFICATION

- What are the types of activities needed to achieve each of your objectives?
- It will help if you think of individual steps ...





STEP 6 IDENTIFICATION OF RESPONSIBLE PERSONS

- Central to the success of your plan is the **identification** and **agreement** of **organisational roles and responsibilities** around each activity
- Responsible individuals must have the **capacity** to **execute** the **task**.
 - Ability and time





STEP 7 PARTNER IDENTIFICATION

- Who will you be working with in your community to execute each of the activities in the plan?
- Examples include:
 - Other Health NGOs
 - Research NGOs/ Academia
 - Other Civil Society actors ie. women's groups
 - Ministry of Health/ Health Service Providers
 - Local Media
 - Key decision makers and gatekeepers



STEP 8 ESTABLISHING TIMELINES

- ◉ What is the duration of your plan?
- ◉ When will each activity start?
- ◉ When will each activity end?
- ◉ Think about the timeframe needed for each activity – ensure no conflicts with other major obligations within your organisation or major community activities



STEP 9 DETERMINING COSTS

- How much is this plan going to cost?
- What is the line item breakdown?
 - Important for tracking expenditure; sound accounting procedures
- Does your organisation have the financial resources to implement this plan?
- Do you have partners who can provide counterpart funds?



STEP 10 DEVELOPING M&E PLAN

- Your M&E plan is vital to the success of your project as it allows you to:
 - Track the progress of your project
 - Re-programme where necessary
 - Demonstrate success to possible sponsors
- Develop SMART indicators for objectives (measures project outcomes) and activities (measures project outputs)



STEP 10 DEVELOPING M&E PLAN

SMART INDICATORS

- Specific
 - Measurable
 - Achievable
 - Realistic
 - Time-bound
- Example:
 - The number HPV posters disseminated by June 1, 2013*
 - Developing a project **logframe**



IMPLEMENTING YOUR PLAN

- Successful plans are **Achievable & Realistic**
- Consistent with the resource realities of your organisation -
 - Financial & Human & Partner Buy-in
 - Need to adjust your business model?
- Ask yourself some questions: Are your **expectations** of your staff, yourself, your collaborators **real or ambitious?**
- **SET YOUR ORGANISATION UP FOR SUCCESS!**
- Attract attention of individuals and organisations interested **further funding**



ENGAGING THE MEDIA CRITICAL PARTNER

- ***“If you don’t exist in the media, for all practical purposes, you don’t exist”***

- Daniel Schorr, commentator, National Public Radio

- Powerful, credible, cost-effective way of communicating messages to a large target audience
- Raise awareness, inform, persuade and motivate the public and through thoughtful, compelling ‘stories’
- Most effective ways to gain the attention of decision-makers





DEVELOPING YOUR ADVOCACY ACTION PLAN USING THE HANDBOOK

- You can now use your handbook, your NGO assessment and your PAHO/HCC Situational analysis form to develop a **tailored advocacy project** for your organization.
- It is important **to share experiences** during this process in order to benefit from the lessons learned, models developed in various settings.





LET'S GET TO WORK

