

Advocacy Strategy and Communications with Decision-Makers

Learning Objectives

At the end of this module, you will be able to:

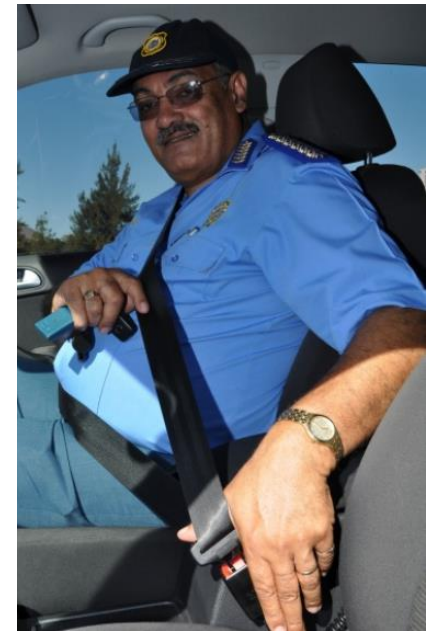
- **Understand the policy and advocacy environment**
- **Describe ways you can advocate for policy change for your issue**
- **Use the template provided to create a PowerPoint to present your policy brief**
- **Develop an effective Elevator Pitch**



Why Change Policy?

Why change policy?

- Can benefit entire population
- Can be cost-effective
- Contributes to social norm changes



Policy Strategy

Research/Science

+

Advocacy

+

Communications

=

Policy Action, Environmental Change,
and Behavior Change

What is Advocacy?

*“The art of converting the impossible
into the inevitable”*

What is Policy Advocacy?

Policy advocacy is the process of **negotiating** and **mediating a dialogue** through which influential networks, opinion leaders, and, ultimately, **decision makers take ownership** of your ideas, evidence, and proposals, and subsequently **act upon them**.

5 Principles of Policy Advocacy

- Two-way process: give and take
- Takes time, commitment, and persistence
- Most likely outcome is policy influence
- Involves appealing to interested stakeholders, building of coalitions
- Context is key



Advocacy Strategy: Key Questions

- Which policy makers are the real decision-makers?
- Where are they on our issues?
- What will influence them?
 - Information/Education
 - Direct pressure (*lobbying*)
 - Public pressure (*grassroots*)
 - Pressure from elites (*grasstops*)
 - Influence from the media
- Who do we know that can influence them?

What Can I Do From Within Government?

- 1. Identify policy change that works and help draft legislation that reflects best practice**
- 2. Advocate within government for policy change**
- 3. Help educate policy makers about policy change**
- 4. Share information with media and public about the problem, the cause, and the impact of policy change**
- 5. Work with civil societies, advocating for policy change**

Then...

- Document impact of policy change, once passed**

Partner with Advocates

- **Partnerships can help get your message out**
- **Meet regularly with advocacy partners so they can help you tell the story – in ways you cannot**
- **Arm advocacy partners with data on:**
 - **Scope of the problem**
 - **Evidence that policy works**
 - **What the policy means in dollars and lives saved**
- **Create media opportunities with new data, etc.**

Role of Ongoing Communication

Creates an environment supporting policy change by:

- **Keeping the issue visible, framed as a critical public health issue**
- **Exposing evidence to policy makers and the public**
- **Educating public on solutions to the policy problem**



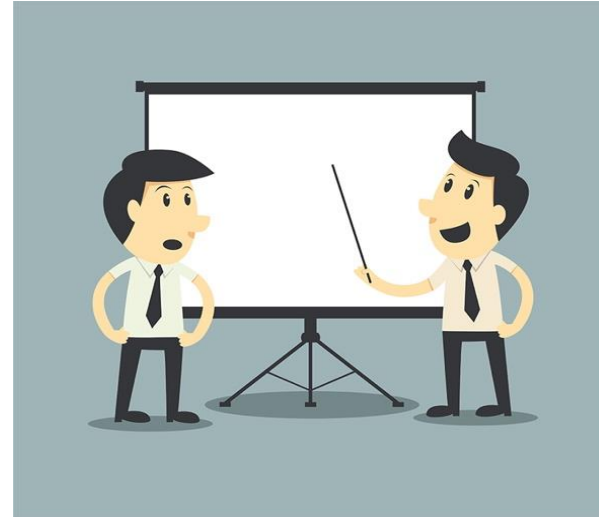
Non-certified motorcycle helmets, Vietnam

Determining Your Role

- **How can you advocate for your policy brief?**
- **Who can be your advocacy partners?**

Communicating to Decision-Makers: Powerpoint

What's a Policy Brief Without Effective Communication?



