

Global webinar #2

10 July 2024

Getting UHC on the ballot

UHC election advocacy in action: Experiences and lessons learned in countries

8:00-9:00 AM ET | 2:00-3:00 pm CET | 5:30-6:30 pm IST

Zoom settings

Welcome to the election advocacy webinar. We will begin shortly.

The meeting is recorded, offering simultaneous interpretation in English, French, Spanish as well as access to closed captioning.

Use the GLOBE and CC buttons at the bottom of the webinar screen to select interpretation options.

Bienvenue au webinaire sur le plaidoyer électoral. Nous commencerons sous peu.

La conférence sera enregistrée et offrira une interprétation simultanée en anglais, français, et espagnol, ainsi qu'un accès aux sous-titres.

Utilisez les boutons GLOBE et CC au bas de l'écran de la conférence pour sélectionner les options d'interprétation.

Bienvenidos al seminario web sobre la promoción electoral. Comenzaremos en breve.

La conferencia será grabada y ofrece interpretación simultánea en inglés, francés, y español, así como acceso a subtítulos.

Utilice los botones GLOBE y CC de la parte inferior de la pantalla de la conferencia para seleccionar las opciones de interpretación.

Agenda

Part 1 - Background on the Election advocacy guide

Part 2 - Panel discussion - Election advocacy in action

❖ Q&A

Part 3 - Recent highlights: WHA Resolution on Social Participation

Closing

PART 1:

Introduction to the election advocacy guide

Getting UHC on the ballot

- By consistently engaging in the electoral process, UHC advocates can influence the selection of policymakers who are committed to prioritizing the fundamental right to health.
- Sustained engagement also fosters a culture where healthcare is a recurring and prioritized electoral issue.
- The **Election advocacy guide** provides guidance for UHC advocates wishing to influence the elections taking place in their countries.

Election advocacy guide

Getting UHC on the ballot

Features

- An introduction of global context
- Six steps to ensure UHC is included in political agendas and campaigns.
- An interactive map of elections taking place around the world.
- A short feedback form for users to share their experience using the tool and engaging with the election process in their country.

Search country...

Austria
Legislative election: by September, 2024

Azerbaijan
Presidential election: by February 7, 2024

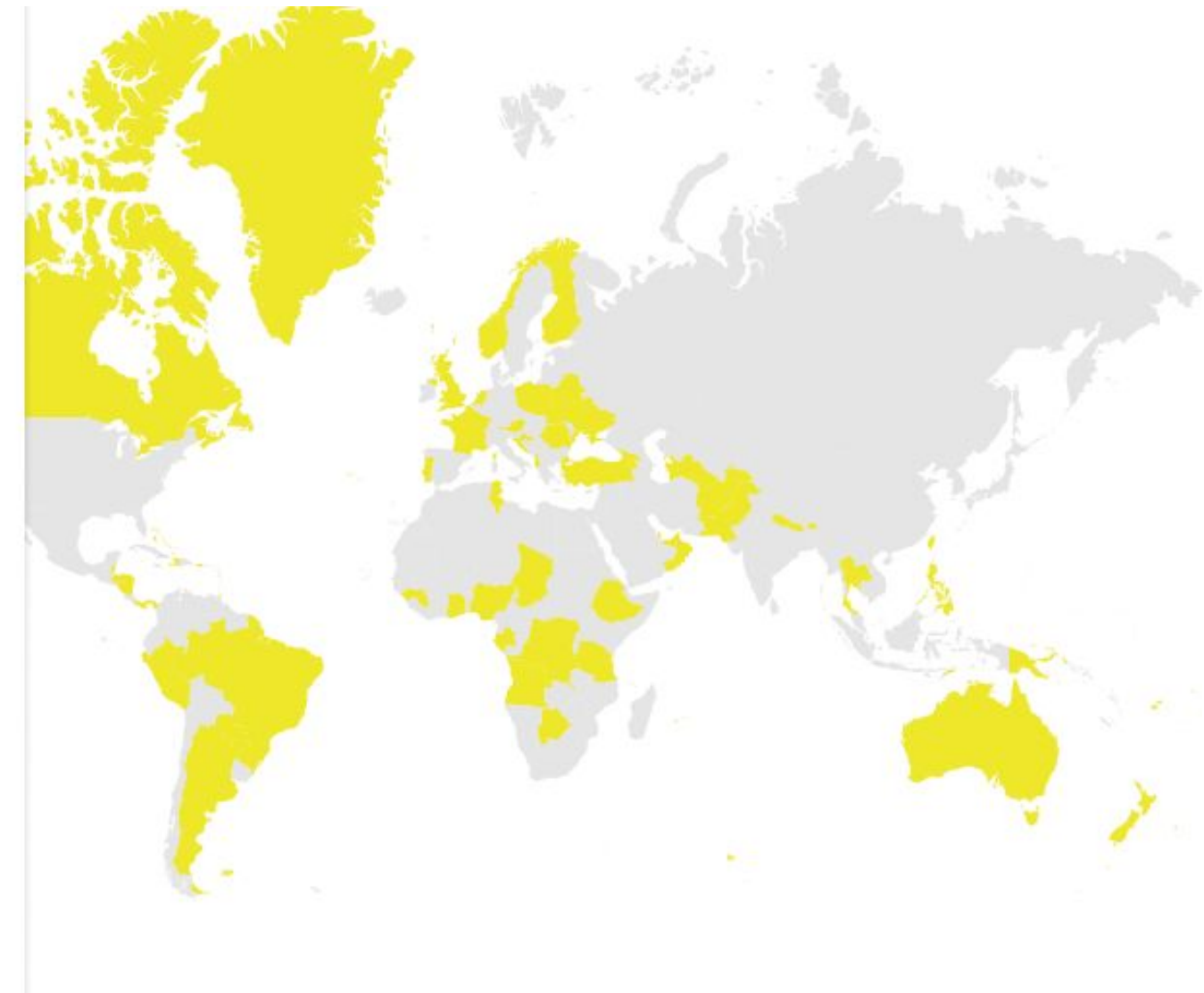
Bangladesh
Legislative election: held in January 7, 2024

