



## 2.1 SAMPLE COUNTRY-LEVEL COMMUNICATIONS AND ADVOCACY PLAN FOR ROLLOUT OF REVISED WHO GUIDELINES

As the Foundation seeks to build support for swift adoption of the revised WHO guidelines for treatment of pregnant women living with HIV, prevention of mother-to-child HIV transmission, and adult and pediatric HIV treatment, it is essential that we engage in effective advocacy and communications efforts at the country level. Advocacy is the ongoing process of changing attitudes, actions, policies, and laws by influencing individuals, groups, and organizations. Advocacy encompasses a wide range of activities, including providing information, working in partnerships or coalitions, mobilizing constituencies, and using the media. It can be a powerful tool, complementing direct service delivery work and providing additional avenues to influence a policy maker or key decision maker to take action.

Below is a draft country-level advocacy/communications plan related to the revised WHO guidelines. Country staff is urged to tailor this strategy to their own specific needs, and will receive ongoing support in this area from the Public Policy, Advocacy and Communications team (PPAC), (PolicyandCommunication@pedaids.org) and, when necessary, other PPAC team members will be reaching out to key staff in all Foundation country teams to provide direct support on stakeholder and partner engagement, message development, and media outreach. Staff should also feel free to contact any of these individuals from the PPAC team for further support.

### ADVOCACY GOALS FOR ADOPTION AND ADAPTATION OF REVISED WHO GUIDELINES:

- Use the revised WHO guidelines as a tool to decrease the number of new pediatric HIV infections worldwide
- Use guideline revisions as a tool to solidify our global leadership role on the elimination of pediatric HIV and AIDS
- Advocate for increased resources to ensure that all in need receive appropriate HIV prevention and care and treatment services

### ADVOCACY OBJECTIVES FOR GUIDELINE ROLLOUT:

- Educate key stakeholders and decision makers on the importance of swiftly adopting the new WHO guidelines

- Widely communicate the Foundation’s positions to key stakeholders in relation to these guidelines to further the Foundation’s mission
- Support ministries of health in Foundation-supported countries to quickly and efficiently adapt and implement the revised guidelines
- Effectively engage the national and international media on renewed opportunities to provide better services for children, women and families living with HIV, as made possible by the revised WHO guidelines, and to create a generation free of HIV.
- Raise awareness with key constituencies on the importance and implications of the revised WHO guidelines

#### KEY STRATEGIES TO BE UNDERTAKEN IN COUNTRY, WITH ONGOING SUPPORT FROM PPAC STAFF:

- Develop a set of time-bound and achievable deliverables. These can include:
  - An op-ed piece to coincide with revised guidelines
  - Identify partners for collaboration in support of guideline revision and implementation
  - Set meetings with MOH and other key stakeholders to discuss planning for national adaptation
- Identify key audiences for advocacy efforts — who are you trying to influence and/or educate?
  - Possible audiences include:
    - Key MOH staff
    - Key staff of other influential ministries (e.g., Finance)
    - Donors
    - Other service providers
    - Civil society organizations
- Identify key spokespeople at global and country levels to ensure consistent messaging to various audiences.
- Work closely with the PPAC team to develop country-specific key messages to support adoption of revised guidelines.
  - Messages must be targeted to key audiences and should be based on Foundation position statements
  - The advocacy audience must understand the importance of the revised guidelines and understand why their support of swift adoption is important:
    - What role does this person play in the HIV community?

- Who does this person have influence with? Who influences this person?
- What change may occur if this person understands our policy objective?
- Using these messages, PPAC will work closely with country teams to develop relevant written materials, such as fact sheets to support advocacy efforts in country.
- Identify key partners with common goals.
  - Please see Illustrative Country Partnership Menu for examples.
  - Once identified, set up meetings with identified partners to discuss possible joint engagement and agree on common goals and messaging.
  - Once joint goals and messages have been agreed upon, schedule joint meetings with key audiences identified above.
  - Issue joint statements and/or hold joint meetings with identified partners to raise awareness of WHO guideline revisions and the need to adopt them in a speedy manner.
- Strategically engage the media.
  - Draft press statement outlining Foundation’s position, possibly with a coalition of like-minded organizations.
  - Work with in-country or PPAC staff to do outreach with reporters in advance of the guidelines to educate them on the impact.
  - Hold journalist training/seminars on revised guidelines.

## PHASED TIMELINE

### FOR GUIDELINE RECOMMENDATIONS RELEASE

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- Statement from Foundation leadership on the importance of revised guidelines (HQ level):
  - Designate key senior staff as spokespeople; (e.g., HQ Senior Leadership, Country Directors, select technical staff)
  - Strategic placement of op-ed articles in country
- Identify country teams’ core audiences — whom are you trying to educate and influence?
- Identify key partners. What other organizations in-country may share similar views on revised guidelines and may want to join efforts with the Foundation in this advocacy?
- If working with partners, develop joint, co-branded statement on revised guidelines.

