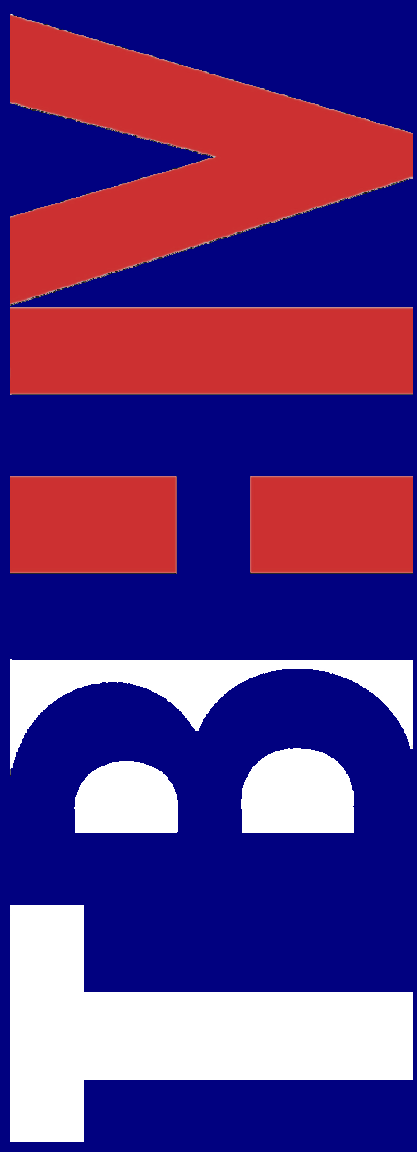


Networking for Policy Change An Advocacy Training Manual



Networking for Policy Change: TB/HIV Advocacy Training Manual

“TB is too often a death sentence for people with AIDS.

It does not have to be this way.”

-Nelson Mandela, International conference on HIV /AIDS, Bangkok, Thailand, July 2004

CONSTELLA



GROUP™

Enhancing Human Health

CONSTELLA FUTURES



World Health
Organization

Stop TB Partnership

Acknowledgments

This manual is an adaptation of *Networking for Policy Change: An Advocacy Training Supplement* (POLICY Project, 1999; available for download at www.policyproject.com). Constella Futures gratefully acknowledges the contributions of the original authors.

Constella Futures and World Health Organization would also like to acknowledge Ratha Loganathan, Emily Sonneveldt, and Sarah Arnett from Constella Futures and Haileyesus Getahun from WHO Headquarters for contributing the technical portions to this manual and Penney Davis and Linda Gough of Constella Futures for editing and formatting. The authors would also like to acknowledge the following WHO staff for providing comments and participating in the technical review process: Ian Grubb (Headquarters, Geneva, Switzerland), Joumana Hermez (WHO Regional Office for the Eastern Mediterranean, Cairo, Egypt), Pillar Ramond (Pan American Health Organization,, Washington DC, USA), Joanne Sheppard (Headquarters, Geneva, Switzerland), Michael Luhan (Stop TB Partnership Secretariat, Geneva, Switzerland), and Carol Francis (Stop TB Partnership Secretariat, Geneva, Switzerland). The authors would also like to acknowledge Leah Wanjama for her technical review and for facilitating the field testing of the manual. Participants of the TB/HIV advocacy training workshops, which were held in July 2003 in Nairobi, Kenya and May 2005 in Cape Town , South Africa particularly Lilian Mwereko from Uganda and Lucy Chesire from Kenya are acknowledged for their valuable contribution to finalize the manual

Table of Contents

Introduction	5
Overview	10
Section I. The Power of Numbers: Networking for Impact	16
Unit 1 What Are Advocacy Networks?	18
Unit 2 Effective Communication: Understanding One Another	28
Unit 3 Cooperation Not Competition: Building a Team	36
Unit 4 Decision Making: Reaching Group Consensus	42
Unit 5 Mission Statements: Creating a Common Purpose	46
Unit 6 Putting It All Together: Managing the Network	50
Section II. Actors, Issues, and Opportunities: Assessing the Policy Environment	56
Unit 1 The Policy Process: Government in Action	58
Unit 2 Decision Making for TB/HIV: Analyzing the Policy Climate	64
Unit 3 Prioritizing Policy Issues: Making the Best Matches	70
Section III. The Advocacy Strategy: Mobilizing for Action	75
Unit 1 What Is Advocacy?	76
Unit 2 Issues, Goals, and Objectives: Building the Foundation	86
Unit 3 Target Audiences: Identifying Support and Opposition	93
Unit 4 Messages: Informing, Persuading, and Moving to Action	99
Unit 5 Data Collection: Bridging the Gap between Communities and Policymakers	109
Unit 6 Fundraising: Mobilizing Resources	120
Unit 7 Implementation: Developing an Action Plan	124
Unit 8 Monitoring and Evaluation	129
Handouts	136
References	225

Introduction

“TB and HIV (TB/HIV)--two diseases--one patient. For the first time, the goal of working together as one community seems truly achievable, with broad representation and contribution from both the HIV and the TB communities. It is a joint action that works – not TB or HIV programs working in isolation.”