Belarus
Legislative election: by February 25, 2024

Chad
Presidential election: by October, 2024
Legislative election: by October, 2024

Croatia
Presidential election: by December, 2024
Legislative election: by July, 2024

Dominican Republic
Presidential election: by May 19, 2024
Legislative election: by May 19, 2024
Senatorial election: by May 19, 2024



Details on the six steps to get started

The tool provides a step-by-step guide and relevant resources to ensure that UHC is included in political election agendas and campaigns.

1. Identify your target audience.
2. Prepare your messages.
3. Engage your target audience.
4. Amplify your message.
5. Document commitments and campaign promises.
6. Follow up after the election.

PART 2:

**Panel discussion:
Election advocacy in action**

UHC Election advocacy in action

Moderator



Amy Boldosser-Boesch

Senior Director, Health Policy, Advocacy, and Engagement and Integrated Health Care, Management Sciences for Health (MSH)



Maziko Hisbon Matemba

Executive Director, Health and Rights Education Programme (HREP), Malawi



Dumiso Gatsha

Founder, Success Capital NGO, Botswana



Musa Ansumana Soko

National focal point, the Civil Society Platform on Peacebuilding and Statebuilding (CSPPS), Sierra Leone

UHC Election advocacy in action



Maziko Hisbon Matemba

**Executive Director, Health and
Rights Education Programme
(HREP), Malawi**

Experience engaging in elections in Malawi:

Lessons learned, strategies and advice
to advance **UHC**



MALAWI GETTING UHC ON THE

BALLOT

By: Maziko Hisbon Matemba
Executive Director Health and Rights Education Programme(HREP)
Malawi
www.hrenmw.org

About HREP Malawi

- Health and Rights Education Programme(HREP) Malawi is a registered local health civil society organization in Malawi and operates in all districts.
- Our thematic areas of focus include ; Community engagement and partnerships , Accountability , Health Financing , Policy and Research , Pandemics and Climate X Health and Digital Health with an integrated framework on Youth empowerment and Mentorship.
- Over years of operations we have emerged experts in capacity building, Policy and research , advocacy and technical support including youth empowerment in Sexual and Reproductive Health Rights(SRHR) and health policy advocacy.
- We are a go to organization in the Malawi Health Sector in terms of Policy and Advocacy, our strong links with the media make this even more possible

Introduction

Malawi Political Overview

- Current population: **21,473,443**
- Malawians on 16th September 2025 will be going through the general elections according to gazette electoral calendar as produced by the electoral board(MEC) and this is presidential and legislative elections.
- Malawi has many registered political parties with the main political parties as **MCP,DPP, UDF,PP, UTM and PDP**

- According to Malawi electoral Commission proposed general elections will involve the following;
- Presidential contestants
- 229 Parliamentary Constituencies
- 509 Council Wards
- 6,344 registration centres
- 229 Constituency Tally Centres
- 36 District Tally Centres
- 1 National Tally Centre

HREP Malawi Successes and Impacts

HREP Malawi Considers General elections as an important process that any country goes through, in seeking or renewing the health mandate from the people to govern the affairs of the state, Health and Rights Education Programme(HREP Malawi) as a human rights and Health Civil Society Organization in Malawi has been actively involved in issue based national elections advocacy.

UHC Impacts

- Successfully lobbied for inclusion of UHC in the HSSP III
- Successfully lobbied for commemoration of UHC day in Malawi on 12 December each year
- Participated at the global UHC 2030 forums including the political declaration which Malawi adopted .
- Current board chairperson for International Health Financing advocacy coalition which pushes for UHC2030 financing.
- Organized severe UHC focused events in Malawi with CSOs and different stakeholders.
- Current community health ambassador advancing universal health coverage
- Good working relationship with different health sector partners

Election Impacts

- HREP Malawi is being recognized for its neutral achievements in advocacy over the years despite changes in leadership for it has served without partiality is a go to organisation during national general elections
- HREP Malawi managed to analyze the two elections party manifestoes on health issues
- HREP Malawi has a working relationship with the Malawi parliament which has different political parties in advancing UHC agenda

Experiences in engaging political candidates or parties in Malawi to prioritize UHC

Considering that elections are an important activity that a country goes through, in seeking or renewing the health mandate from the people to govern the affairs of the state, Health and Rights Education Programme (HREP) as a human rights and Health Civil Society Organization in Malawi has been actively involved in 2014, 2019 elections.

Engagement Strategies

- HREP Malawi has invested its energy to participate at all Malawi health sector and global platforms to effectively advocate for UHC2030
- HREP Malawi Solicited manifestoes from parties and aspirants from four major party manifestoes mainly from ; Democratic Progressive Party (DPP), Malawi Congress Party (MCP), Peoples Party (PP) and United Democratic Party (UDF).
- HREP Malawi in previous elections analyzed political party manifestoes based on UHC fundamentals principles.
- HREP Malawi has a human right based approach to influence political and policy change since its establishment

Impacts

- UHC strategy maintained
- Implementation of the global UHC agenda which is even till date
- HREP Malawi is being recognized for its neutral achievements in advocacy over the years despite changes in leadership for it has served without partiality.
- Managed to influence the political divide at parliamentary level