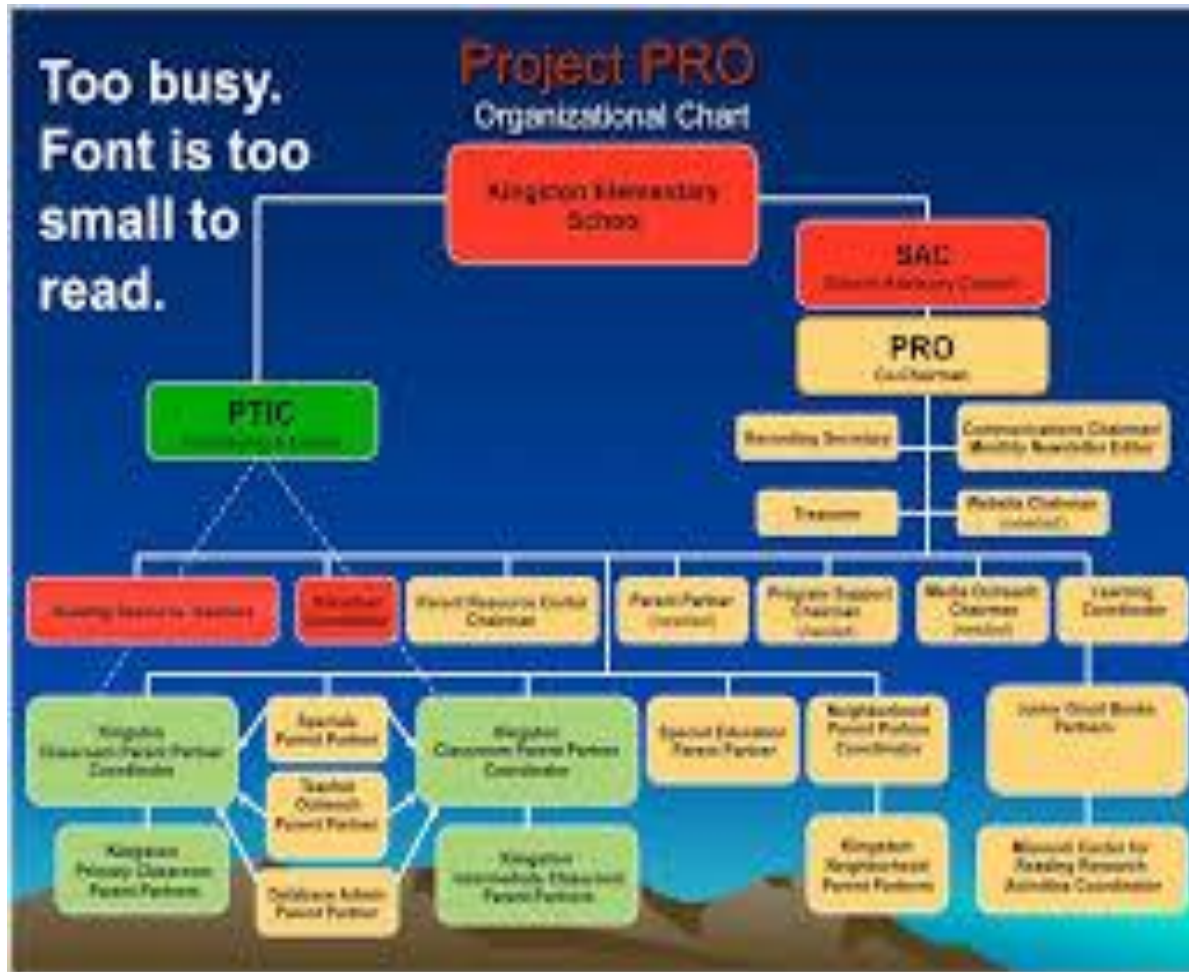
- **Your presentation is the one mechanism through which your policy brief is delivered**
- **Building your policy brief is not complete without a vehicle to communicate it**

