

Translating Advocacy to Action at the Country Level

PATH plays a critical and growing role in the global and country-level advocacy landscapes. PATH works in more than 70 countries and serves on numerous government advisory bodies, making the potential for sustained impact through coordinated and strategic advocacy exceptional. Our presence and relationships in many of these countries is long-standing, and PATH is often considered a critical and trusted partner at multiple levels, from community networks to national governments. PATH drives advocacy through our unique ability to translate evidence into action, inform and influence policy and resource allocations, and achieve impact where it is needed most.

PATH'S UNIQUE ADVOCACY ROLE

PATH is an innovator and researcher, developing and adapting high-impact solutions to reach communities across the world. PATH is also an implementation catalyst, working with government and civil society partners to ensure that lifesaving interventions are accessible to those who need them most. And PATH is an advocate, translating data, knowledge, and messages to stimulate action by decision-makers in support of health innovations, policies, and sustainable resources.

Leveraging this unique set of capabilities and areas of expertise, we translate our deep understanding of technical evidence and new innovations across the health spectrum to inform and influence global health policy and resource decisions.

PATH'S GUIDING ADVOCACY PRINCIPLES

PATH seeks to inform and influence public policy and resource decisions that strengthen programmatic impact at the global, national, and community levels across a range of health areas. PATH uses our in-depth knowledge of technical evidence as well as the latest experience in the field to inform and influence policy change. PATH's advocacy is based on three guiding principles.

1. Support evidence-based decision-making

PATH aims to translate data and evidence, as well as real-world experiences for policymakers and advocates, to make informed decisions on policies and resource allocations and to pursue the most effective health solutions and innovations to achieve maximum health impact.

Improving emergency medical transport in India

Working with India's National Rural Health Mission, PATH advocated for the establishment of a technical working group. Today, PATH serves as the secretariat of the group, which is forming a policy roadmap on emergency referral and transport for maternal and newborn complications.

2. Strengthen the advocacy voices of technical staff

Through strategic training and support, PATH advocacy and public policy experts aim to enhance the capacity and skills of field-based program staff and ensure their ability to use data, experience, and credibility to effectively inform government policy and resource priorities.



3. Pursue implementation of policymakers' commitment

PATH aims to strengthen accountability and implementation mechanisms to ensure that policy and resource commitments are not only committed to on paper, but are also adopted, tracked, and reported.

PATH'S ADVOCACY APPROACH

Using these guiding principles, PATH develops and implements focused advocacy efforts, undertaking strategic steps to advocate within a given environment and respond to the needs of specific circumstances. PATH's experience spans the spectrum of global health issues, creating a deep knowledge in specific technical areas as well as the ability to advocate across and between health and development sectors. While specific objectives may differ depending on the disease or population of focus, five key components guide PATH's advocacy approach.

1. Leveraging the breadth and depth of PATH's expertise

PATH's work across the entire health spectrum—from maternal and child health to infectious diseases and from research and development to implementation and scale—allows us to draw upon a wide range of expertise to inform policy and resource decisions. This, coupled with PATH's global influence and presence in more than 70 countries, affords an opportunity to engage and employ a range of partners and tactics to improve health outcomes.

Improving family health in Kenya

In coordination with Kenya's Parliament Health Committee and Ministry of Health and as co-secretariat of the Technical Action Group, PATH is providing data and recommendations to inform the development of legislation that improves comprehensive health access and services for women and children.

2. Developing an informed advocacy strategy

PATH uses a robust approach to advocacy based on our *Ten Steps to Developing a Strategic Advocacy Agenda*.

Advocates evaluate the data on the determinants of a specific health problem as well as the proven solutions to effectively address it. Then, they conduct in-depth policy and stakeholder landscape analyses to inform their goals, objectives, and activities. A feasibility assessment is also conducted to prioritize advocacy outcomes and targets, which inform the tactics and activities to achieve them.

Supporting the new Africa Coalition on TB

After an intensive, PATH-led training utilizing our advocacy strategy curriculum, civil society leaders and former tuberculosis (TB) patients from five African countries launched the Africa Coalition on Tuberculosis (ACT!) and will receive further training and technical assistance from PATH in developing country level advocacy strategies that address the social and political roots of TB.

3. Building on PATH's long-standing reputation

PATH has a high level of credibility in the field related to our role in innovation and implementation support. As a result, PATH has built long-standing relationships with partners and key influencers in many countries. Because PATH is often "embedded" in the system and acts as a full partner to government, we have unique access to reach the highest levels of decision-making. PATH's in-country access, trust, and proven track record contribute to PATH's ability to identify, inform, and influence change.

Advancing Malaria Control in Africa

In partnership with the National Malaria Control Centers, the surveillance system of the Malaria Control and Evaluation Partnership in Africa (MACEPA) program at PATH provides real-time, actionable data that guides decision-making on key policy issues, program priorities, and national financing.

4. Convening and collaborating with partners

PATH collaborates with a vast array of partners to achieve advocacy impact. As the lead convener for many partnerships—including the Global Health Technologies Coalition, Accelerated Vaccine Introduction Initiative, Maternal Health Supplies Working Group, Reproductive Health Supplies Coalition, and Malaria Advocacy Working Group—we have a strong and unparalleled network of partners to engage in advocacy endeavors. In particular, given our strong partnerships with the private sector through our product development work, PATH is also able to leverage relationships with stakeholders outside the traditional global health sector as advocacy partners, allowing us to influence otherwise untapped decision-makers. As a result, PATH is able to expand our advocacy reach and achieve far greater outcomes.

Accelerating access to vaccines

To ensure optimal use of immunization resources from the GAVI Alliance, PATH's Accelerated Vaccine Introduction Initiative leverages expertise across a technical consortium that includes Johns Hopkins University and the US Centers for Disease Control and Prevention to coordinate country-focused advocacy, evidence-based decision-making, and on-the-ground support in four GAVI priority countries: Ethiopia, the Democratic Republic of Congo, Nigeria, and Pakistan.

5. Linking global and country efforts

The opportunities for PATH to link global and country level advocacy for a "push-pull" effect are unmatched,

particularly given the current range of global commitments announced over the past few years. Country-level advocates are increasingly seeking to both inform as well as hold their governments accountable to fulfilling these global commitments. PATH seeks to use our global presence and tap our global network to ensure that the identified needs of in-country advocates and programmers are incorporated into global-level processes and that the changes and commitments made at the global level provide platforms for national mobilization and accountability.

Ensuring the availability of lifesaving vaccines

PATH is working with the World Health Organization (WHO) to ensure that restrictions on thiomersal—a preservative used in many lifesaving vaccines—are not included in a new global treaty on mercury being developed by the United Nations Environment Program. By adapting WHO technical information and strategically engaging national advocates and policymakers in regional negotiations, PATH leads a global network to ensure the continued availability of safe and effective vaccines for people across the globe.

EXPANDING PATH'S ROLE IN COUNTRY ADVOCACY

Going forward, PATH seeks to play an increasingly essential advocacy role that systematically and effectively translates evidence into action for impact at the national and global levels. PATH sees advocacy as fundamental to ensuring that program and product innovations are brought to scale and sustained. PATH's business model, management structure, and committed and talented workforce enable our advocacy to be highly strategic, agile, and responsive to the needs and opportunities for change as they arise. Recognizing the critical role of advocacy in effective and sustained global health impact, PATH is positioned to expand our in-country advocacy efforts through three important mechanisms.

1. Creating a network of informed program advocates

PATH seeks to maximize the value of our growing suite of materials, trainings, and experts to strengthen the advocacy skills and capacity of global health practitioners. PATH uses simple, powerful tools to train technical program staff in the development and pursuit of advocacy goals and activities. PATH's *Ten Parts to Developing a Strategic Advocacy Agenda* and advocacy strategy curriculum guide partners

Enhancing midwives' capacity to address HIV

As Secretariat for the Midwives AIDS Alliance in South Africa, PATH staff provided technical assistance to a group of influential midwives from across the country to identify priorities and strategies to advocate for an increased role for midwives in HIV prevention.

through an advocacy strategy development process. Each of these tools—and others in development—provides tested resources to strengthen advocacy agendas, build strategies, and create a network of informed global health stakeholders.

2. Providing guidance, support, and technical assistance

During the past several years, PATH's US-based advocacy and public policy staff has provided technical assistance to the organization's field-based program staff. This paradigm is undergoing a shift, with field-based staff being trained and supported to partner with and technically assist their peers. PATH seeks to be a leader in providing advocacy technical assistance, by expanding our role in supporting national governments and stakeholders looking to drive policy changes.

Increasing access to lifesaving commodities

As co-chair of the Maternal Health Supplies Working Group and a contributor to United Nations global initiatives, PATH has played a critical role bringing country perspectives to inform global policies through our report *Safeguarding Pregnant Women with Essential Medicines: A Global Agenda to Improve Quality and Access*.

3. Linking global and country level advocacy

PATH staff serves as advisors to global policy initiatives ranging from the UN Commission on Lifesaving Commodities for Women and Children to the Global Vaccine Action Plan, among others. PATH will increasingly use our position in the global policy arena to inform country-level implementers and advocates of policy and resource allocation commitments, highlighting opportunities for national governments to contribute. Similarly, PATH will leverage our staff and partners working at the national and community levels to ensure that global policies are informed by on-the-ground realities and perspectives.



PATH is an international nonprofit organization that transforms global health through innovation. We take an entrepreneurial approach to developing and delivering high-impact, low-cost solutions, from lifesaving vaccines and devices to collaborative programs with communities. Through our work in more than 70 countries, PATH and our partners empower people to achieve their full potential.

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