

**Note on Advocacy Session**  
**DRAFT**

The Improving Healthy Behaviors Program (IHBP) team, represented by K G Venkateswaran, Sumit Asthana and Shishir Seth, will facilitate a discussion among members of the TB Partnership on advocacy issues. The sections below present the overall approach the IHBP team proposes to adopt for this purpose.

**Rationale behind the methodology:**

Members of TB partnership come with a wide range of experience, each unique to their social, political and programmatic background. Rather than lecturing a group of seasoned professionals working in TB, there is need to harness the collective wisdom and strong leadership present among members of the Partnership. A mix of individual based internalization, small group based brainstorming and plenary based consensus building approach using consultative processes will best help achieve the session objective.

**Session objectives:**

By end of the session, the TB Partnership will be able to –

1. Identify and agree on key 2-3 issues for advocacy in tuberculosis
2. Identify important decision maker(s) for each of the selected advocacy issue
3. Spell out 1-2 action the TB Partnership will like the identified stakeholders to take

**Time: 3 hours**

**Materials Required:**

1. Index cards (4 colors): 100 each
2. Color markers (4 colors x 5 packs of each color)
3. Double-sided stick tapes
4. Circular stickies/ paper dots in 4 different colors (at least 100 units of each color)
5. Flipcharts (2)
6. Flipchart stands (2).

**Activity 1: Identifying issues for advocacy (45 minutes)**

IHBP will introduce the objectives of the session and inform them of the process they'd like to adopt to achieve the objectives.

1. The facilitator will introduce the definition of an “advocacy issue” through flipchart. The facilitator will show some examples of advocacy issues. Participants will be asked to modify the definition to best clarify their understanding of an ‘advocacy issue’.
2. The facilitators will ask participants to work in pairs. Each pair will be given an Index Card and a color marker pen. Participants will be asked to discuss with their partner “one issue that they would like to be the **ADVOCACY ISSUE OF THE YEAR** for TB Partnership”. [**write it on a flipchart**] Once the pair arrives on an agreed advocacy issue, they will be asked to write it on the Index Card in bold, large capital letters and paste it on the gallery wall.

3. The facilitator will encourage the participants to take a gallery walk to look at the identified issues and group index cards with similar issues. Some issues identified may be addresses individually, while others may need a sequential approach. The participants may be encouraged to think through these while clustering them.
4. Once the issues are grouped, the facilitator will provide each participant two colored sticky dots. Participants will be invited to take a gallery walk and vote on two issues that they think are of highest priority for advocacy by sticking one colored against the issue. If they feel very strongly about an issue, they can stick both the dots against that issue.
5. The facilitator will read out the **two advocacy issues** that scores the highest numbers of votes from the participants. The facilitator will invite the participants to share if they agree with the two selected issues or will they like the group to consider any other issue, and facilitate discussion.

### **Activity 2: Identifying decision maker/ influencers (45 mins)**

1. The facilitator will inform the participants that advocacy is a political process and the end result of advocacy is usually an action which comes in form of a decision. This decision is usually made by an individual, who by person or by position or by being part of an institution has the ability to influence lives of several people. The facilitator will give examples of decision makers and invite participants to contribute some names. Once the facilitator establishes that the group has clearly understood the definition of a decision maker, they next activity will begin.
2. Once the participants identify the two advocacy issues, the facilitator will divide the participants into four groups, ensuring that no group has more than 10 participants in it. In case there are more than 40 participants, form more groups, always ensuring that the numbers of groups is in even numbers.
3. The facilitator will divide the issue among the small groups so that for each issue there are equal numbers of groups working on it.
4. Once the groups are formed and the advocacy issues are distributed among them, the facilitator will ask them to discuss to “identify one key person/ institution they would like to focus on for the advocacy issue”. **[write it on a flipchart]** In case the group can think of more than one person, they may write their names, but not more than two names in all.
5. Each group is given Index Cards to write their identified decision makers in bold, large capital letters. Use one color of index cards for one advocacy issue and another color of index card for another advocacy issue.
6. Ask each group to identify one representative who will come to the plenary and share with the participants the decision-makers their group chose and the reason for selecting that particular decision maker.

7. The facilitator will cluster the decision-makers by the advocacy issue.

*By end of activities 1 and 2, the group would have identified many advocacy issues for the TB Partnership, two issues they would like to prioritize for this year and 2-3 decision makers for each of the two selected issues.*

**Activity 3: What decision will they like the decision makers to take? (1 hour)**

1. The facilitator will inform the participants that the next step is about decision making.
2. Ask the participants to go back to the group they worked in and discuss the following question –  
“If you were to advice the decision maker on **one decision/ action** you want the person to take/ make for your advocacy issue, what will be your advice to him?”
3. Once the groups are formed and the advocacy issues are distributed among them, the facilitator will ask them to discuss to “identify one key person/ institution they would like to focus on for the advocacy issue”. **[write it on a flipchart]**
4. Each group is given flipchart sheets and marker pens to write their identified decisions. Advice the group to think of decisions for each of the decision makers selected for the advocacy issue.
5. Ask each group to identify one representative who will come to the plenary and share with the participants the decision-makers and the decisions they'd like the person to take.

*The facilitator(s) will inform the participants that the group has taken a huge step forward today. There are three more steps in developing an advocacy plan, which is likely to another half a day. These are stakeholder analysis, force field analysis and developing an action. Due to limitation of time, IHBP is concluding the process at this point. If the TB Partnership desires, IHBP can continue to work with a smaller group of the Partnership members to complete the next steps and help the Partnership develop an advocacy action plan.*