Government of the Republic of Malawi
Health Sector Strategic Plan III
2023-2030

Reforming for Universal Health Coverage

First Edition

Progress to date

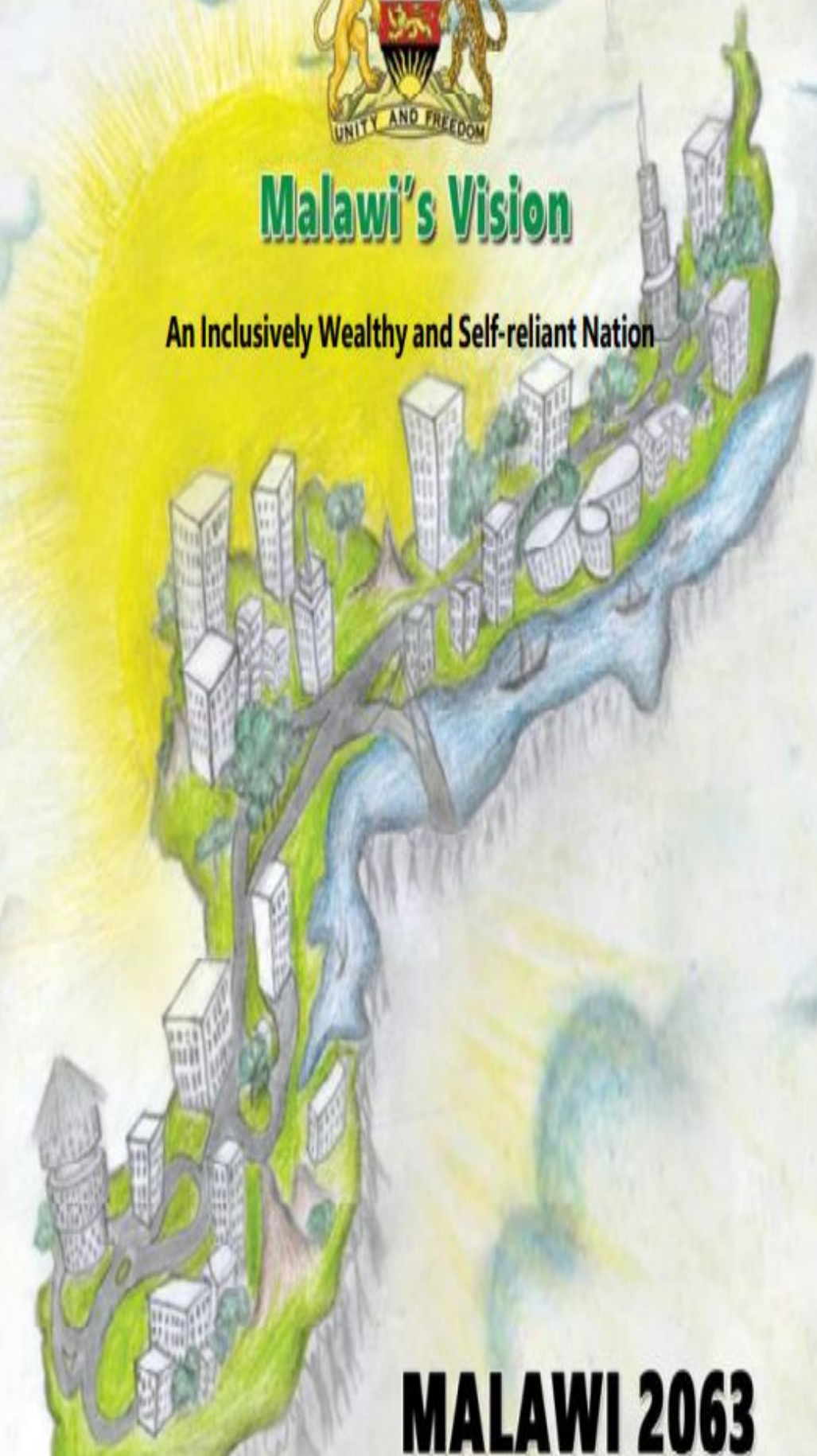
Due to our continuous engagement with political candidates and advocacy for the implementation of UHC policies once candidates are in office, Malawi currently has developed these two with an alignment to the UHC 2030 Agenda

- Health Sector Strategic Plan III- Reforming for Universal Health Coverage (UHC)
- Malawi 2063 Agenda with a health agenda to attain Universal Health Coverage (UHC) with quality, equitable and affordable health care for all Malawians





Malawi's Vision

An Inclusively Wealthy and Self-reliant Nation



MALAWI 2063

Strategies most effective in getting UHC on the political agenda during elections?

- 
- 
- Follow electoral calendars from Malawi Electoral Commission(MEC)
 - Mapping and assessment of all political candidates
 - Preparing Key messages – Tailor made with tailor asks for each political party campaign, local healthcare challenges and the candidates' platform.
 - Reaching to political parties – through Political Party Secretary Generals
 - Prioritization of the Human right based approach and practices
 - All inclusive conference

Advice can you share for those who might be interested in advocating for UHC during elections in their countries?



