

Introduction to Collaborative Advocacy


December 14, 2022

Dr James Hospedales



MINISTRY OF HEALTH & WELLNESS



 **COLUMBIA**
MAILMAN SCHOOL
OF PUBLIC HEALTH
GLOBAL CONSORTIUM
ON CLIMATE AND
HEALTH EDUCATION



This session will address

- **Advocacy and activism**
- **The spectrum of networks and partnerships**
- **A framework for collaboration between actors**
- **Lessons learned building Networks partnerships**



Definition of Advocacy



- Advocacy is an activity by an individual or group that **aims to influence decisions** within political, economic, and social institutions
- Advocacy is not just informing; you're trying to **persuade someone** else to act and do something different.



How does Advocacy differ from Activism?



- **Advocacy** refers to the act or process of support...
cause or proposal, whereas activism is the action of
using vigorous campaigning to bring about change.
- **Activism** is the use of direct, often confrontational
action in opposition to, or support of a cause.
- **Activism** may involve working outside the system.
- **Advocacy** may involve working within the system.



The Art of Advocacy



- **Speaking to the head, the heart, and the pocket!**
- **Lessons learned from:**
 - **HIV/AIDS**
 - **Noncommunicable diseases**
 - **Tourism and health**





Advocacy for HIV/AIDS

- **1997 to 2005 - Campaign to 12 Caribbean countries**
 - **Engaged Cabinets, Parliament, NGOs/CSOs, Churches, Media, Chambers of commerce (all of society)**
- **Team of epidemiologist, economist, person with HIV/AIDS**
- **Speak to the head, heart, and pocket**
- **Numbers, trends, economic impact**
- **Goals of informing, influencing policy and investment**

Advocacy for NCDs



- **Summit of Caribbean Heads on NCDs, Sept 2007**
- **“Port of Spain Summit” and UN Meetings, Sept 2011, 2014, 2018**
 - **Importance of political structure**
 - **Not a single event but a process**
 - **Data packaged to ‘speak to head, heart and pocket’**
 - **Role of civil society**
 - **Role of champions**
 - **Collaboration, coordination, partnerships**
- **Factors in implementation: *Under what conditions do political leaders keep commitments?***



Advocacy for NCDs



- **Hospedales CJ**, Samuels TA, Cummings R, Gollop G, Greene E. Raising the priority of chronic noncommunicable diseases in the Caribbean. *Rev Panam Salud Publica*. 2011 Oct;30(4):393-00.
- Samuels TA, **Hospedales CJ**. From Port-of-Spain summit to United Nations High-Level Meeting CARICOM and the global non-communicable disease agenda. *West Indian Med J*. 2011 Jul;60(4):387-91.
- Kirton J, Knight WA, **Hospedales CJ**, Hippolyte D, Kulik J. Regional and global impacts of the 2007 POS Summit on NCDs. *Rev Panam Salud Publica*. 2018;42:e194.

<https://doi.org/10.26633/RPSP.2018.194>



Advocacy for a Tourism and Health Partnership

1990s – 2000s food borne disease in the Caribbean hotel and tourism industry common

Investigations showed – costly, preventable with trained staff, surveillance systems

Advocacy at Caribbean Hotel Association
“*Prevention of **FBD** in Hotel Industry*” – not well received! 😞

Advice from the financial controller of Caribbean Tourism Organisation –
reframed the pitch



“Improving Profitability in the Caribbean Hotel Industry through attention to Health and Hygiene”

Inter-American Travel Congress

Costa Rica

1998

Dr C James Hospedales