Elements of a Great Presentation

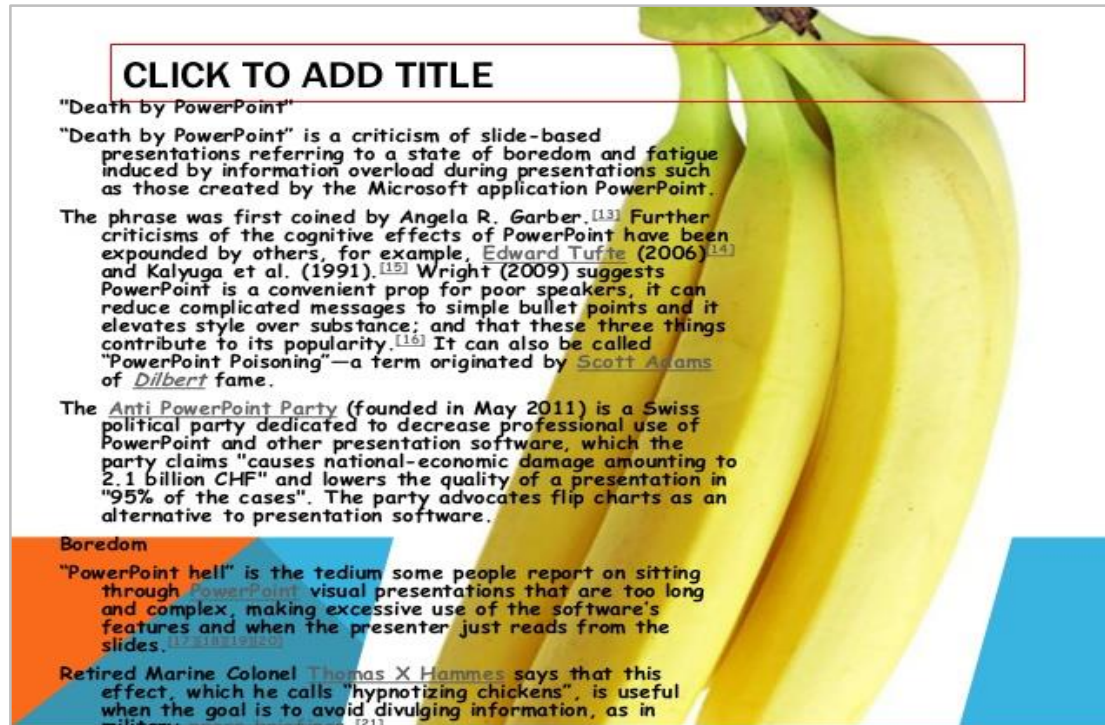
-
-
-
-
-

**PROOFREAD
&
PRACTICE**

Avoid These Mistakes!



Avoid These Mistakes!



- Too much text & detail
- Text too small

Avoid These Mistakes!

- Too many words
- Typos

To much text

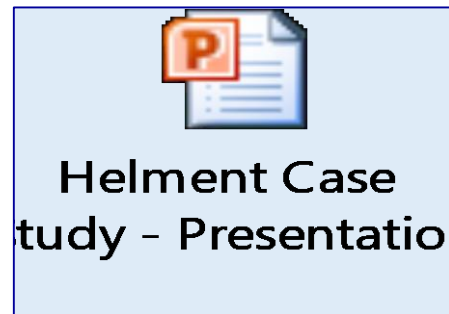
- Do you know of an effect called the picture superiority effect. This effect says that if people are presented with a picture and text they are more likely to remember the picture than the text. SO why is it that you see powerpoints with loads of text like this. Is it because the speaker can not remember what they are saying or I have actually been in a presentation where I was told that the speaker did not want to insult my intelligence by reading it out for me and gave me a minute to read it myself. What was that all about. Do you get the point. Essays are for text Powerpoint presentations are for visual representation of what the speaker is talking about. It is meant to be an aid. So don't put too much text on a slide. Use pictures if you can and use a spellcheck.

Presenting Your Policy Brief by Powerpoint

PRACTICE
PRACTICE
PRACTICE

participate in some way

PowerPoint Slides for Helmet Case Study



*Click the icon above to show the
Helmet Case Study Presentation*

Communicating to Decision-Makers: Elevator Pitches

What's a Policy Brief Without Effective Communication?