- Know your electoral calendar
- Know your political candidates
- Understand the UHC architecture , and country views and agenda towards it
- Develop your clear messages with tailor asks

UHC Election advocacy in action



Musa Ansumana Soko

**National focal point, the Civil Society
Platform on Peacebuilding and
Statebuilding (CSPPS), Sierra Leone**

Experience engaging in elections in Sierra Leone:

Lessons learned, strategies and advice
to advance **UHC**

Election Advocacy Experiences from CSOs in Sierra Leone


“Making Voices and Votes Count”

Presented by
Musa Ansumana Soko

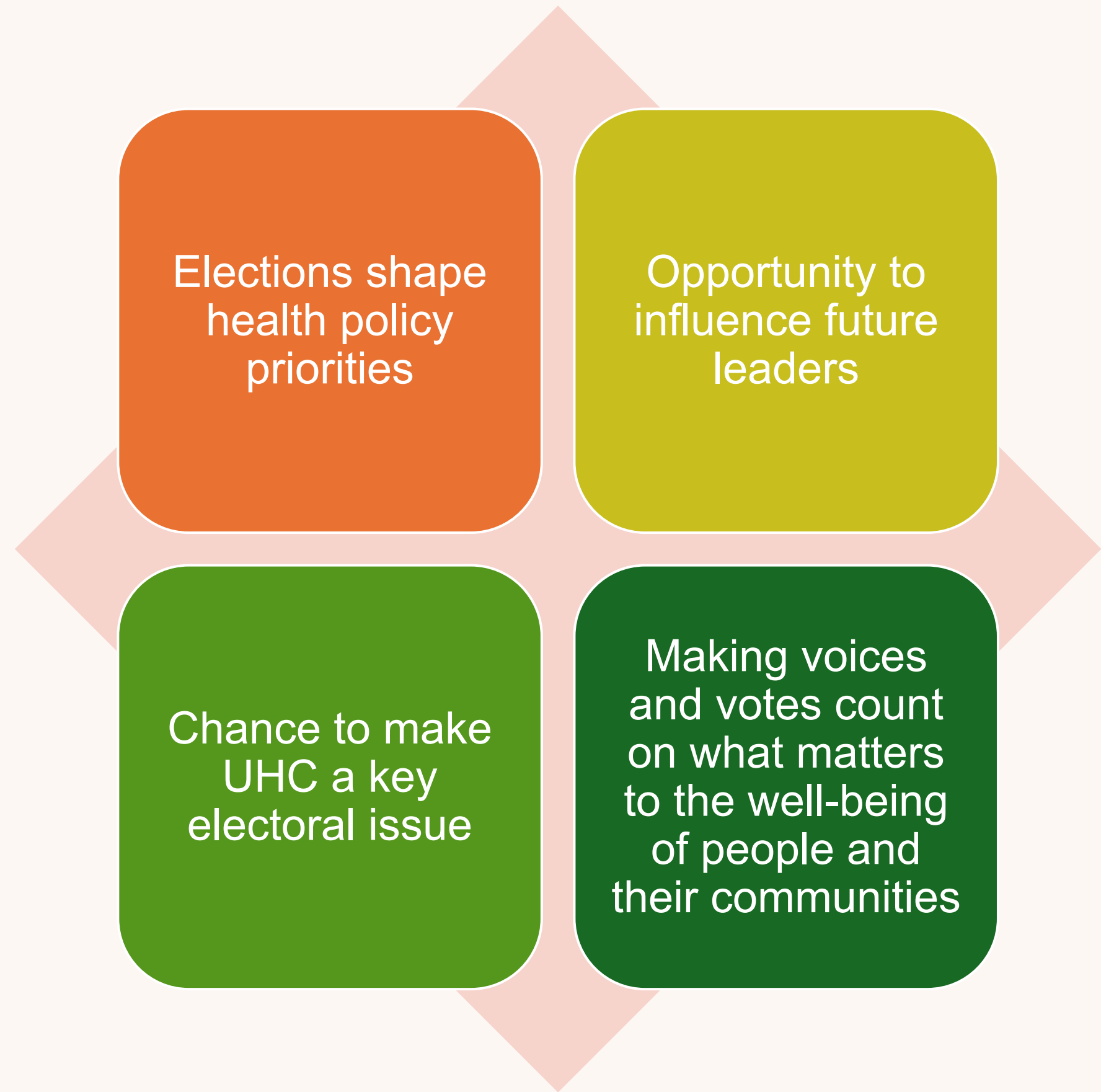


Introduction

- In 2012, the government of Sierra Leone made significant cuts to the national budget allocations for the WASH and health sectors as energy was a flagship program by then. Recognizing the potential impact on public health and essential services, CSOs mobilized to respond.
- This led to the creation of a nationwide Election Advocacy Campaign as part of the Voting for Justice Project.
- Our goal was to promote issue-based electoral engagement for the first time, aiming to raise the profile of WASH and Health issues during the elections. By focusing on these critical sectors, we sought to hold future leaders accountable for their commitments and to secure better financing for WASH and health.
- Today, I will walk you through the strategies we employed, the outcomes we achieved, and the challenges we faced in this advocacy journey.



Why Election Advocacy Matters for Health?



