

HCC STRATEGIC PLANNING
PRESENTATION OF FINDINGS OF
INDEPENDENT HIGH LEVEL
EXTERNAL EVALUATION OF HCC

Advocacy, Accountability and Conflict of Interest
Workshop

Antigua and Barbuda, 17-18 February, 2017



OUTLINE

- ❖ Purpose and methodology
- ❖ Strengths
- ❖ Challenges
- ❖ Strategic recommendations



METHOD

- Review of HCC documents, reports and website
- Review of HCC-related peer-reviewed published literature and online media
- Interviewed 8 key stakeholders
- Identified potential partners



STRENGTHS

- ✓ **Global Reputation.** mainly associated with the positive reputation of its President.
- ✓ **Advocacy.** Innovative campaigns include *Get the Message* mobile campaign in support of the historic UNHLM on NCDs, 2011
- ✓ **Communication.** * Website, information dissemination techniques and social media presence, * font of information on regional & global, NCD & HCC news, * advocacy & policy information.
- ✓ **Governance and Management Structure.** Current governance and management structure; registration and legal status in Barbados.
- ✓ **National NCD Commissions.** Stimulation of the formation and strengthening of National NCD Commissions in countries significant feat



CHALLENGES

- ↓ Global presence > regional visibility. Role of NGOs not appreciated by regional leaders and not valued or formalized in regional governance .
- ↓ Need to be more vocal and effective advocate. Possible factors suggested are need to advocate in “safe zone” because of President’s prominent roles and relationships with key global organizations and governments; the need to keep the primary funder of HCC Secretariat, a health insurance company, satisfied.
- ↓ **Lack of funding** Resource Mobilization to Increase and Diversify Funding. Unanimous view that lack of funding was HCC’s greatest challenge. Three main funders are very pleased with results of their investments - While indicating intention to continue to support financially they emphasized need for more diverse funding portfolio.

