



www.healthycaribbean.org

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**Advocacy – A
major civil
society tool for
effecting change**

**Cervical Cancer Advocacy
Workshop for Caribbean
Cancer Societies and
Foundations**

Sonesta Great Bay Beach
Resort and Casino

21-22 March, 2013





What is civil society

- The totality of voluntary civic and social organizations and institutions
- Forms the basis of a functioning democratic society
- As distinct from
 - state (regardless of that state's political system) and
 - commercial institutions/business

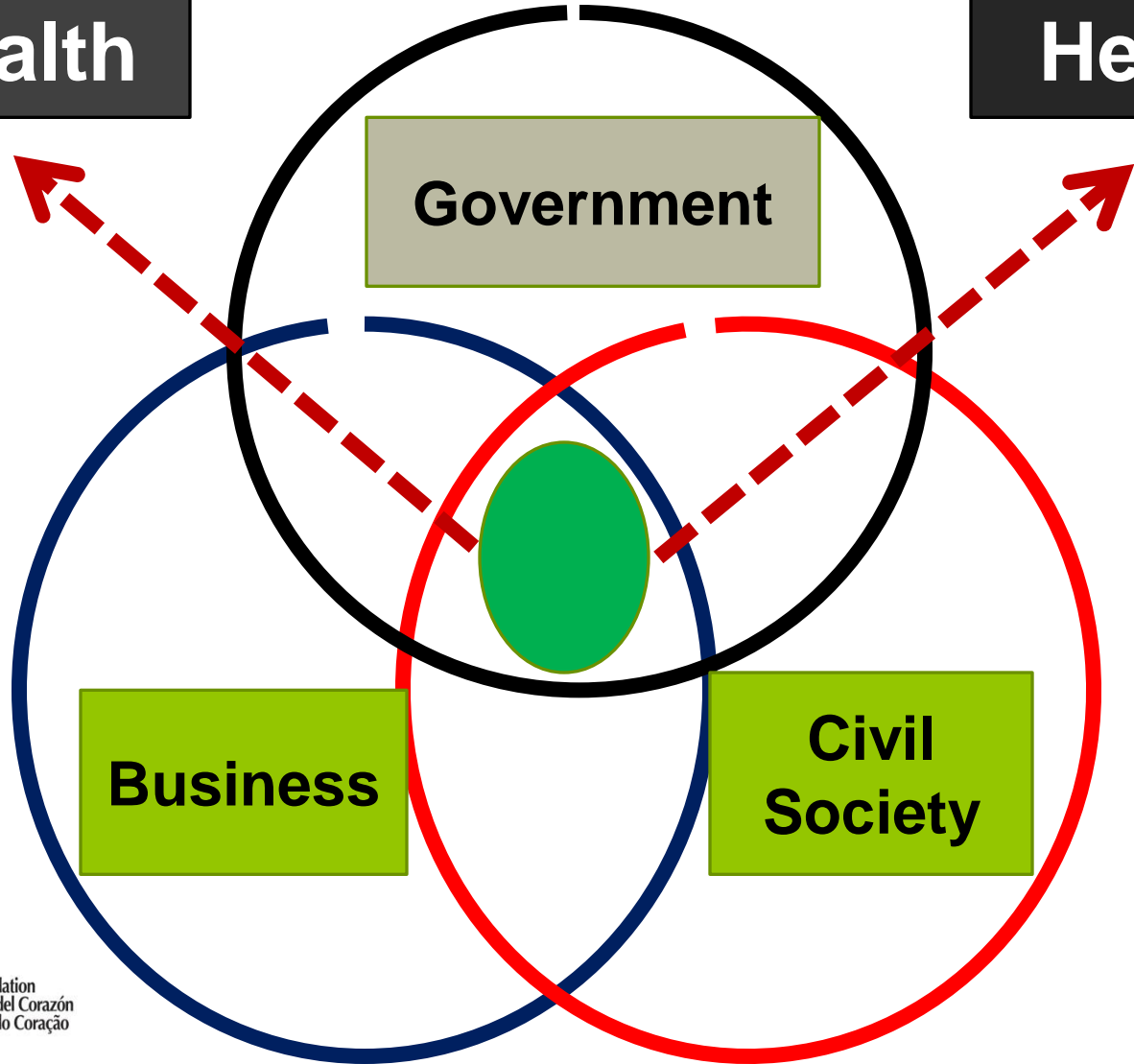
From: Center for Civil Society, London School of Economics and Political Science





Health

Health



Government

Business

Civil Society





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





Role of Civil Society: Service provider

- Screening for risk factors
- Counseling
- Provide medications
- Rehab for cardiac patients
- Provide treatment to the poor
- Cancer screening