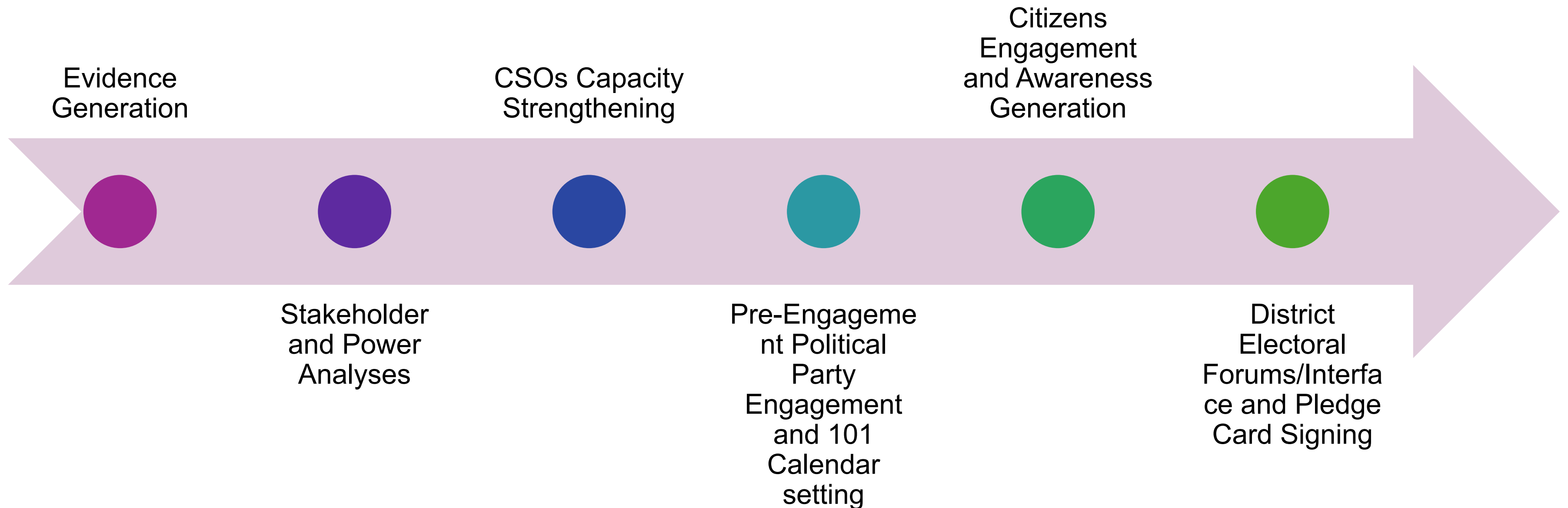
WASH

Campaigning to close the access gap, ensure equity and sustainability, and facilitate political prioritization of WASH in government planning and policies

Health

Campaigning to increase primary health care, reach the last mile, ensure equity and facilitate increased domestic resource allocation for health

Process Overview



BOTTLENECKS IN THE RELEASE HEALTH AND WATER IN SIE

How do LATE and INCOMPLETE funds affect our health services?



"The funds sufficient most of late. A lot of late ref

Business of funds transferred from MoFED to LCs 2010–2013 FYs, b

Quarter 1	Quarter 2		Quarter 3		Quarter 4
	Apr – Jun		Jul – Sep		
% of councils receiving funds in given month	Months	% of councils receiving funds in given month	Months	% of councils receiving funds in given month	Months
100%	May	12.5%	Sep	12.5%	Dec
	June	87.5%	October	87.5%	Jan
100%	June	50%	October	75%	Dec
	July	50%	November	25%	Jan
75%	August	87.5%	December	87.5%	Dec
25%	October	12.5%	Feb-13	12.5%	Feb

