

MONITORING THE IMPACT OF YOUR ADVOCACY IN THE FIGHT AGAINST NEGLECTED TROPICAL DISEASES



This tool provides NTD Programme managers and their teams with a model game plan for monitoring and evaluate an advocacy initiative that aims to promote greater in-country private sector support for achieving their NTD programmatic goals. It is also useful for NTD stakeholders at country-level who are working with the NTD programme to achieve its advocacy goals.

Monitoring and evaluation are important procedures to measure progress toward short and long-term objectives and goals. A monitoring and evaluation plan needs to be included in the advocacy strategy.

Monitoring generally consists of the routine tracking of the key elements of implementation through record-keeping and regular reporting. A monitoring system focuses above all on examining the processes as the strategic plan is implemented. Through monitoring you will be able to ascertain, for instance:



If the planned products such as toolkits, message guides, factsheets have been developed and tested.



If the planned activities such as advocacy meetings, the formation of the Partners Coalition, the creation of an NTD journalism group, etc. have been carried out.



If an NTD logo and slogan have been developed and resonate with the target audience.

The NTD program members should also attend the activities that take place to observe the quality of the undertakings, especially to ensure that influencers and decision makers are receiving the right messages and taking the requested action.

And, if the plan is not being implemented as expected or not obtaining commitments to take action, this will allow the NTD Program to consider requesting that mid-course corrective actions be taken in order to insure success. Samples of indicators to track long-term and intermediate outcomes:

| EXAMPLES OF LONG AND INTERMEDIATE OUTCOMES TO MONITOR IN ADVOCACY | |
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| Long-term outcomes | <p>Tipping points</p> <ul style="list-style-type: none"> • Change in policy • Change in legislation: changes of national legal frameworks in favor of NTD spending or interventions and/or the establishment of Parliamentary groups on NTDs • Budgetary commitments: percent change in domestic financing for NTDs • Implementation of commitments • The establishment of national Partners Coalition No to NTDs Councils • The number of people reached by mass media campaigns with NTD messages |
| Intermediate outcomes | <p>Coalition building</p> <ul style="list-style-type: none"> • New or stronger networks • More effective network activities <p>Shaping the policy agenda</p> <ul style="list-style-type: none"> • Changes in oral and written rhetoric: mentions of NTDs in the media by political leaders • New items appear in political discussions • Items are framed in new ways within policy arguments • Coverage of issue in the media: the number of societal (political/private sector/community/religious) leaders publicly committed to say no to and end NTDs <p>Influencing policy maker attitudes and behavior</p> <ul style="list-style-type: none"> • Key decision makers change rhetoric in public and in private • Key decision makers change knowledge, attitudes and behaviors <p>Private sector contribution</p> <ul style="list-style-type: none"> • Percent change in private sector donations or in-kind support for NTD programs <p>Building a social movement</p> <ul style="list-style-type: none"> • Communities acquire new information • Communities change attitudes • Communities change behaviors • Communities acquire a new strength within democratic processes (voting, speaking to their MP, getting involved in decision-making process) |

Program impacts are results that are directly attributed to program activities rather than external factors.

Types of questions answered by impact evaluations

1. Was an action taken or commitment made by a decision maker in support of a policy, programmatic or budgetary request that was made?
2. When was the commitment made?
3. When was a concrete action fulfilling the commitment taken?
4. Does the level of commitment and action fulfil the goal? Or do other requests have to be made to in- country or external decision makers to achieve NTD program goals?
5. If no commitment was made or action taken, what other messages, tactics or communication channels may be used to reach more effectively that decision makers or other decision makers to achieve the goal?
6. What are the lessons and the best practices learned from this experience that can be applied to other NTD advocacy activities?

USEFUL TOOLS



**POWERPOINT
PRESENTATIONS**



**NTD
FACTSHEET**



**POLICY
BRIEF**

NTDs KEY FACTS



WHAT ARE NEGLECTED TROPICAL DISEASES?

Neglected tropical diseases (NTDs) are a group of destructive mostly communicable diseases. They affect the world's poorest people and are especially common in tropical areas, where people have little access to clean water or proper ways to dispose of human waste.

Women and children who live in unsanitary environments face the biggest threat of NTDs. Although they can be prevented and treated, they continue to cause severe disfigurement and other long-term disabilities that create obstacles to education, employment, economic growth and overall development.



THE NTD BURDEN



1 BILLION PEOPLE

are affected by NTDs worldwide



NEARLY 50%

of the global NTD burden occurs in
Africa



ONLY 0.6%

of global healthcare funding goes to
controlling NTDs



THE NO TO NTDs MOVEMENT

In November 2018, the “No to Neglected Tropical Diseases” movement was launched. Through this movement, individuals, political leaders, private sector companies and civil society organizations (CSOs) come together to increase awareness, prioritization and national commitment to accelerate the control and elimination of NTDs in Africa.

Combating NTDs and reaching all communities in need can put countries on the pathway to achieving universal health coverage. Where there is poverty, NTDs are commonly an accepted part of life. But this is not inevitable, nor should we accept it. In this sense, the movement aims to:

1. Increase overall political engagement to NTDs to increase domestic resources for NTDs;
2. Build the capacity of civil society organizations to make NTD decision-making spaces more inclusive;
3. Create an enabling environment at the national level for increased prioritization of NTD elimination.



THE ONLINE PLATFORM

An online platform is available to enable knowledge sharing and facilitate the spread of the No to NTDs movement in Africa. It is designed for stakeholders in all African countries working on NTD control and elimination. The resources aim to support all stakeholders with NTD campaign planning, strategic partnership building, increased visibility and monitoring and evaluation.

For more information about the NTD Advocacy guide or the No to NTDs movement please contact:
info@speakupafrika.org or check out the No to NTDs online platform at notontds.org