Overview of the HCC Strategic Plan: ‘Reflect, Celebrate and Plan’

HCC Strategic Planning Meeting

April 22nd, 2016, Courtyard by Marriott, Barbados

Trevor Hassell
HEALTH CARIBBEAN COALITION

In collaboration with the

Presents

HEALTHY CARIBBEAN 2012:
Rallying for Action on NCDs

An NCD Prevention and Strategic Planning Workshop for Civil Society Organizations

MAY 27-29, 2012
Wyndham Kingston Hotel and the Knutsford Court Hotel, Jamaica

Supported by: Heart Foundation of Jamaica, Caribbean Office of the InterAmerican Heart Foundation, Jamaica Coalition for Tobacco Control, Health Action Partnership International, UK, National Heart Forum, UK, and member organizations of the HCC network.
SPECIFIC OBJECTIVES

• Review the progress made since the Port of Spain Declaration made by the CARICOM heads of state in 2007
• Share some good practice on NCD prevention through NGOs
• Share experience of NCD approaches, globally and regionally
• Discuss and propose ways in which NCD approach can be strengthened
• Build capacity among existing health NGOs for timely and effective response to the NCDs through whole of society approach
• Identify roles of international agencies in NCD prevention in the region
EXPECTED OUTCOMES

- Production of a Caribbean Civil Society Action Plan for tackling NCDs, 2012-2016, for more effective contribution of health NGOs to the NCD response
- Production of a Project Plan for a Regional cervical cancer advocacy and education campaign
- Strengthening of communication between and among Caribbean health NGOs and other civil society organizations in the response to NCDs
- Learning of achievements, challenges and opportunities of health NGOs
- Further development of mechanisms for active involvement and sustainability of the NGO and civil society response to NCDs
- Provide suggestions for the World Bank on supporting NCDs prevention in the Region
WHO DEFINITION

• Civil society is seen as a social sphere separate from both the state and the market. The increasingly accepted understanding of the term civil society organizations (CSOs) is that of non-state, not-for-profit, voluntary organizations formed by people in that social sphere......
CIVIL SOCIETY INCLUDES

• registered charities
• non-governmental organisations
• community groups / women's organisations
• faith-based organisations
• professional associations
• trades unions and social movements
• business associations
• coalitions and advocacy groups
CIVIL SOCIETY

• Independent of gov’t/Greater freedom to act
• Altruistic mission towards common good
• Greater consistency—not as influenced by political winds
• May support and pressure gov’t externally
• Other networks (scientific, businesses)
• Expert volunteers / good relation to media
• Additional funding to cause
TOOLS AVAILABLE

Government
- Legislation
- Regulation
- Taxation

Civil society
- Advocate
- Provider
- Evidence
- Watchdog

Business
- Philanthropy
- Product power
- Shared value
HCC STRATEGIC PLAN

• Developed by HCC membership, May 2012 (Rally for NCDs workshop)

• Four strategic priority areas
  – advocacy
  – enhancing communication
  – capacity building
  – promoting mHealth and eHealth
## LOG FRAME OF KEY ACTIONS AND ACTIVITIES

<table>
<thead>
<tr>
<th>PRIORITY STRATEGIC GOALS</th>
<th>PRIORITY ACTIONS/ACTIVITIES</th>
<th>Timeframe and executing and support organization</th>
<th>Objectively verifiable indicators</th>
<th>Resource issues, including funding needs (US dollars)</th>
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<tbody>
<tr>
<td>PRIORITY ACTIONS/ACTIVITIES</td>
<td>OBJECTIVELY VERIFIABLE INDICATORS</td>
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<tr>
<td>Development /production of civil society strategic plan, 2012-2016.</td>
<td>Production and distribution of plan to members, stakeholders, policymakers and opinion leaders.</td>
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<tr>
<td>Contribute to the identification of post UNHLM commitments for the Caribbean and advocate for their implementation</td>
<td>Commitments identified.</td>
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<tr>
<td>Conduct workshops on “how to do advocacy” for member NCD health organizations.</td>
<td>1 workshop every 2 years</td>
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<td>Lead on efforts at population salt reduction in the Caribbean using social marketing approaches.</td>
<td>Population salt reduction educational programmes in 5 Caribbean countries using social media approach.</td>
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<td>Contribute to and participate in No Tobacco advocacy in the Region.</td>
<td>Significantly increased awareness of member organizations of commitments of the Caribbean to the FCTC</td>
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<td>Lead on cervical cancer advocacy in the region.</td>
<td>Advocacy plan produced, and educational and informational campaign executed</td>
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<td>Advocacy for establishment of palliative care policies for those with NCDs and related conditions.</td>
<td>Policy Plan on palliative care produced and delivered to governments of the Region</td>
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## ENHANCING COMMUNICATION