Evidence Generation Sample

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and

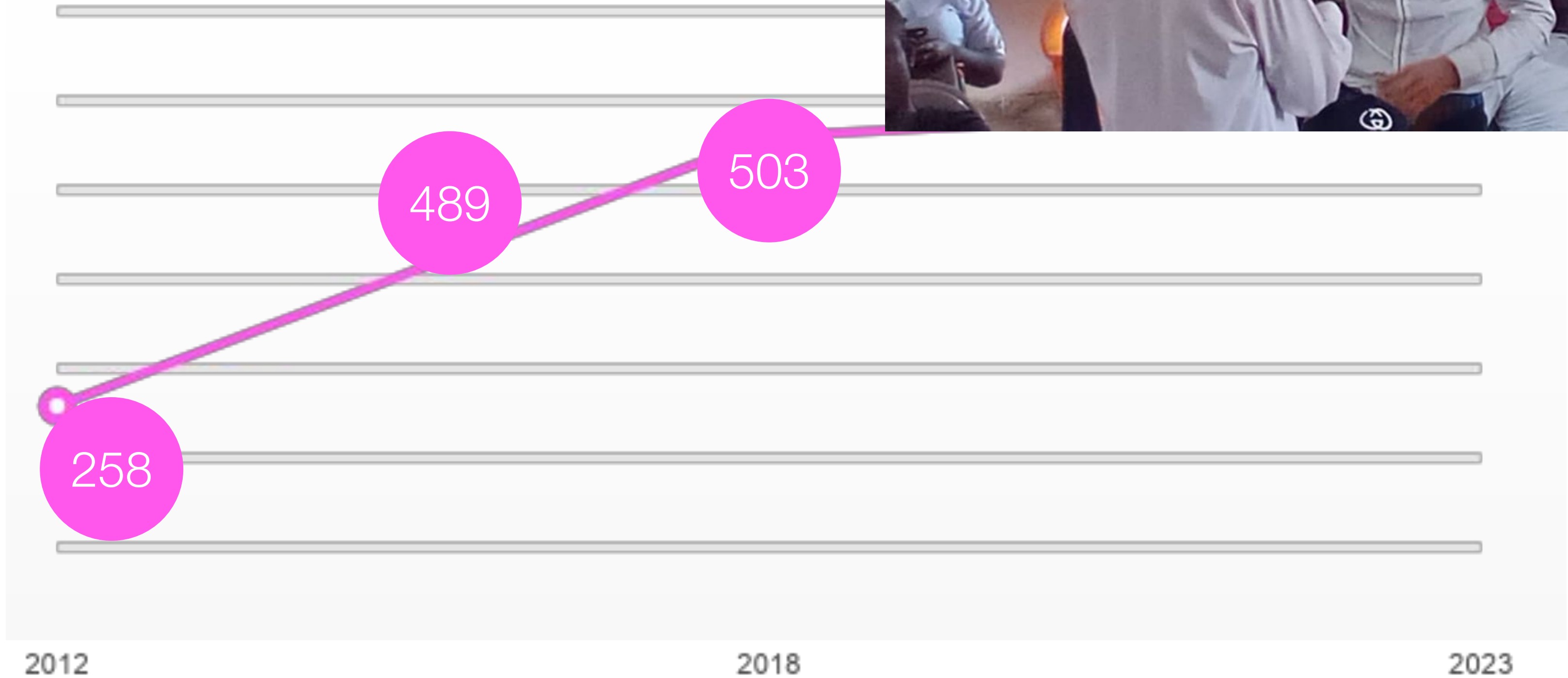
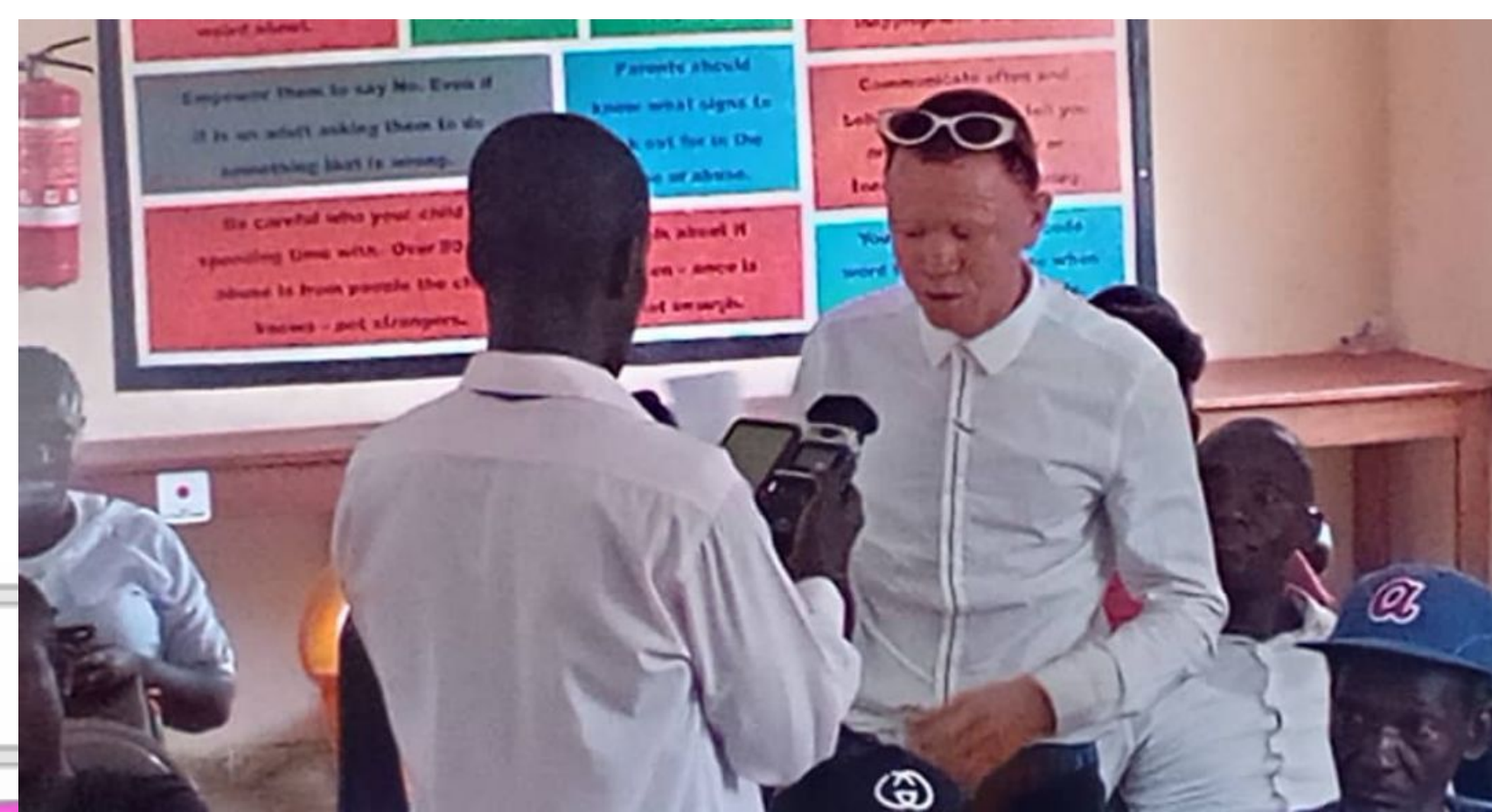
Key Interventions and Milestones

TO EFFECTIVELY ADVOCATE FOR WASH AND HEALTH ISSUES, CSOS DEVELOPED DISTRICT BUDGET TRACKING SCORECARDS. THESE SCORECARDS PROVIDED COMPELLING DATA ON THE ALLOCATION AND DISBURSEMENT OF FUNDS IN EACH DISTRICT, PRESENTED IN SIMPLE, NON-TECHNICAL LANGUAGE.

THIS ENSURED THAT CITIZENS AND CIVIL SOCIETY ORGANIZATIONS COULD EASILY UNDERSTAND THE INFORMATION AND TAKE ACTION AT THEIR RESPECTIVE LEVELS.

BETWEEN 2012, 2018 AND 2023, 169,805 SCORECARDS WERE DISSEMINATED NATIONWIDE AND OVER 123,500 PLEDGE CARDS AT DISTRICT ELECTORAL FORUMS, ATTENDED BY POLITICAL CANDIDATES AT VARIOUS LEVELS, COMMUNITY MEMBERS, AND CIVIL SOCIETY ACTIVISTS.

Pledge Cards Signed



ADVOCACY IMPACT



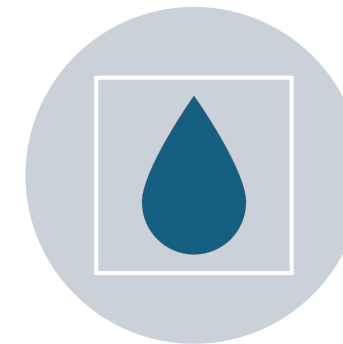
As a direct result of our advocacy, a standalone Ministry of Water Resources was established.