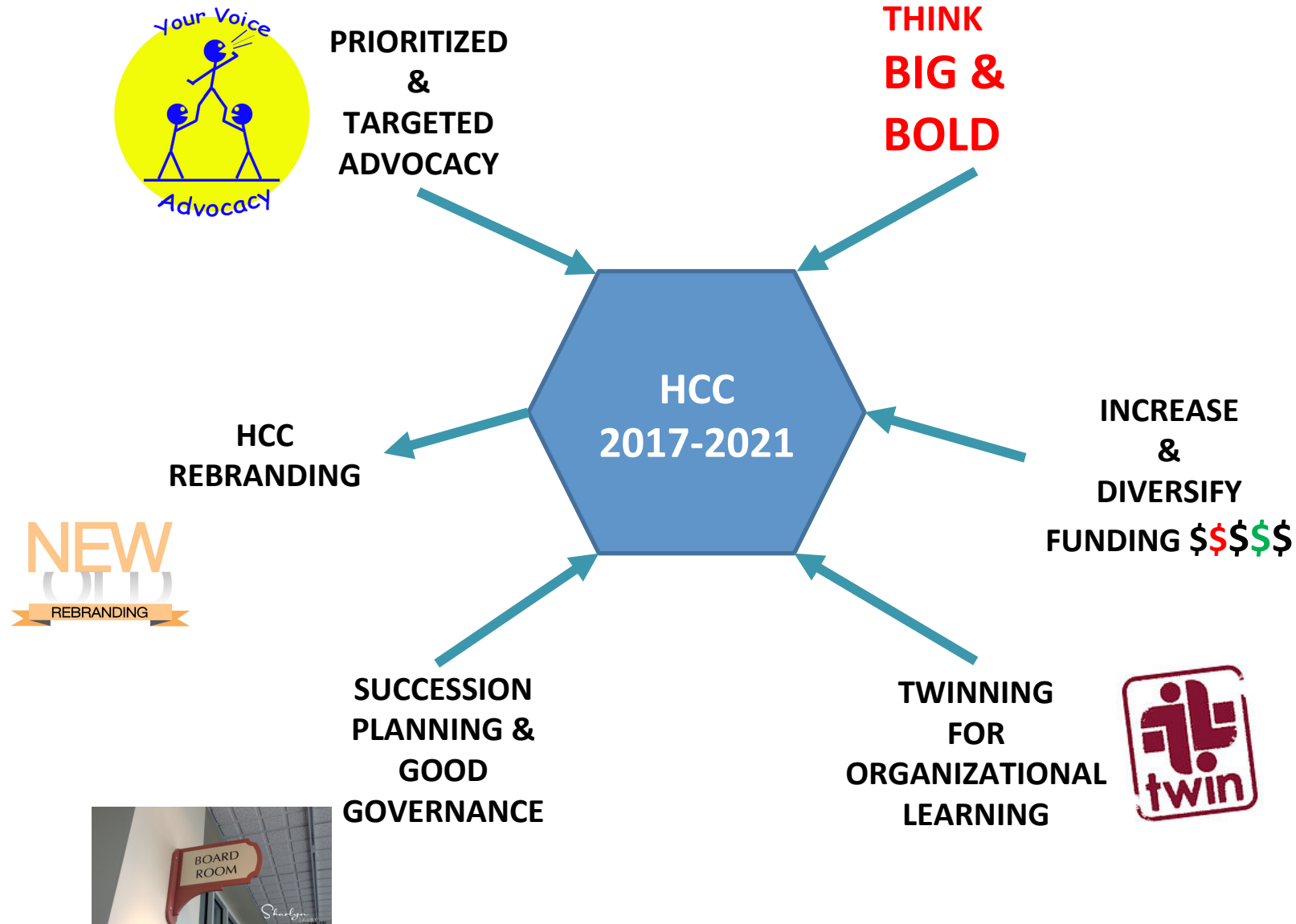


CHALLENGES

- ↓ Succession Planning, Governance & Management Structure.
 - ↓ Succession Planning needed and should might consider employing a Vice-President (VP) or Chief Operating Officer (COO) position
 - ↓ Availability of Governance & Management Information - limited available to the public.
 - ↓ Executive Board Structure. Evaluation needed of current board structure; the nominating and selection processes, and level of transparency therein
- ↓ **Strengthening Capacity of CSOs.** although the HCC has made progress in this area, most CSOs in the region continue to lack resources, governance, structure and capacity to sustain themselves.



Strategic Recommendations



Strategic Recommendations for 2017-2021

Think Big and Think Bold about your Desired Future

- The organization has improved the NCD Prevention & Control landscape. With this maturity, comes a greater responsibility of how and what the HCC should be in the future.
- Position HCC's future in the context of current global health infrastructure & mandates, such as the SDGs, UHC, and CCH IV.

Increase and Diversify Funding: Revenue Streams and Mechanisms

- Target a diverse range of private sector companies and FBOs
- Create consultancy & technical assistance (TA) services arm to generate revenue. Provide TA to regional & national NCD Alliance Members.
- Create a foundation as a separate & different legal entity to raise money in different ways.
- Initiate membership fees: consider federated models that require organizations to submit application and fee for membership.
- Tell your story and add "donate" button to the HCC website..



Strategic Recommendations for 2017-2021

Potential Twinning Partners: Mentoring, Shadowing and Learning from other Organizations

- Serve as a NCD Regional Alliance mentor and provide twinning opportunities.
- Shadow the C3 Organization in London – strengths are fundraising and strengthening capacity of other CSOs.
- Shadow the Pacific Island Health Officer’s Association (PIHOA) in Hawaii – strengths are raising funds for regional activities for North Pacific SIDS; gets membership to project regional perspective with one voice.

Prioritized and Focused Advocacy Campaigns

- Execute disciplined regional advocacy campaigns to change NCD-related policies and laws.
- Be a more “vocal” advocate for change; serve as a regional “watchdog” group holding governments accountable for commitments e.g. POS Declaration & CCH IV.
- Maximize partnerships with Digicel or Flow to deploy various texting campaigns. This approach would build HCC’s advocacy arm with the public and especially with youth.



Strategic Recommendations for 2017-2021

Succession Planning and Continued Practice of Principles of Good Governance

- Determine a succession plan for the overall governance and management of the organization.
- Consider hiring a Vice-President (VP) as a potential successor to the President.
- Inform stakeholders of expertise of the Board members; include their bios and terms & responsibilities on the HCC website.
- Clearly communicate to HCC members nomination and selection process for Executive Board.

HCC Re-Branding

- Enhance the website content to focus on HCC's compelling story, adding personal blog posts from HCC members, NCD activists, and persons with NCDs.
- Develop a "human" tone to the website and balance the "policy" tone.



THANK YOU!

COMMENTS, Q & A

