

TOOLS TO ENGAGE THE PRIVATE SECTOR IN THE FIGHT AGAINST NEGLECTED TROPICAL DISEASES AT COUNTRY LEVEL



This tool provides NTD Programme managers and their teams with a model game plan for undertaking 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.

Advocacy with private sector businesses can potentially yield important in-kind and monetary dividends to your country's effort to end NTDs. Advocacy with the private sector may also target businesses to adopt workplace policies and other actions that seek to protect employees from NTDs.

In other public health interventions such as malaria prevention, companies have often promoted prevention in communities where they have investments, but companies can also be encouraged to do so on a wider, even national scale. In some countries, telecoms have been important supporters of public health campaigns providing resources and free services, such as SMS messaging, to support campaign objectives. Both small and large businesses can be important contributors to the campaign to end NTDs, irrespective of whether they work independently or partner with international organizations, national governments or non-governmental organizations.

In inviting the private sector to become a partner to end NTDs, appeals to action can be made directly to businesses or through their membership with business associations, as well as through service organizations such as Rotary and Lions Clubs. Some Ministries of Health already have in place cooperative Memoranda of Understanding with private sector firms for public health intervention that the NTD elimination campaign can build upon. Often large firms will have dedicated staff to further a business's good corporate citizenship goals as well as foundations through which they channel donations. Private sector representatives can be invited to become members of the NTD Partners' Coalition providing support to the NTD program's advocacy effort.

In approaching businesses, foundations and related associations, it is good practice to be prepared with fact sheets and/or Frequently Asked Questions (FAQs) that can be handed out to their representatives. This supporting documentation must convincingly make the case why participation in a campaign, or more generally the effort to eliminate NTDs, is in the interest of their firms, the economy and society as a whole.

In approaching the private sector, it is important to remind business leaders of the goodwill they can generate with the public by fulfilling their commitment to good corporate citizenship. Business leaders will need to know how their support will be acknowledged. Such acknowledgements may include company logos on campaign printed material or credits on video and radio public service announcements. The advocacy team may also work with a company to send press releases to journalists and news outlets to generate coverage of private sector support to specific interventions or broader efforts towards elimination of NTDs.

NTD PARTNERS' COALITION IN A NUTSHELL



WHAT IS A COALITION?

A coalition is a group of organizations, companies or individuals that “commit to a common purpose and share decision making to influence an external target.”¹ Forming an advocacy coalition is an important stride, or interim outcome, in seeking change. However, creating a coalition cannot achieve the advocacy objective alone and the coalition must be part of and implement a comprehensive advocacy strategy to shape policy and/or funding.



WHY ARE COALITIONS CRITICAL FOR ADVOCACY?

Advocacy and coalition building are essential aspects of improving the policy and funding environment for successful and sustainable long-term health programs. Advocacy can raise awareness of important, yet neglected, issues and can encourage greater political commitment for necessary programs that leads to increased resources. While this guidance focuses on creating NTD Partners' Coalition, it may make sense in some settings to engage with currently established coalitions to take up a NTD agenda, rather than create a separate coalition to influence policy or funding.

PROS AND CONS OF FORMING AN ADVOCACY COALITION²

PROS

- Increases your base of support so you can achieve more together than alone
- Pools organizational financial and human resources
- Enhances credibility and legitimacy
- Facilitates coordination, information sharing, and collaboration
- Develops new leadership and technical skills among members
- Creates collaboration and relationships with new organizations and key actors
- Builds support, encouragement, and motivation .

¹• (http://www.mcf.org/system/article_resources/0000/1297/What_Makes_an_Effective_Coalition.pdf)

²• