

ADVOCACY INSIDE MINISTRIES:

*How ministerial leaders can
advance reproductive health
and family planning policy*

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HISTORICAL SENEGAL RH POLICY ENVIRONMENT

Senegal showed early post Cairo commitment to reproductive health:

- First National Program of Reproductive Health in 1996.
- First National Program of Family Planning in 1996.
- Creation of the Division de la Santé de la Reproduction (DSR) within the Direction de la Santé in 2001.
- Active involvement in parliamentary advocacy around family planning for Francophone Africa beginning in the 1990's
 - Key involvement in the creation of the model law for reproductive health to remove negative effects of the 1920 French law against contraception prepared in 1999

CURRENT SENEGAL RH POLICY ENVIRONMENT

Strengths:

- **Continued well developed policy environment supporting RH/FP**
- *Strategic Plan to accelerate progress on Reproductive Health in Senegal 2010-2014*
 - Vision: Universal and equitable access to quality RH services is ensured for all individuals, families and communities
 - Aggressive activities to address: quality of services, special underserved populations, and improved management and leadership within the program.
- *Roadmap to accelerate the reduction of maternal and newborn morbidity and mortality in Senegal*
 - Accelerate the reduction of maternal and newborn morbidity and mortality in order to contribute to the achievement of the MDGs related to maternal and newborn health
 - Maternal and neonatal health services at all levels, including family planning.
- **Government commitment to the MDGs**

CURRENT SENEGAL RH POLICY ENVIRONMENT

Areas currently being prioritized to maximize government potential:

- Complex regulatory environment for providers and private sector, especially for family planning
- Absence of consistent outspoken high level government/political champions for family planning
 - Continued pronatalist trends act as deterrents for politicians
- Little multi-sectoral involvement in RH advocacy
- Fragmented advocacy activities between the gov't and national and international NGOs
 - No specific advocacy agenda or strategy within government.
 - Divided among many partners, with little strategic coordination

CURRENT ROLE OF ADVOCACY FOR THE DSR

- Campaigns supporting National Days, such as Women and HIV/AIDS
- Involvement in partner led initiatives (both as an advocacy target and as a participant)
- Identification of overall/general advocacy needs in strategic documents

WHY ADVOCACY INSIDE MINISTRIES?

- Ministries are either participants in or subjects of advocacy efforts led by national/international organizations, but are rarely the leaders.
- Ministry leaders are an untapped resource to serve as catalysts and champions to advance policy
- The fact that ministries are inside governments gives them access to decision-makers as well as a unique perspective on how best to develop advocacy strategies that will influence those decision-makers

WHAT IS NEEDED FOR ADVOCACY?

- Synthesizing of advocacy needs mentioned in various strategic documents
 - Ensuring that advocacy strategies are guided by existing strategic plans and road maps, and also used to influence future strategic documents
- Identification of specific advocacy objectives that:
 - Identify both short and long-term priorities
 - Provide detailed activities supporting objectives
 - Specify messages and activities that are targeted to specific audiences and clearly state expected policy actions
- A strong, central government led advocacy program that coordinates partners and moves entire advocacy agenda forward

INTERVENTION OBJECTIVES

- Build capacity of the DSR to create and disseminate relevant, up-to-date, and targeted messages and information to the appropriate audiences, such as:
 - Other Divisions in the Direction de la Santé
 - Directions in the Ministère de la Santé, de l'hygiène publique et de la prévention
 - Government Ministries (Finance, Human Resources, etc)
 - Parliamentarians
 - Office of the President
 - International Organizations (WHO, UNFPA, USAID, etc)
- Assist the DSR to position itself as the leader of these efforts, with partners supporting their overall agenda

ADVOCACY INSIDE MINISTRIES: MAJOR STEPS

- 1. Policy assessment to identify advocacy priorities**
- 2. Creation of Advocacy Inside Ministries Strategy**
 - Message Development Workshop
 - *Generation of main themes to be used in advocacy for each major issue*
 - Sharing of Strategy and Messages with Partners
- 3. Implementation of the Strategy**
 - Identification of strategic opportunities to engage stakeholders identified within the strategy to disseminate messages and materials
 - Integration of the strategy into different DSR program areas with specified leadership for each issue
 - Integration of advocacy agenda monitoring into existing management meeting structure of the DSR
 - *Integration of report back from partners into management meetings*
 - Solidification of role of partners through the formation of a national level advocacy group
 - *Opportunity to verify that messages from different sources are reinforcing the overall objectives and not splitting focus or providing contradicting/extraneous information*

POLICY ASSESSMENT TO IDENTIFY ADVOCACY PRIORITIES

- Policy assessment included the following components (performed by a consultant):
 - Desk review of existing and past RH policies
 - Identification of current partner activities and priorities through desk review and key interviews
 - Status of current policy implementation ascertained through analysis of available data and expert consultations
- Main findings of assessment relevant for the advocacy strategy:
 - Current gaps in Senegal's RH policy
 - Adolescents, Urban Population, Poor Population
 - Need for greater involvement of decentralized government personnel in dissemination and implementation of policies
 - DSR priorities from strategic documents
 - Resource mobilization
 - Support of personnel at all levels
 - Reduction and harmonization of taxed for RH services and products
 - Legislation and regulatory environment favorable for adolescent and youth health
 - Reinforce political will
 - Development of formal multi-sectoral dialogue

KEY COMPONENTS OF THE ADVOCACY INSIDE MINISTRIES STRATEGY

- Specific advocacy objectives directly addressing main policy goals identified in the strategy
- Main themes for each advocacy issue
- Target audiences for each advocacy issue
- Partner mapping to show current support of priority issues, issues that will be supported only by the DSR, and issues in need of partner support

CREATION OF ADVOCACY INSIDE MINISTRIES STRATEGY

Targeted work/capacity building within the DSR:

- Capacity building on advocacy, including:
 - Framework for information/data based advocacy
 - Introduction to what makes a good advocacy message, the components of an advocacy message, and the different options of materials
 - Experimentation with new technologies and more interactive formats
- Production of advocacy messages and materials directly addressing the main obstacles identified in the strategy
 - Stressing synergy between messages, cohesiveness of messages, and the importance of a clear defined policy action
- Identification of target audience (policymakers or decision-makers) for specific messages
- Identification of channels of communication and messengers for each issue
- Identification of opportunities to leverage other government agencies and policy makers to advance reproductive health
- Support to create an ongoing link with civil society, specifically religious leaders, to create an enabling environment for family planning

IMPLEMENTATION OF ADVOCACY INSIDE MINISTRIES STRATEGY

Role of the DSR:

- Provide overall leadership to advocacy initiatives
- Directly implement some advocacy activities and monitor all activities
- Introduce strategy and major themes to partners and ensure a common understanding of objectives and expected outcomes, messages, and activities
- Ensure partners have access to newly created messages and understand the importance of following identified themes if they choose to create their own messages (continuity of messages)
- Work with partners to guarantee that all advocacy objectives are covered, either by the DSR or a partner
- Supervise/coordinate partners to ensure continued cohesion of messages

IMPLEMENTATION OF ADVOCACY INSIDE MINISTRIES STRATEGY

Role of Partners:

- Provide feedback to the DSR on the strategy and the main themes, objectives, messages, and materials; ensure civil society priorities are represented
- Incorporate DSR created messages and materials into their existing programs
- Strategically support the efforts of the DSR in meeting their overall advocacy objectives
 - Integration into existing programs
 - Incorporation into new efforts
- Utilization of the agreed upon themes for each advocacy issue when creating messages and materials

WHERE ARE WE NOW?

- RH Division will be elevated to a Directorate
- Budget – 15%
- 500 million CFA for contraceptives
- Change in opinion by the President
- Lead for the creation and dissemination of an advocacy tool (Religious RAPID)
- Vision of a DSR that defines the priorities and works in partnership, reinforced by technical and financial partners and civil society