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# Advocacy for Better Health



**Moses Dombo**  
Chief of Party

## Overview

- USAID Advocacy for Better Health—awarded in June 2014—is a five-year project
- The goal is to **improve the availability, accessibility, and quality of health and social services in Uganda.**
- Implemented by PATH and Initiatives Inc., the project aspires to more fully engage communities in the planning and monitoring of health and social services
- Also focuses on enhancing the capacity of civil society organizations (CSOs) to represent citizens' interests and conduct advocacy to strengthen health-related policies, budgets, and programs.

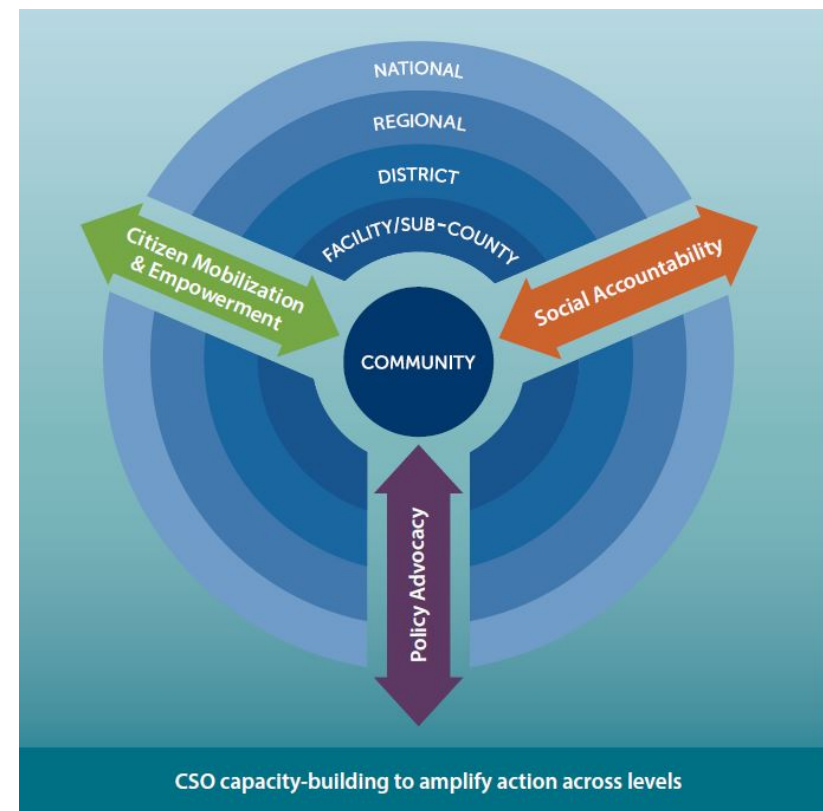
## Theory of Change

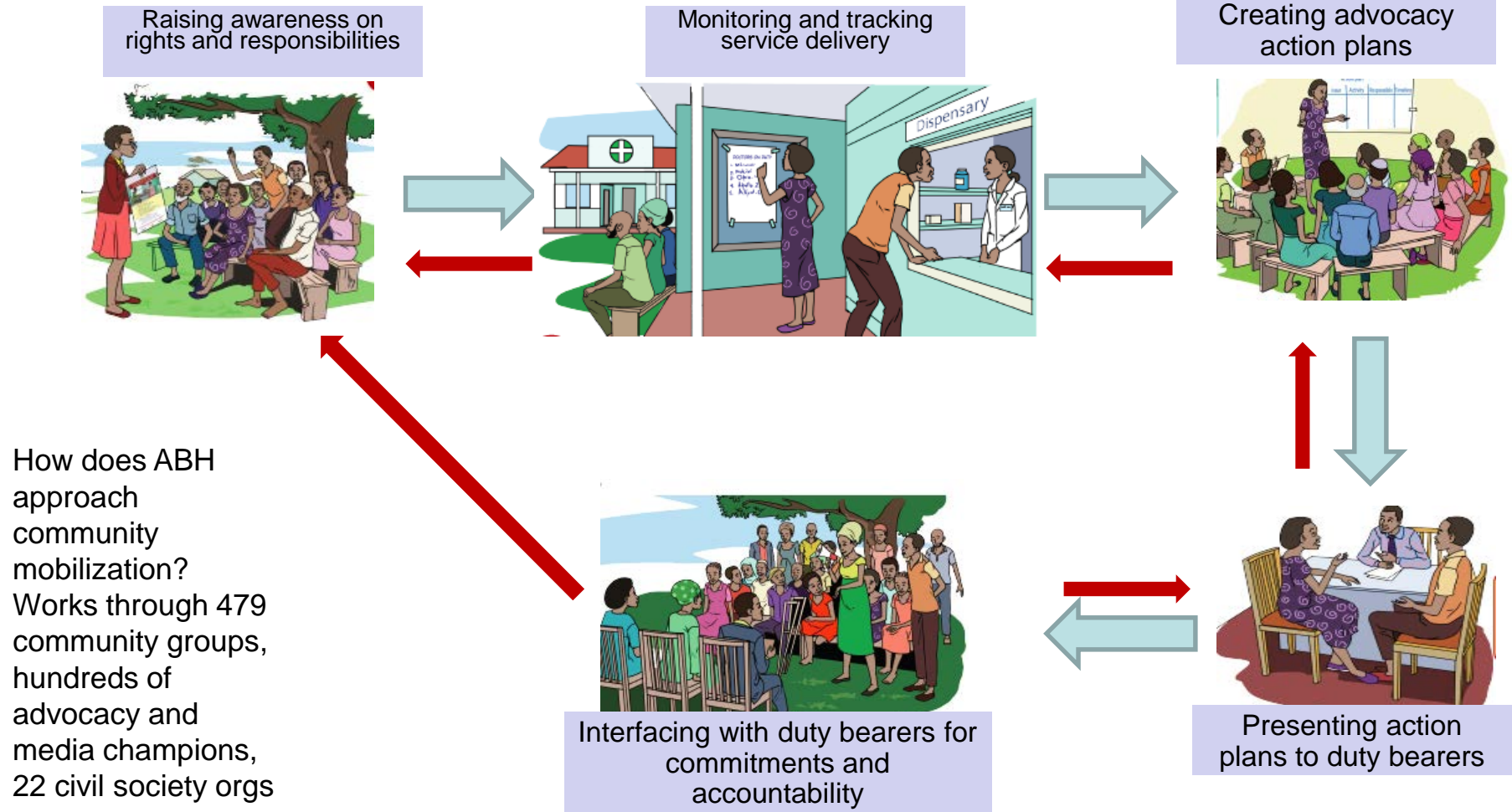
- **IF** citizens' knowledge and awareness of their rights and responsibilities were increased to stimulate collective consciousness and;
- **IF** the capacity of Civil Society Organizations was built to effectively mobilize and empower communities;
- **THEN**, citizens would believe and have confidence that they can hold their leaders accountable and influence them to change health and social policies in their favor.



# The Advocacy for Better Health Model

- Three distinct but interrelated strategic pillars:
  - Citizen mobilization and empowerment
  - Social accountability
  - Policy advocacy
- Underpinned by:
  - Capacity-building for CSOs
- Working across different levels of the health system—and in different health sectors. Mainly RMNCAH, HIV, TB, Malaria and Nutrition.





# Community empowerment pathway



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*i*nitiatives  
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 **PATH**  
A catalyst for global health

## Media and Advocacy Champions in Action



# Promoting Social Accountability

## **Accelerating advocacy Voices:**

ABH partners with and strengthens the capacity of CSOs and affected communities to effectively influence national and district policy making, planning, budgeting, and service delivery processes, as well as hold their leaders accountable, through face to face meetings, Stakeholder forums and dialogues.





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## Three Major HSS priorities for advocacy



Domestic health financing (budget increase and universal health care)



Health commodity security, supply chain management and drug stock-outs



Human resources for health





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## Thematic areas for advocacy

Advocacy for Better Health partners advance policies, budgets, and programs for a variety of health topics, including;

- HIV/AIDS and TB **Socializing the 90-90-90 HIV treatment goals and getting men involved**

**MOVING TOWARDS THE 90-90-90 TREATMENT TARGETS**  
*By the Year 2020:*

**90%** of all people living with HIV will know their status



Don't be left behind.

**90%** of all people diagnosed with HIV will have sustained antiretroviral therapy



Be part of the effort.

