



Partners In Health

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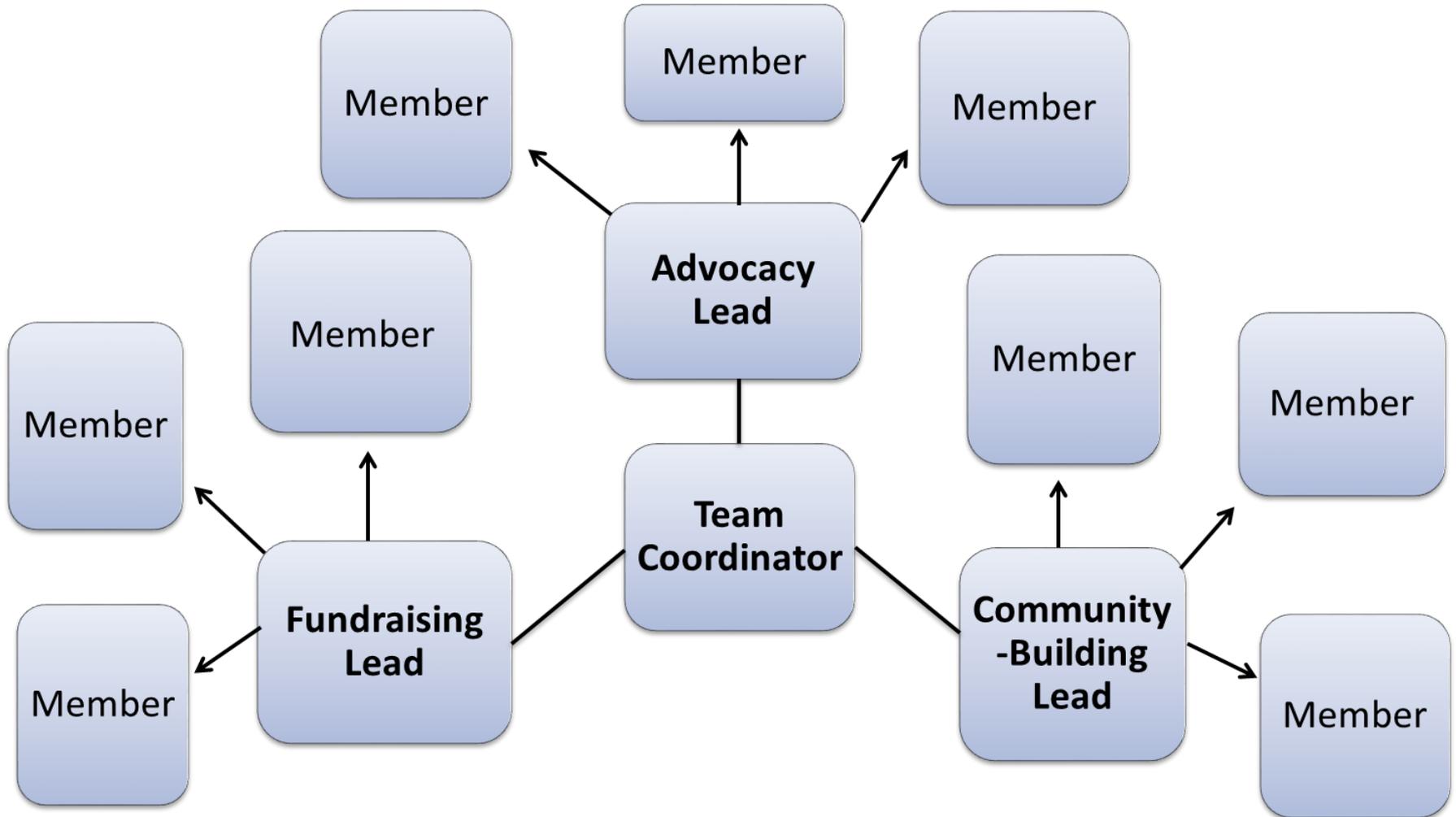
Building the **Right to Health** Movement

What will we go over tonight?

- PIH Engage leadership structure
- Advocacy Lead role description
- What advocacy means to PIH Engage
- Expectations of ALs
- What you can expect from us



PIH Engage Leadership Structure





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PIH Engage Leadership Structure

- **Ownership:** clear roles and responsibilities
- **Autonomy:** ability to complete projects, campaigns, and actions with creative license
- **Clarity:** creates transparency and opportunity for clear commitment

- Spearhead team's effort on policy change
- Help recruit an advocacy committee
- Train team members on advocacy campaign, background, and tactics
- Help set team advocacy goals
- Delegate responsibilities and tasks to meet team goals



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Why we advocate

What is advocacy?

What has advocacy accomplished?

- Advocacy is:
 - using power of constituencies to create change
 - mobilizing in an effort to influence policy
 - speaking *truth to power*

- Advocacy is not:
 - awareness-raising
 - single or disconnected events

- **Advocates have:**
 - started the field of Global Health
 - revolutionized health systems
 - made essential medicines more affordable and accessible
 - brought real *life-saving change to real people*



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PIH's History of Advocacy



**MDR-TB
Treatment
advocacy
in Peru**

**HIV
Treatment
advocacy
in Haiti**

What will you learn?

As an Advocacy Lead, you will learn to:

- ✓ Contact your legislators through in-person meetings, phone calls, letters, and emails
- ✓ Make some noise with stunts and birddogging
- ✓ Get media coverage of your issue by writing LTEs or op-eds
- ✓ **Create a *strategy* for how to show your constituent *power* to demand policy *change***



With your team, you need to:

- Participate in your role for at least one full campaign year
- Set real, achievable goals with your team and *follow through*
- Delegate responsibilities
- Facilitate your team members' leadership development— train them to be the expert you're becoming!



With the national network, you need to:

- Participate in *all webinars* hosted by the National Team
- Review all advocacy toolkits, briefs, and other written resources
- Participate in monthly Advocacy Lead Calls
- Read our emails
- Ask questions!!



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What should you expect from us?

The National Team will provide year-long support:

- Monthly Lead Group calls
- Updated campaign toolkits and informational resources
- Regular training webinars
- In-person visits
- We are always accessible over email!

- Make sure you've submitted the Leadership Form for 2016-2017
- **Sign up for the Training Institute!**
August 12-14 in Boston, MA
- Talk with your members about what you want to accomplish with your team next year
- Keep in touch over the summer!