PATH’s 10-Part Framework for Advocacy Strategy Development

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PATH’s Capacity Strengthening Approach

• In response to country priorities, PATH co-creates interventions with partners who serve as the primary drivers and decision-makers of health system solutions.

• PATH envisions a world where communities and individuals have the capacity to impact their own health outcomes.

• To work with country partners to strengthen their capacity, leading to sustainable health systems and more equitable health outcomes.

• Capacity strengthening is an ongoing and iterative process that, when done sustainably, takes time and a variety of investments.
CORE PRINCIPLES | Honor local strengths and assets | Two-way learning | Respectful partnerships
PATH’s 10-Part Framework for Advocacy Strategy Development

• Proven 10-Part Framework for Advocacy Strategy Development to strengthen the capacity of civil society advocates to help them achieve long-term success with their advocacy efforts.

• Workshop curriculum, a customizable resource to introduce the 10-part advocacy strategy development process.

• Available in English and French

• The framework guides our own practice, and our partners have used it to influence health policy change and implementation.
Modalities

- Facilitated **participatory workshops** - engaged more than 700 individuals in 50 countries.
  - Facilitator’s guide
  - Facilitator’s slide set
  - Training of facilitators manual
  - Workbook for advocates

- **NEW! Accessible mid-July 2024 interactive e-learning course**
  - Introduction to policy advocacy module (English and French)
  - Full 10-parts advocacy strategy development module (English)
Map Your Advocacy Impact Strategy

Answers to these simple questions will provide an effective 10-PART PLAN to help you achieve important health policy changes and accountability.

What is your advocacy issue?
This is the first, and most critical, stage of the process. Your issue should be specific and clear, align with your organization’s mission, and be realistically addressed through advocacy within five years. You’ll also need evidence about why your issue is a problem.

What is your advocacy goal?
This is your policy solution to the issue—or what you’d like a policymaker to do to address it. Describe the change you would like to see, how that change will happen, the timeframe, and which institution needs to act to make it happen.

Who are the decision-makers & influencers?
Identify the specific decision-makers who have the power to give you what you want and the influencers who can persuade them to act. These are the individuals who can say yes or no to your goal, so be specific.

What are their interests?
Try to understand your issue from each of your decision-makers’ perspectives. Consider their level of awareness and current feelings about the issue and identify what might motivate them to take action. The most effective strategy will target decision-makers where they are and move them toward your point of view.

What opposition & obstacles exist?
It’s important to understand who may resist or oppose your goal in order to design tactics and messages to reduce their influence on key decision-makers. Also, identify obstacles—like competing priorities, political controversy, or insufficient resources—that might hinder progress.

What are your advocacy assets & gaps?
Your assets are the skills, expertise, and resources you have to conduct advocacy activities. Conduct a thorough inventory of your assets, as well as anything you’re missing to get the job done.

Who are your key partners?
Be strategic about the partners you choose and how you partner with them. Good partners bring new constituents to an issue, demonstrate wide-scale support, improve your ability to reach and persuade a wider set of decision-makers, help mitigate opposition, and yield additional expertise, skills, and resources.

What are your tactics?
Be selective about your advocacy tactics. The best activities are the ones most likely to have an immediate and direct impact on your target decision-makers or key influencers. When designing your tactics, consider whether they address your decision-makers’ interests, help isolate the influence of any opposing groups, and align with your advocacy assets.

What are the most powerful messages?
Use what you know about your decision-makers’ interests to develop a compelling message about your advocacy goal. Your message should briefly introduce the issue, connect to your decision-makers’ interests, address the solution, and end with a clear “ask.” It’s important to also identify people who can deliver that message most effectively.

How will you measure success?
Policy change can take time, so don’t just focus on the end point of your goal. Develop measurable benchmarks along the way so you’ll know you’re making progress and to help you refine your advocacy strategy as needed.
For more information contact:

- Suite of PATH’s capacity strengthening tools: [PATH’s Advocacy Resource Hub](mailto:PATH’s Advocacy Resource Hub)
- Email: [advocacyandpolicy@path.org](mailto:advocacyandpolicy@path.org) / [wmanguyu@path.org](mailto:wmanguyu@path.org) / [msonga@path.org](mailto:msonga@path.org)
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