Additionally, the proportion of the government budget allocated to health increased from 6% in 2012 to 9.21% in 2015.



Highlighting the power of coordinated advocacy in driving significant policy changes and improving resource allocation for critical public sectors.



In 2012, the campaign secured a standalone Ministry of Water Resources to ensure water and sanitation issues get full attention.



It raised the profile of Health issues, ensuring they were a key component of each candidate's political platform during the elections



The signed pledges were a significant first step for follow-up engagements with the new government to remind them of their promises and drive progress.

**A JOINT CSOs CALL FOR INCREASED
RESOURCE ALLOCATION TO**

**Ministries of Water Resource
Health and Sanitation.**

...illing to invest
...ng effects on
...y challenger
...stem

WASH HEALTH




CSO Voices for Health and WASH

Implications for Resource Allocation

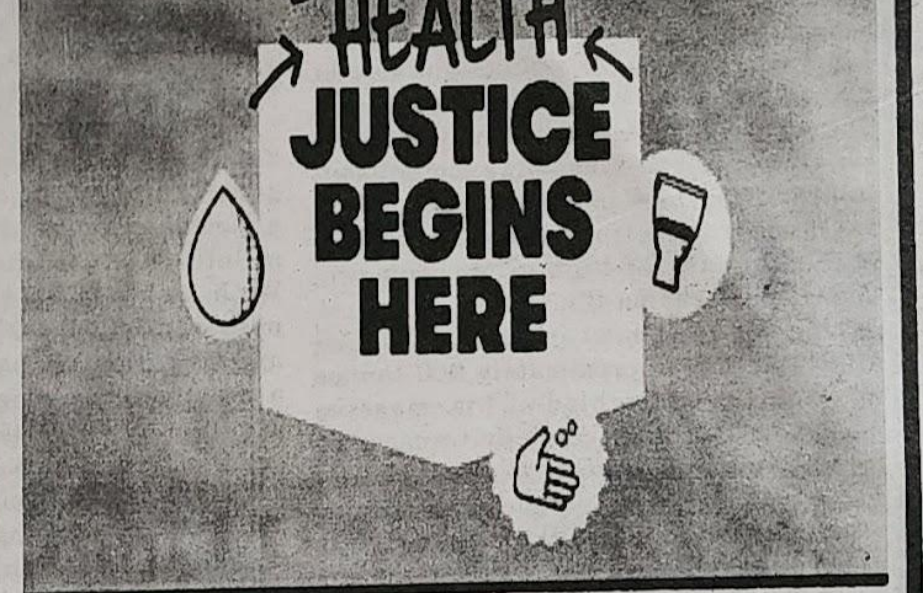


LIVE 195

I'M VOTING FOR SAFE WATER AND SANITATION

Leading the Justice Begins Here Campaign as an urgent matter of reality for increased political prioritization and the use of this year's election to transform WASH sector performance, WASH-Net, a civil society watchdog, has expressed concerns over the weak political prioritization of water supply and sanitation in the campaign messages of the ruling Sierra Leone People's Party (SLPP) and the opposition All People's Congress (APC) party ahead of the upcoming general elections. WASH-Net Sierra Leone is a national alliance of civil society and non-governmental institutions committed to engaging government and other stakeholders to live up to their promises, and to make a breakthrough on the water and sanitation crisis. The organization has been actively engaging with political parties to raise awareness of the importance of water and sanitation issues in the country since 2012. Despite Sierra Leone being a signatory to the Sustainable Development Goals, which includes ensuring access to clean water and sanitation for all, WASH-Net has noted that political parties have failed to make this issue a priority in their campaign messages. WASH-Net's Executive Director, Musa Ansumana Soko, expressed his disappointment, saying, "Access to safe water and sanitation is a fundamental human right. It is unacceptable that political parties are not



who are the first and the most vulnerable to fall prey to such hazards, deserve a better environment and the highest standard of living possible, according to the Convention on the Rights of the Child, a treaty which has been ratified by nearly every country in the world. "We need to remind our leaders that they are accountable to the people they serve. It is our responsibility as citizens to demand that basic needs, such as access to clean water and sanitation and ultimately, improved health outcomes are met for all. We will continue strengthening capacity of civil society, increase awareness of people and their communities in demanding for these essential services" said Soko. The WASH Election Campaign is demanding that government and political parties in Sierra Leone do more to prioritize water and sanitation, scale-up support through increased and improved budgetary allocations and ultimately fulfilling promises that saves lives. Together, the campaign will rally key political party candidates at the various levels in the 2018 Elections and to further generate increased citizens' awareness on water and sanitation using people-centred rights-based approach. Considering the many international instruments our

- Media Spotlights

Challenges and Lessons Learned



While our advocacy efforts led to significant achievements, including the establishment of a standalone Ministry of Water Resources and increased budget allocations for health, we faced substantial challenges in translating political commitments into tangible actions.



Despite the pledges made by political candidates during the election campaign, ensuring that these commitments were implemented proved difficult. This underscored the long-term nature of accountability and the need for continuous monitoring and pressure.



One of the key lessons learned was the importance of clear, nontechnical communication. By presenting data in a way that was accessible to all citizens, we empowered communities to engage actively and hold their leaders accountable.



Additionally, the success of our campaign highlighted the value of collaborative efforts among CSOs, communities, and international partners. Sustained advocacy, ongoing engagement, and effective communication are essential for driving lasting change and ensuring that political promises are kept.