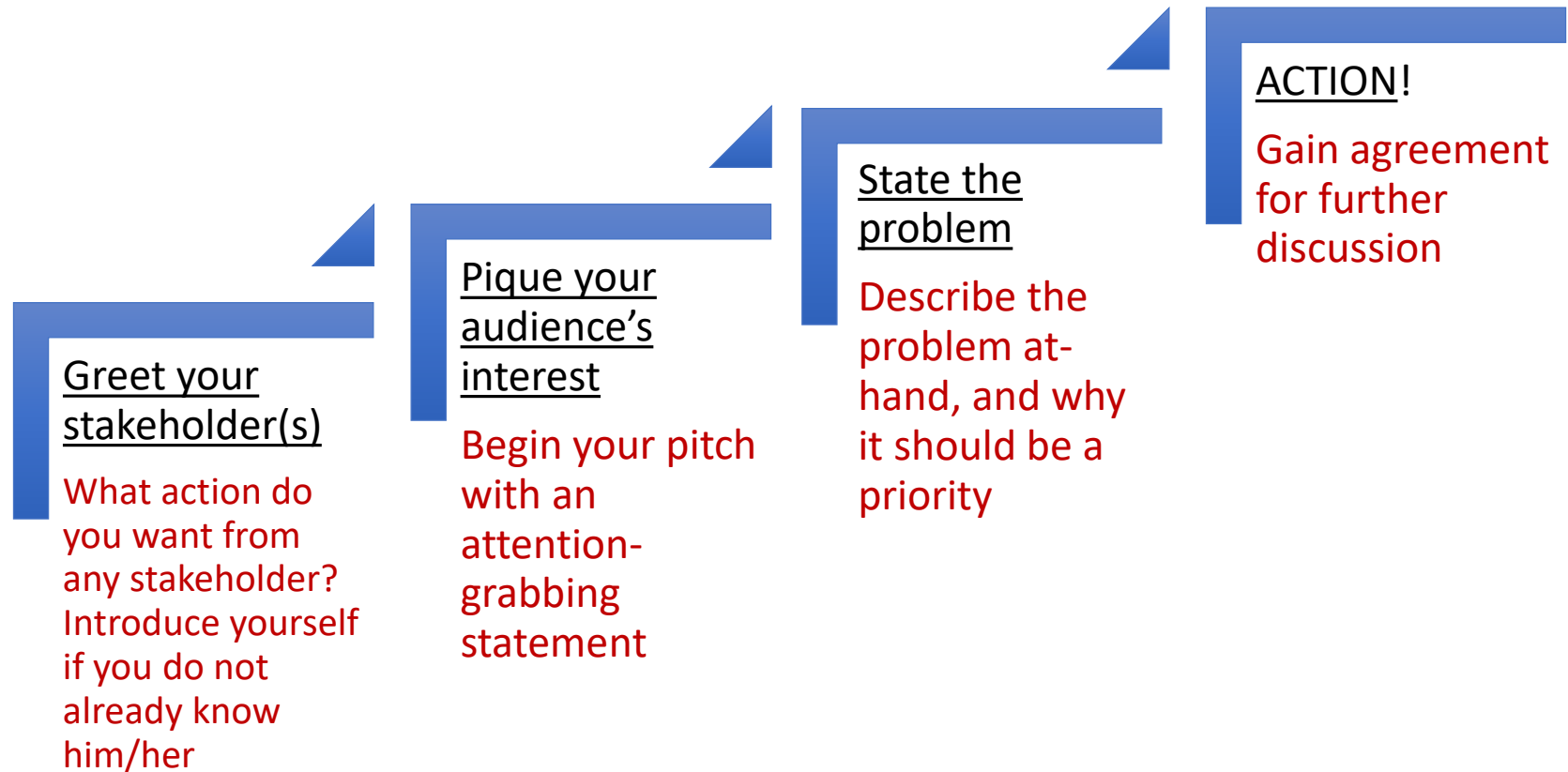


- A succinct, persuasive “sales pitch” used to spark the listener’s interest
- Typically used during brief encounters with stakeholders
- Meant to be delivered in the typical time of an elevator ride (Usually 30-45 seconds)

Elements of a Good Elevator Pitch

- **Concise**
 - Approximately 30-45 seconds
 - Uses 1-2 key statistics
- **Catchy**
 - Uses analogies that listener may find familiar (“There are more diabetics in this country than people who get malaria each year”)
 - Makes problem compelling: What will resonate with stakeholders?
- **Clear**
 - Doesn’t over-use jargon; uses 2-3 select key phrases, but is mostly simple language
- **Call to Action**
 - Invites the listener to learn more about the topic

Creating Your Elevator Pitch



An Elevator Pitch for The Vietnam Helmet Case Study: **Take 1**

Motorcycle Helmets Not Hats

The Case for Enforcing Certified Motorcycle Helmet Use in Vietnam

Summary

- After the passage of Vietnam's 2007 motorcycle helmet law, there was **NO** significant change in the risk of death among motorcyclists (Ho Chi Minh City Study)
- 80% of motorcycle helmets in Vietnam are not certified and hence **NOT** crash-worthy
- Wearing a certified motorcycle helmet can reduce the risk of motorcycle head injuries by 69% and fatalities by 42%
- Increased enforcement by police of the quality of motorcycle helmets is the most cost-effective way to reduce fatalities due to motorcycle crashes



