Advocating for Universal Health Coverage: A Workshop | November 2021
FACILITATOR'S GUIDE
Breakout Room: Explore Advocacy Tools

Structure: 3 rooms with one facilitator, one designated note-taker
Time: 30 mins
Materials: Breakout Room Worksheet

Topic	Content Notes	Action/Discussion
Introduction	Part 3 of the Toolkit presents step-by-step guidance and templates to advocate for UHC. In this session, we will explore one of the seven steps presented in Part 3: "Step 2: Who Can Steer Things in a Better Direction?" Step 1 is about understanding the landscape of UHC in your country in order to then begin thinking about what the focus of the advocacy plan could be. It has a research template with key questions to understand the situation and identify gaps and a matrix to compare the four key advocacy asks mentioned in the presentation to the state of health care in the country. In Step 2, which is the focus of this breakout room, we will discuss power mapping, a useful approach to determine who to target with our advocacy messages.	[Screen-share Page 1 of the Worksheet]
Learning objectives	We will: - Identify UHC stakeholders in your country - Analyse your country's UHC stakeholders' influence and power relations	[Optionally, pause for questions]
What is power mapping?	Power mapping is done after you have gone through the evidence on where your country is on the road to UHC and assessing how it is doing on each of the advocacy asks we discussed in the main session. Power mapping lets you identify the gaps or the priority areas for action. First, we will look at the stakeholders who have	[Screen-share Page 2] This is Tool 3 in the Toolkit and can be seen on www.csemonline.net.

	the power to make the changes that we want to see; these stakeholders are called the *targets*. And then we look at another kind of stakeholders called *influencers,* because the targets will listen to them. Finally, we will explore how we can connect with them using our networks.	
Let us look at how to map targets with this tool.		[Screen-share Page 3] We will use this editable version of the same chart.
How to use this tool?	This template can be used to guide questions during informational interviews with community members and seasoned advocates. It begins with a target at the center of the grid, followed by mapping out all of the influencers in their network and then mapping out how we can connect to those influencers.	
Why is this important?	We must remember that it is often individuals who make decisions and individuals, like all of us, are influenced by their universe. Mapping our advocacy targets help take our policy asks from theory to a practical plan for outreach. It helps us see how we can reach decision-maker X through influencer Y who knows influencer Z who is a contact of our board member A — the path may not be this straightforward and we will have to move from multiple directions. But mapping helps us see the first step.	
Let's begin. Our priority area for action today (for this exercise) is under the category of leaving no one behind: **ensuring data on COVID-19 impacts is being collected and disaggregated** by sex, age, gender identity, race, ethnicity, income, disability and migratory status. This is necessary to accurately identify who is most affected and who is being left behind.		
In your country, who has the power to decide this?	Who are the *targets?* Remember that targets may not just be in the health ministry. The area of action may delve into the ministries of finance, social welfare,	[Open up to suggestions, write on shared screen in the middle of the grid]

	youth, education, etc. There may be technical working groups or parliamentary committees to explore. Also remember that advocacy targets do not always have to be in the government. We may also need to convince other influential stakeholders in civil society.	
Reflect on this part of the exercise.	Are UHC decision-makers in your country the same as the decision-makers you usually target for your issue area? Do you think a different approach is needed?	[Open up to discussion]
Let's now look at *influencers.*	For the target that you suggested, who are some people you can name as important for the target? This could be those that are important from the target's constituency, for reelection, or friends, or even the media.	[Discuss each category on chart, read the examples listed] [Open for suggestions, write on shared screen]
Reflect on this part of the exercise.	How was this exercise? Is it difficult/easy? What might we need to do to complete this mapping?	
The next step is to prioritize.	We have limited resources and time, and want to maximize the impact of our outreach. So let's look over the list again and decide who has the *most* influence.	[Open up to suggestions, highlight the names shared]
Now we have to look at our network.	This can be our organization, family, friends, partners, those attending this workshop today and are now part of your UHC advocacy network, etc. Who do we have access to?	[Open up to suggestions, highlight the names of influencers mentioned, and write the names of the direct contact in the appropriate template column]
We now have a "completed" mapping.	This is however constantly subject to change - as we know, the political landscape, the decision-maker and the universe of influencers always shifts. As it does, we must continue to	

	adjust our advocacy plans.	
Reflect on the exercise.	What are some challenges of identifying a decision maker? What can help you with this task? Is it different from or similar to how you map targets for another issue area (not UHC)?	[Open for discussions]
What to do next?	We won't dive into the templates available for the next few steps to develop your UHC advocacy strategy, but here is a quick look. So we have some decision-makers and their points of influence mapped, now what? The next section is a template to identify stakeholders to collaborate with - not just other civil society but also allies within other sectors. The following step looks at developing advocacy asks, which of course have to be tailored to the specific target. There are also budget templates to explore the resources required. Finally, we must make sure there is a monitoring and evaluation plan in place to measure the progress of our advocacy.	[Open for final comments]

Thank you for your active participation. We'll now return to the plenary…