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<tr>
<td>Member of the PAHO led Pan American Forum on NCDs</td>
<td>Membership and active participation</td>
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<tr>
<td>Development of an NCD communication strategy and plan</td>
<td>Plan produced and distributed</td>
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<tr>
<td>Support for annual Caribbean Wellness Day.</td>
<td>HCC advocacy of support</td>
</tr>
<tr>
<td>Support for annual international heart, cancer, diabetes and lung days.</td>
<td>HCC support for at least 2 international days annually</td>
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<tr>
<td>Further development HCC website and Facebook as major interactive communication tools.</td>
<td>HCC social media offerings second to none regionally</td>
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## CAPACITY BUILDING

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<tr>
<td>Establishment of the HCC as an incorporated not-for-profit company with an effectively functioning and appropriately staffed secretariat.</td>
<td>Actions completed</td>
</tr>
<tr>
<td>Undertake audit/need assessment of NCD Health NGOs in the Caribbean, with emphasis on governance structure, social media needs, etc.</td>
<td>Audit and needs assessments undertaken by &gt; 90% member health NGOs</td>
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<tr>
<td>Conduct capacity building workshops for member NCD health organizations.</td>
<td>6 workshops conducted over next 4 years</td>
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## MOBILE AND ELECTRONIC HEALTH

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<tr>
<td>Document lessons learnt from the Get the Message campaign.</td>
<td>Publication and distribution of evaluation of the GTM campaign</td>
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<td>Apply mobile phones in the promotion of World Heart Day 2012.</td>
<td>Number of applications of use of mobile phones in WHD 2012 and outcomes</td>
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<tr>
<td>Initiate cervical cancer prevention and enhanced treatment advocacy initiative using mobile phones.</td>
<td>Project implemented, including establishment of Caribbean Cancer Society, awareness</td>
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<td>Conduct a regional workshop on Mhealth.</td>
<td>Workshop held</td>
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<tr>
<td>Apply mobile phones in diabetes control.</td>
<td>Pilot project executed</td>
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<tr>
<td>Seek to apply mobile phones as a tool in smoking cessation.</td>
<td>Pilot project executed</td>
</tr>
<tr>
<td>Mobile phones as income generator for HCC and member health NGOs.</td>
<td>Revenue from health tips and application of mobile wallets initiative</td>
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## IN-COUNTRY HEALTH NGO ACTIVITIES

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<td>Support for and active involvement and participation in the priority actions of the HCC</td>
<td>25 health NGOs by end of 2014 and further 15 health NGOs actively involved with HCC</td>
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<td>Active participation in CWD in-country.</td>
<td>Advocacy by HCC for support</td>
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<td>Take an active part in relevant annual international days aimed at sensitizing people about specific NCDs.</td>
<td>At least 2 NGO Annual days supported by HCC</td>
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<td>Improved governance of organization.</td>
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<td>Produce 4 year action plan for support by the HCC.</td>
<td>Action Plans produced by 6 health NGOs</td>
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<td>Improve use of social media</td>
<td>Half of member health NGOs shown by end of 2013 to have improved social media presence and all to have social media presence by 2015</td>
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<tr>
<td>Seek to strengthen financial and human resource base</td>
<td>Mechanism in place by end of 2013 to effectively channel funds from HCC to member organizations in support of strategic plan</td>
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<td>Contribute to risk factor reduction - smoking, physical inactivity, unhealthy eating and abuse of alcohol - through advocacy, service delivery, outreach activities, and educational programmes</td>
<td>Extent to which HCC is able to contribute to these specific activities</td>
</tr>
<tr>
<td>Collaborate with non-health sectors of civil society in-country for a more effective multi-sectoral response to NCDs</td>
<td>At least 6 major non-health NGOs stated commitment to addressing as a priority the NGO issue within their organization.</td>
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MULTI-STAKEHOLDER MEETINGS

2013: Creating a Civil Society Movement for Cervical Cancer in the Caribbean. An Advocacy Workshop for Caribbean Cancer Societies and Foundations, St. Maarten

2013: PAHO Sub-Regional Meeting on Development of Alcohol Policy for English Speaking Caribbean Countries, Belize (co-sponsor)


