Advocating with Government Officials to Promote Enabling Policies

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• Active partnership with Government
• Integrating innovations into the public health system
• Shaping demand and practice
• Investing in Front Line (health) Workers – Change Agents
Government as a Vital Partner, not as a Recipient

- Health budget increased from 2 billion to 4.7 billion USD – NRHM
- Decentralized planning, flexible financing, equity and convergence
- Increased standards (IPHS) and guarantee of services (24x7 PHC/FRU)
- 700,000 ASHAs and 100,000 health workers deployed
- 90.1% rural hospitals providing 24-hour normal delivery services
- 90.6% Sub Centres staffed with ANMs
Three Elements of Successful Advocacy

Engage Government from the outset

Toolkit

Champions
Engage Government from the Outset

Pre-design Stage
- Review policies, situational analysis and needs assessment
- Balance between government interests and our priorities

Design Stage
- Meetings, consultations, and stakeholders’ engagement
- Evidence-based interventions and ‘feasible’ indicators

Implementation
- Identify, cultivate and build relationships
- Strengthen capacity through technical support
- Periodic dissemination of evidence
- Create appropriate touch-points for engagement
Toolkit

Products
- Non-Pneumatic Anti-Shock Garment (NASG)
- Kelly’s Pad & PPH shock kit
- Job aids, protocols & simple tools

Best Practices
- Active Management of the Third Stage of Labor (AMTSL)
- Birth preparedness (BP) and complication readiness (CR) at community level

Approaches
- Strategic, operational & cultural alignment with government
- Task sharing and alternative training
- Joint supportive supervision
Champions

- Visibility and awareness
- Advocacy-Action
- Rapid diffusion of interventions

- Behavior change
- Improve policy, program and practice
- Sustainability and scale up
Scale-up: Evidence

Quantitative and Organizational
- Scale up in Rajasthan, Tamil Nadu, Bihar and Orissa (8-10 Dist)
- Pathfinder Expert Master trainer, training material and toolkit used by government in training program
- Collaboration with FOGSI, PHFI, local NGOs and CBOs

Functional
- Introduced AMTSL and NASG into SBA training curricula
- Strengthening curricula at select nursing and medical schools

Political
- Advocacy resulted in expanded maternal health budget
- NASG launch function by Minister
Engaging with Government – Challenges

Other health priorities
Complex products
Elections & Change in officials
Crisis-outbreaks/disasters

Sustained attention

Large systems change – high variables – low control

Engaging with Government

Challenges

Large systems change – high variables – low control
So What?

Imagine

- Impact on coverage and reach
- Issue prominence
- Collateral benefits

Ultimately, successful advocacy with government to promote enabling policies, will result in the one thing that all of us want – preventing mothers dying of PPH

Solutions to systemic issues – show by doing
Thank You