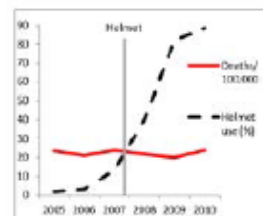
Globally, road traffic injuries are the leading cause of death for young people ages 15-29 years, accounting for 1.25 million deaths – more than from violence, HIV/AIDS, and malaria. These deaths are projected to climb from the 9th to 5th overall leading cause of death between 2013 and 2030. In Vietnam, per capita road traffic deaths have remained relatively unchanged between 2001 and 2010 (~13 per 100,000 population), making it one of the deadliest in the Western Pacific region. Motorcycles and mopeds continue to be the vehicle of choice in many low- and middle-income countries, including Vietnam, where they represent 95% of the registered vehicle fleet and are involved in 88% of road deaths from head injuries. Helmets, of certified quality and worn correctly, can reduce the risk of serious injury during a crash by 69% and death by 42%.

Vietnam's 2007 motorcycle law increased helmet use among motorcyclists from 40 to 90%, however the Vietnam Consumer Safety Association found in 2008 that 80% of helmets worn by motorcyclists were not crash-worthy. Without helmet quality enforcement, consumers opt for low-cost, lightweight "paper helmets", leading to ongoing injuries and deaths. Beyond the tragedy of early death, these injuries are costly (~\$2,400 USD in direct medical costs and 54 weeks of lost normal activities from brain injury per person).

Supported by Current Data

A hospital-based study in Cu Chi District found that while helmet use rose from <5% to 88% between 2005 and 2010, there was no significant change in the number of deaths during this time period.

Rising helmet usage did not lead to a drop in deaths after the 2007 law



Play first video



Elevator Pitch –
Take 1

An Elevator Pitch for The Vietnam Helmet Case Study: **Take 2**

Motorcycle Helmets Not Hats

The Case for Enforcing Certified Motorcycle Helmet Use in Vietnam

Summary

- After the passage of Vietnam's 2007 motorcycle helmet law, there was **NO** significant change in the risk of death among motorcyclists (Ho Chi Minh City Study)
- 80% of motorcycle helmets in Vietnam are not certified and hence **NOT** crash-worthy
- Wearing a certified motorcycle helmet can reduce the risk of motorcycle head injuries by 69% and fatalities by 42%
- Increased enforcement by police of the quality of motorcycle helmets is the most cost-effective way to reduce fatalities due to motorcycle crashes



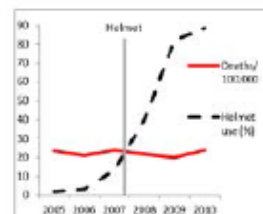
Globally, road traffic injuries are the leading cause of death for young people ages 15-29 years, accounting for 1.25 million deaths – more than from violence, HIV/AIDS, and malaria. These deaths are projected to climb from the 9th to 5th overall leading cause of death between 2013 and 2030. In Vietnam, per capita road traffic deaths have remained relatively unchanged between 2001 and 2010 (~13 per 100,000 population), making it one of the deadliest in the Western Pacific region. Motorcycles and mopeds continue to be the vehicle of choice in many low- and middle-income countries, including Vietnam, where they represent 95% of the registered vehicle fleet and are involved in 88% of road deaths from head injuries. Helmets, of certified quality and worn correctly, can reduce the risk of serious injury during a crash by 69% and death by 42%.

Vietnam's 2007 motorcycle law increased helmet use among motorcyclists from 40 to 90%, however the Vietnam Consumer Safety Association found in 2008 that 80% of helmets worn by motorcyclists were not crash-worthy. Without helmet quality enforcement, consumers opt for low-cost, lightweight "paper helmets", leading to ongoing injuries and deaths. Beyond the tragedy of early death, these injuries are costly (~\$2,400 USD in direct medical costs and 54 weeks of lost normal activities from brain injury per person).

Supported by Current Data

A hospital-based study in Cu Chi District found that while helmet use rose from <5% to 88% between 2005 and 2010, there was no significant change in the number of deaths during this time period.

Rising helmet usage did not lead to a drop in deaths after the 2007 law



Play second video



Elevator Pitch –
Take 2

Group Exercise

Activity: Develop Your Presentation and Elevator Pitch

- **Develop your PowerPoint using the Policy Brief Presentation Template on your flash drive**
- **Create your Elevator Pitch**
 - You may choose to have part of your team work on the PowerPoint, while the other part works on the Elevator Pitch
- **Your mentors will be available for guidance**
- **You'll present your PPT and elevator speech on the last day**
 - Include all team members in some part of the presentation
 - If there is >1 person on the team, the PowerPoint and Elevator Pitch must be presented by different team members
 - The entire team will be up front to respond to questions
 - **Remember to bring copies of your policy brief to distribute**

END