2014 “Strengthening Health Systems, Supporting NCD Actions”, Dominica

2015 National NCD Commissions, Private Sector Response to NCDs CSO Preparatory Meeting for Global NCD CSO Forum
HCC/NCDA Regional NCD Status Report and Call to Action

- Strengthen civil society advocacy
- National/regional status reports to inform call for action
- Brazil, S Africa, CARICOM
- HCC: CARICOM ‘Implementing Partner’
Multisectoral Response - NNCDCs

- Assessment of National NCD Commissions in the Caribbean supported by NCDA
- Commonwealth Secretariat partners on a follow up project to develop Framework for establishment and strengthening of NNCDCs underway
Multisectoral Response – The Private Sector

- HCC / PAHO situational analysis of private sector response to NCDs
- Commonwealth Secretariat/ HCC meeting of 40 private sector enterprises in the Caribbean
- Private Sector Statement of Commitment
CERVICAL CANCER

- Social Media Guide
- Tool Kit
- Advocacy Plan
- CSCCPI (C4PI)
- E-Petition
Caribbean Civil Society Cervical Cancer Prevention Initiative (C4PI)

Australian Aid

Healthy Caribbean Coalition

JAMAICA CANCER SOCIETY

BELIZE CANCER SOCIETY

DOMINICA CANCER SOCIETY

CANCER INSTITUTE OF GUYANA

GRENADA CANCER SOCIETY
ALCOHOL POLICY

RESOLUTION TO HEALTH MINISTERS

CARIBAPAN

PARTICIPATION IN MEETINGS

WEBINARS
TOBACCO CONTROL

- Large rotating pictorial warning labels
- Sustained advocacy engagement with policymakers
- Removal of advertisement from newspaper promoting sale of cigarettes
- Information, dialogue with media member
- Support for legislation in Suriname
- Letter writing, social media, press release, letter to HCC members
- *The Caribbean Civil Society Experience In Tobacco Control: Advocacy For Change*
A FRAMEWORK FOR THE PHARMACOLOGIC TREATMENT OF HTN

Standardize, Simplify

Identification of a Core Set of Medications

Widespread Medication Availability

Improved Care Delivery and Medication Use

Improved Hypertension Control

CDC/PAHO led Regional Initiative, HCC managed Pilot conducted in Barbados
Australian Aid

Healthy Caribbean Coalition
“a civil society alliance for combating chronic diseases”

HYPERTENSION DETECTION AND IMPROVED TREATMENT
POPULATION SALT REDUCTION

Salt reduction

- PAHO Consensus Statement
- Media Campaign
- Community Education
- SaltSmart Champions
- World Salt Awareness Week
- Food Salt Composition
Electronic and Social Media

WEBSITE
- 300,000 unique visitors in 2013
- set to surpass a total of 1 million page views in 2014
- Content current, relevant and interesting and linked to main social media platforms

EMAIL
- weekly roundup for the past twelve months
- a stand-alone webpage that attracts visitors via the HCC home and news page
- 8,000+ page views of the roundup on the website in 2013

FACEBOOK & TWITTER
- Facebook has almost 25,000 likes
- 500 plus followers on Twitter
- A recent graphic on ‘Rules for a Healthy Living’ reached almost 40,000 people on Facebook.
THE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUPTHE HCC NEWS ROUNDUP

News from HCC members including: testimonials; emerging good practices around NCD prevention; member features; ‘Get to Know HCC’ features; relevant news article; invitations to webinars; and funding opportunities.
HCC ORGANIZATIONAL CHART

PATRON

BOD

ADVISOR

Ex Dir

ICT MGR

SOCIAL MEDIA

ALCOHOL POLICY ADVISOR

TRADE POLICY ADVISOR

MEDICAL ADVISOR

HEALTH NGOS

NON HEALTH NGOS

INDIV.

FOR PROFIT

INTNL.
SOURCES OF FUNDING

- Government: Regional and extra regional
  - Health Action Partnership International (HAPI)
  - National Health Fund, Jamaica
  - Australian Government - DAP

- Civil Society & others
  - American Cancer Society
  - World Bank
  - LIVESTRONG
  - NCD Alliance and Medtronic Philanthropy
  - Commonwealth Secretariat
  - UK Health Forum

- Private sector
  - Sagicor Life
  - Guardian General

- Public Health Institutions
  - PAHO/WHO
  - CARPHA
  - National Institute Health
  - CDC, Atlanta
“If you want to go fast, go alone. If you want to go far, go together.”

African Proverb

www.healthycaribbean.org
www.twitter.com/healthcaribbean