- Develop country-specific core messages in collaboration with PPAC and GTP.
- Develop materials to support identified advocacy positions of quick adoption of revised guidelines by national governments, including issue briefs and fact sheets
- Visit key decision makers to present your case. Prepare and provide relevant fact sheets, including key deadlines and timeframes
- Working closely with PPAC team, develop relevant fact sheets for key reporters, alerting them to revisions and the importance of national adoption
- Hold educational seminar for journalists to provide them with relevant information and background
- Actively work with media (including print, broadcast, radio, online) to produce stories on the importance of revised guidelines, as well as the Foundation's activities in support of their swift adoption
- Hold public colloquia with partners to raise awareness of WHO guideline revisions and to generate support for the Foundation's positions

#### LONG-TERM/FOLLOW-UP PLAN:

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- Establish benchmarks for effectiveness of advocacy and communications activities. Benchmarks should be based on:
  - Full MOH adoption of revised guidelines
  - Timeframe of adoption
  - Level of press coverage
  - Level of engagement with key stakeholders
  - Level of engagement with partner organizations
- Undertake additional education efforts where necessary
- Monitor progress toward goal of country adaptation and adoption of WHO guidelines



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# ADVOCACY BRIEFING SLIDE SET

Toolkit for supporting national guideline revision

# Objectives of this Presentation

- Provide a simple definition of advocacy
- Assist technical staff in identification of potential advocacy opportunities
- Explore the connection between advocacy messages and intended audiences
- Introduce advocacy planning template for developing country level advocacy approach to revised WHO guidelines

# What is Advocacy?

- Advocacy is the ongoing process of changing attitudes, actions, policies and laws by influencing individuals, groups, and organizations
  - ▣ Advocacy is built and sustained over time
  - ▣ Definition captures a lot of activity - understandable how “advocacy” can mean different things in different situations
    - Technical advocacy vs. public policy advocacy vs. awareness building & community outreach
  - ▣ Not the amount of advocacy but the strength and consistency of the messages that lead to success

# How Does Advocacy Work with Communications?

- **Communications** – Within the context of policy and advocacy activities, communications is a tool to disseminate and promote messages in support of an advocacy objective
  - ▣ What makes a communication an advocacy activity is the content and purpose of the communication
  - ▣ Include written materials, electronic/digital media, telephone, radio, television and video

# Why is Advocacy Important to Technical Staff?

- Advocacy is a key route to policy change, critical to long term sustainable programs
- Technical staff has the on-the-ground, first-hand expertise needed to inform, motivate and support policymakers, opinion leaders and civil society advocates on country-specific issues
- Important to recognize opportunities for advocacy in your work

# Activity #1: Understanding Advocacy Opportunities

- List some external activities that you do as a regular part of your job (e.g., meetings, conferences, trainings, special events)
- What sorts of issue leaders or policy makers attend those activities?
- What sort of engagement can you have with those issues leaders and policymakers?

# Potential Advocacy Targets

- Who else plays a significant role in shaping the environment in which we work?
  - ▣ Policymakers (MOH, MOF, local government officials)
  - ▣ Donor Organizations
  - ▣ Civil Society
  - ▣ Issue Leaders and Public Figures
  - ▣ Media
  - ▣ Others?

# The Importance of Messaging

- Need to deliver the right message to the right person
- The advocacy audience must understand the issue and understand why their support is important
  - ▣ What role does this person play in the HIV/AIDS community?
  - ▣ Who does this person have influence with? Who is this person influenced by?
  - ▣ What change may occur if this person understands our policy objective?

# Activity #2: Audiences & Messages

	What motivates this audience?	What types of messages address this interest?
MOH		

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	<b>What motivates this audience?</b>	<b>What types of messages address this interest?</b>
Donor Organization		
Public Figure		
Community Organization		
Local Government Official		

# Key Messages

- Review Foundation messages
  - Taken directly from Foundation positions statements
  
- Country Specific Messages
  - Work with Country Director to evaluate these messages for use in your country's advocacy strategy around revised WHO guidelines (for ARV regimens and/or other topics)

# Example of Key Messages on ARV Drugs for Prevention of HIV in Infants and Treatment of Women\*

- The Foundation supports efforts to achieve universal coverage of interventions to eliminate HIV in children, utilizing the most effective approaches feasible
- The Foundation supports national guideline formulation and rapid in-country implementation
- All pregnant women with HIV should be assessed for treatment eligibility, including determination of CD4 count
- Initiating ART for pregnant women at the higher CD4 count threshold (350) will result in decrease HIV transmission to children and better health outcomes for women
- Extending infant ARV prophylaxis during the first weeks of life will prevent more HIV transmission to children
- Eligible pregnant women and their families should be provided with HIV care and treatment
- The most efficacious regimen possible should be provided to non-treatment eligible pregnant women based on national policy, local feasibility, and acceptability