Role of Civil Society: Provider of evidence-based info

- Inform policy decisions
- Translates science for use by policy makers, media and the public





Role of Civil Society: Watchdog



- “Report cards” and “shadow reporting”
- Independent monitoring & evaluation



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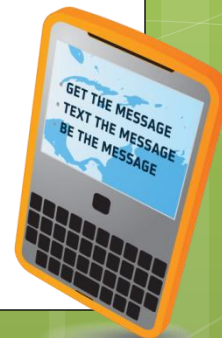




Civil Society's Tool Kit



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Tools available

Government

Legislation

Regulation

Taxation

**Civil
society**

Advocate

Provider

Evidence

Watchdog

Business

Philanthropy

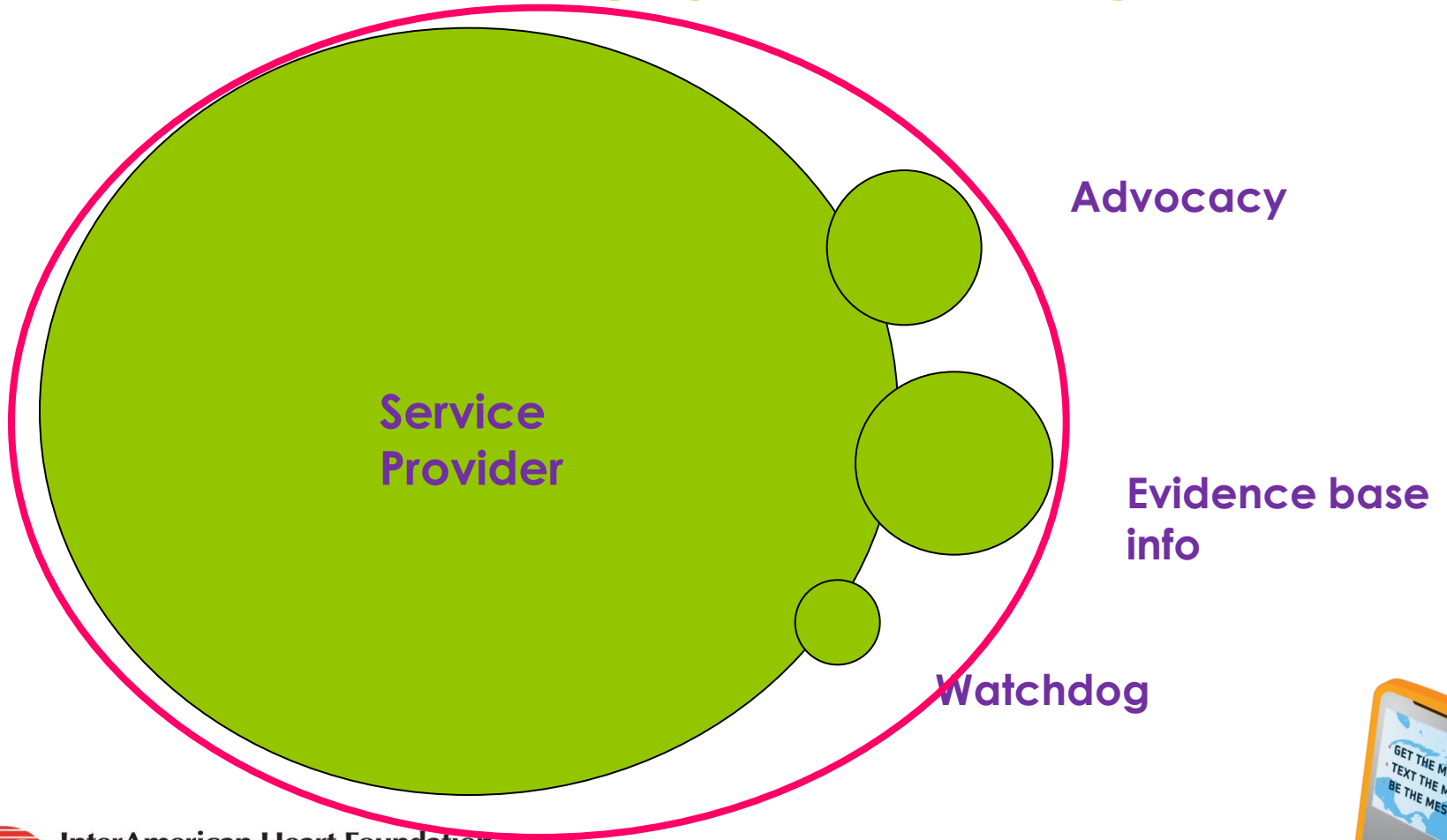
**Product
power**

Shared value



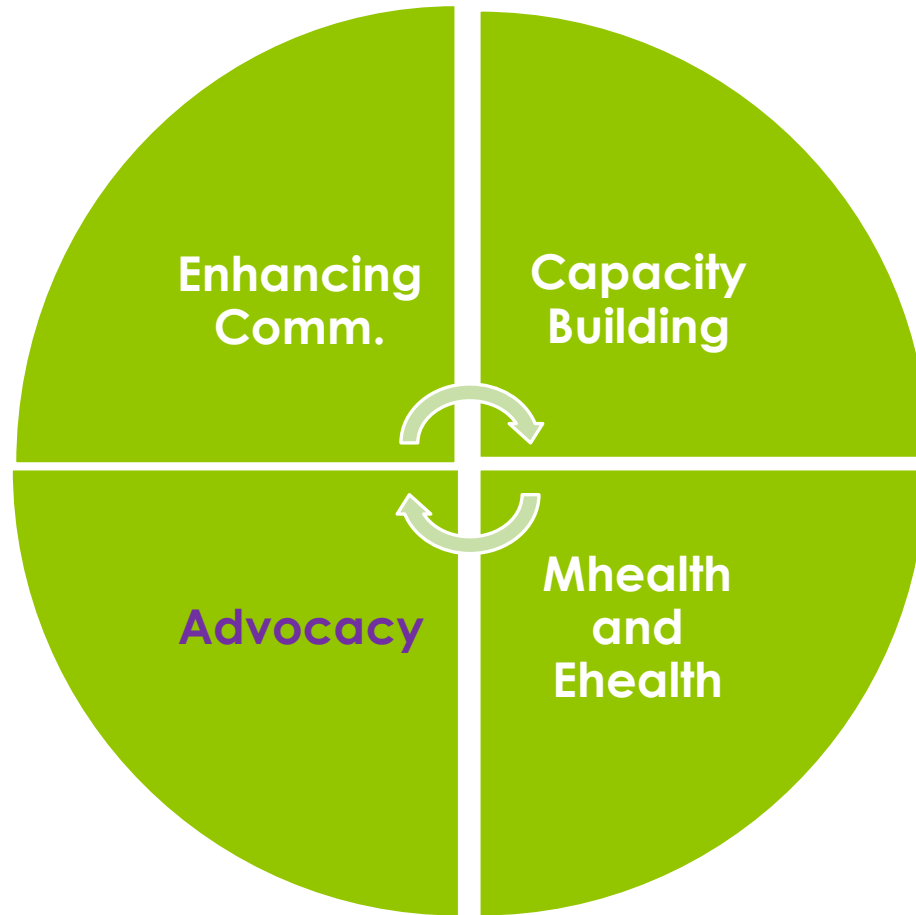


Activities of NGOs in the C'Bean





Strategic areas of the HCC, 2012-2016





Role of Civil Society: Advocacy

- Promote a favorable public opinion
- Support gov't if doing what is necessary
- Identify legislative priorities and help develop legislative measures
- Presents a powerful, respectable and trustworthy image.





Advocacy: What is it?

- Can mean different things for different people
- Aims is to change an existing unfavourable situation by applying pressure to those who control the situation
- About changing minds and driving change
- Is the effort to influence people, primarily policymakers/decision-makers
- Is about empowering people
- In public health it plays a role in educating the public and swaying public opinion





Different styles of advocacy



**Negotiate,
Collaborate**

**Activism and
Collaboration**

Aggressive



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Advocacy works – successes of the HCC network



JCTC HFJ HSFB/TTCS/GCS	<ul style="list-style-type: none">• Large rotating pictorial warning labels• CARICOM• Sustained and prolonged advocacy working with policymakers
HCC/JCTC	<ul style="list-style-type: none">• Removal of advertisement from newspaper promoting sale of cigarettes• Barbados• Information, dialogue with media member
HCC/JCTC	<ul style="list-style-type: none">• Support for legislation in Suriname• Letter writing, social media, press release, letter to HCC members





What to advocate for

- Better informed public about cervical cancer?
- Larger numbers of C'bean women receiving pap smears?
- Improved and more timely diagnostic and treatment services for cervical cancer?
- Greater uptake of HPV vaccines?





Closing comment...

“If citizen action is to be successful it requires careful preparation, effective organization and stamina.

Lots and lots of stamina”.

- John Gardner in *Common Cause*





“If you want to go fast, go alone. If you want to go far, go together.”

African Proverb



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