Conclusion

- In conclusion, the Election Advocacy Campaign demonstrated the power of coordinated efforts in promoting critical public issues like WASH and Health. Despite significant government budget cuts, our advocacy led to the establishment of a standalone Ministry of Water Resources and increased health sector funding, showcasing the impact of our collective action.
- However, our journey also highlighted the challenges of ensuring accountability and translating political commitments into reality. We learned that clear, accessible communication and sustained engagement are crucial in holding leaders accountable and driving policy changes.
- As we move forward, it's vital to maintain the momentum, continue collaborating with various stakeholders, and persist in our advocacy efforts.





Malaria and HIV/AIDS (2019 DHS) Trends in ITN Ownership



2019
% of population with access to ITN
ownership is higher than in 2011
According to the DHS, ITN ownership is increasing steadily over the period 2011-2019, with a notable increase in 2019.

UHC Election advocacy in action



Dumiso Gatsha

**Founder, Success Capital NGO,
Botswana**

Experience engaging in elections in Botswana:

Lessons learned, strategies and advice
to advance **UHC**

Q & A

PART 3:

Recent highlights: WHA Resolution on Social Participation

UHC Election advocacy in action



Claudia Batz

**Policy and Advocacy Advisor,
The George Institute for Global
Health**

**WHA Resolution on Social participation for UHC,
health and well-being:**

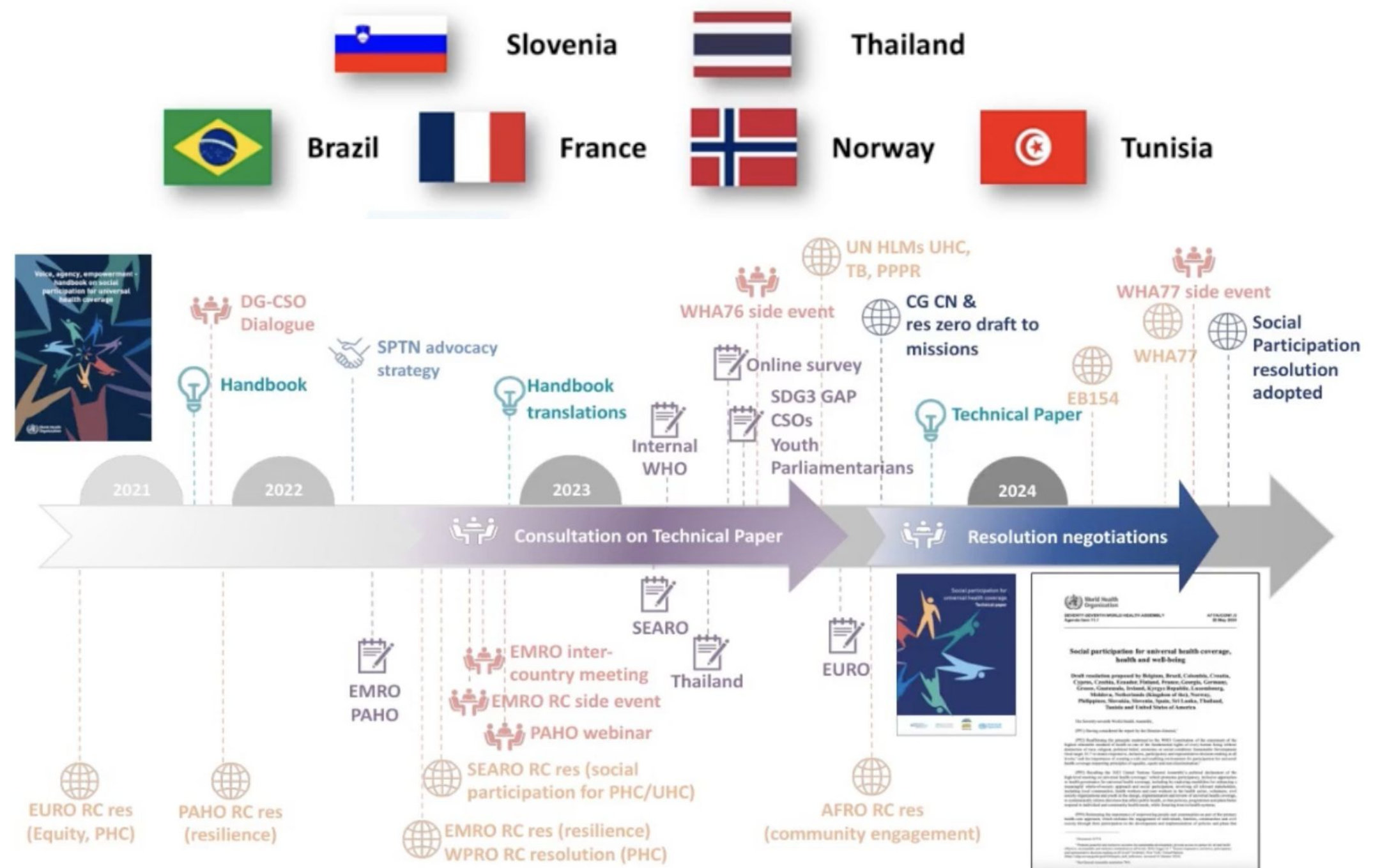
What is it and why is it important?

Resolution on social participation for UHC

At the Seventy-seventh World Health Assembly, Member States endorsed the **resolution on Social participation for universal health coverage, health and well-being** to implement, strengthen and sustain regular and meaningful participation of civil society and communities in decision-making processes for health.

This resolution recognizes the importance of regular and meaningful social participation to ensure the accountability and legitimacy of health systems strengthening and universal health coverage efforts anchored in a primary health care approach.

Core Group of Member States



Thank you!