\* Key messages need to be tailored to your own specific country and audiences

# Example of Key Messages for Infant and Young Child Feeding in the Context of HIV\*

- The Foundation supports infant and young child feeding practices that promote child health and survival for all children regardless of HIV exposure or status
- The Foundation supports efforts to strengthen counseling and support for infant and young child feeding in the context of HIV
- The Foundation supports the following feeding practice for infants born to mothers living with HIV:
  - 0-6 months: Exclusive breastfeeding from birth to six months
  - 6-12 months: Introduction of complementary foods and continued breastfeeding until at least 12 months
  - 12+ months: Continued breastfeeding until a safe and nutritionally adequate diet can be provided without breast milk
- Breastfeeding provides advantages over replacement feeding due to concerns about the safety, feasibility, and acceptability of replacement feeding in most of the contexts in which we work
- The Foundation affirms that infants and young children with confirmed HIV infection should be exclusively breastfed for the first six months of life and should continue breastfeeding (together with complementary feeding) as per the recommendations for the general population, which is up to 2 years or more

\* Key messages need to be tailored to your own specific country and audiences

# Example of Key Messages for ARV Treatment for Infants and Children\*

- The Foundation is committed to universal access to HIV care and treatment for infants and children living with HIV
- The Foundation is fully committed to the scale-up of interventions to prevent vertical transmission of HIV and linking HIV-exposed infants and children into HIV care and treatment
- The Foundation is committed to efforts promoting universal access to HIV diagnosis for infants and children with systematic efforts to test all HIV exposed infants and children at 6 weeks of age and 6 weeks after cessation of breastfeeding
- The Foundation supports initiating ARV treatment in every infant and child 24 months and under diagnosed with HIV regardless of HIV status
- The Foundation supports the most tolerable and least toxic regimens available
- The Foundation emphasizes the importance of treatment preparation and age-developmentally appropriate adherence counseling

\* Key messages need to be tailored to your own specific country and audiences



## Example of Key Messages on ARV Treatment for Adults and Adolescents\*

- All eligible adults and adolescents living with HIV should be provided with HIV treatment
- All adults and adolescents living with HIV should be assessed for treatment eligibility
- Initiating ART for adults and adolescents at the higher CD4 count threshold (350) will result in better health outcomes
- The Foundation supports the use of the least toxic, most effective ARV regimens feasible
- The Foundation supports the use of combined immunological and clinical monitoring to diagnose treatment failure and as the basis to switch from first-line to second-line regimens

\* Key messages need to be tailored to your own specific country and audiences

# Presenting the Key Messages

- Concise but clear presentation of the issue
  - Be prepared to get your key messages across at the beginning of your conversation, just in case your conversation is cut short
  
- Highlight country-specific data, statistics and outcomes when possible
  
- Use anecdotes to illustrate your key points
  - Personal stories are often more memorable than facts and figures to many advocacy audiences

# “The Ask”

- Must be clear about the action you want the audience to take
  - ▣ Change a policy
  - ▣ Partner on a project
  - ▣ Provide funding for programs or projects
  - ▣ Help with public awareness
  - ▣ Participate in a meeting or event
  - ▣ ***Learn about the Foundation and our issues***
  - ▣ Others?

# Follow-up

- Relationship building is the cornerstone of effective advocacy
- When you near the end of an advocacy discussion, suggest a follow-up task
  - ▣ *Examples*
    - *“Can I contact you about setting a meeting with some people at the Foundation?”*
    - *“Let me send you our fact sheet on preventing vertical transmission”*
    - *“Would you consider visiting one of the sites we support?”*
  - ▣ This is how contacts become relationships
  - ▣ Allows you to elevate the information sharing but providing more detailed information and/or including more EGPAF staff
- Any follow-up should include a 1-2 sentences about what you talked about
- Don't forget to thank them for talking to you!

# Activity #3

# Putting it All Together

# Other Advocacy Opportunities

- Focus of this session was in-person advocacy
- Think about other ways your work can influence issue leaders and policy makers
  - ▣ Creating a common advocacy agenda with existing technical partners
  - ▣ Collaboration with civil society organizations
  - ▣ Educational opportunities and public presentations
  - ▣ Writing position papers and program briefs

*Complete the advocacy planning template*

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*Seek support from the Public  
Policy, Advocacy and  
Communications team  
(PPAC)*