**90%** of all people receiving antiretroviral therapy will have viral suppression



Be counted.



- Maternal, newborn and child health
- Reproductive health and family planning—with a special focus on gender and on how policies affect adolescents, youth, as well as marginalized and at-risk groups.
- Nutrition, Malaria and TB

## Innovations



Annual Presidential Dialogue on Health Care: ABH working together with the Uganda Parliamentary Forum on Quality of Health Services pioneered the first ever presidential dialogue on health.



Equipping community groups to accelerate community empowerment efforts



**Sing 4 Change**

With the Famous Six:

 Kema Namakula	 Pr. Wilson Bugembe
 Ziza Bafana	 Mesach Semakula
 Dr. Hilderman	 Joanita Kawalya



**Where Everyone is Accountable, Everyone Wins.**

Working with local celebrity artists to increase citizen awareness; promote decision maker responsiveness and individual responsibility



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## Partnerships and Organizational Capacity

ABH bolsters the operational capacity of 22 local implementing partner organizations to obtain, manage, and implement long-term, sustainable advocacy projects across 35 target districts and at the national level.





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## Advocacy for Better Health:

Mobilizing citizens, holding leaders accountable, and advocating for policy change

- A practical toolset for:
  - Health advocates interested learning about ABH's approach or replicating in their own context.
  - Implementers looking to integrate citizen engagement, accountability, and advocacy into their programs.
- Contains tools, templates, and resources used by the project, as well as case studies.





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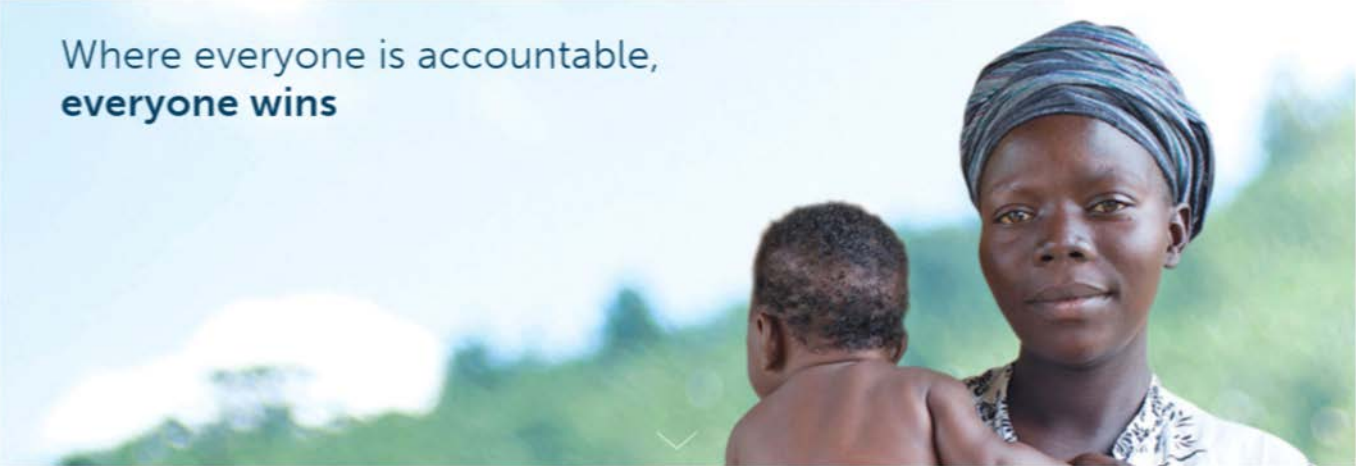



# Find these materials and more on our new website: [www.advocacyforbetterhealth.com](http://www.advocacyforbetterhealth.com)

Advocacy for Better Health

HOME APPROACH IMPACT RESOURCES CONTACT

Where everyone is accountable,  
**everyone wins**





THE ADVOCACY FOR BETTER HEALTH PROJECT

An engaged and active civil society is essential for translating commitments from those in positions of power into improved health outcomes. USAID's Advocacy for Better Health, a five-year project implemented by PATH and Initiatives Inc., is mobilizing communities and strengthening the capacity of civil society organizations to hold duty-bearers accountable for improving health and social services. The project's advocacy and accountability initiatives are propelling change in policies, budgets, and health programs that affect Ugandans' daily lives.