Participants, Third Global TB/HIV
Working Group Meeting
Montreux, Switzerland, June 2003

Purpose of the Manual

It is through advocacy—a set of targeted actions in support of a specific cause—that a supportive and self-sustaining environment for TB/HIV (the intersecting epidemics of TB and HIV) goals can be created. This training manual was prepared to help representatives of nongovernmental organizations (NGOs) and other formal groups of civil society to form and maintain advocacy networks and develop effective TB/HIV advocacy skills. The manual’s tools and approaches can be used to affect TB/HIV policy decisions at the international, national, regional, and local levels.

This document is adapted from *Networking for Policy Change: An Advocacy Training Manual*, a resource for facilitators of family planning and reproductive health advocacy issues worldwide. The training manual includes information on networking, communications, and policy environments; exercises on conceptualizing, implementing, monitoring, and evaluating advocacy campaigns; and relevant materials for advocates. Facilitators can use the training techniques employed in the manual in various contexts. However, this manual is specifically adapted for trainings when TB/HIV is the focus of advocacy.

Why advocacy manual on TB/HIV?

TB and HIV are global emergencies whose deadly interaction affect millions and threaten global public health. HIV infection is a leading risk factor for TB through promoting the progression of latent and recent infections of *Mycobacterium tuberculosis* (MTB) into active disease. It also increases the rate of recurrence of TB. The number of TB cases has been on the rise over the last two decades coinciding with increase in adult HIV prevalence rate particularly in sub-Saharan Africa, amounting up to a ten fold increase in some countries. HIV is the main reason for failure to meet TB control targets in high HIV settings. Likewise, TB is among the leading causes of death among people living with HIV/AIDS.

Collaborative TB/HIV activities can improve TB and HIV control. Collaborative TB/HIV activities have the objectives of reciprocating between TB and HIV/AIDS programs, reducing the burden of TB among persons living with HIV/AIDS (PLHAs) and reducing the burden of HIV among patients with TB. Implementation of collaborative TB/HIV activities need to be

accelerated in countries to address the epidemic of HIV related TB. Sound implementation of these activities requires the collaboration between TB and HIV/AIDS programs at all levels. Joint action is needed now to provide optimum patient centered TB and HIV prevention and care. The creation of this training manual is one of the first advocacy steps to make the joint TB/HIV action effective at global, regional, national and local levels. This manual will serve to solicit political and popular support and resource mobilization to accelerate the implementation of collaborative TB/HIV activities.

Who Should Use This Manual?

This advocacy manual is intended to reach individuals and institutions at national and local levels who advocate for TB and HIV.

How the Manual Is Organized

The manual is based on the principle that advocacy strategies and methods can be learned. It is organized around a well-developed model—tested over time and within diverse cultures—for accomplishing advocacy objectives. The components of the model are the same regardless of the advocacy goals—whether to build district capacity to implement collaborative TB/HIV activities or to enhance and expand PLHAs support group’s involvement in collaborative TB/HIV activities.

Following a general overview of TB/HIV issues, the following three sections are addressed:

- **The Power of Numbers : Network for Impact**
- **Actors, Issues, and Opportunities: Assessing the Policy Environment**
- **The Advocacy Strategy: Mobilizing for Action**

The building blocks of advocacy are the formation of networks, the identification of political opportunities, and the organization of campaigns. The manual includes a section on each of these building blocks, with specific subjects presented in individual units. Each section begins with a general introduction to the topic. Units within each section contain background notes, learning objectives, and handouts. The approximate time required to complete each unit is indicated as are the needed materials and preparation. Within each unit, activities such as role plays, discussions, and brainstorming are presented to help participants internalize their learning. Each unit concludes with a brief summary and a preview of the next unit.

While the manual can be used in its entirety, it is designed to be used in sections depending on the particular needs of the network. For example, if a group of NGOs has already formed a network and has decided it needs a better understanding of both the policy process and how to become skilled advocates, a workshop could be organized on Sections II and III. To take another example, if NGOs are interested in forming an advocacy network or making their existing network function more effectively, it would be appropriate to organize a workshop on Section I. By focusing only on the introduction to each section and the background notes for each unit, networks can also use the manual as a general reference on advocacy without undertaking any specific training activities.

Training Methodology

This manual is based on the following adult learning principles:

- The learning is self-directed.
- It fills an immediate need and is highly participatory.
- Learning is experiential (i.e., participants and the facilitator learn from one another).
- Time is allowed for reflection and corrective feedback.
- A mutually respectful environment is created between facilitator and participants.
- A safe atmosphere and comfortable environment are provided.

Training techniques used in this manual include the following:

Presentations - activities conducted by the facilitator or a resource specialist to convey information, theories, or principles;

Case Study Scenarios - written descriptions of real-life situations used for analysis and discussion;

Role-Plays - two or more individuals enacting parts in scenarios as related to a training topic;

Simulations - enactments of real-life situations; and

Small Group Discussions - participants sharing experiences and ideas or solving a problem together.

Role of the Facilitator

It is the responsibility of the facilitator to present each unit's background material and activities as clearly as possible. Skills used to enhance communication include the following:

Nonverbal Communication

- Maintain eye contact with everyone in the group when speaking. Try not to favor certain participants.
- Move around the room without distracting the group. Avoid pacing or addressing the group from a place where you cannot be easily seen.
- React to what people say by nodding, smiling, or engaging in other actions that show you

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/云报告?reportId=5_29665

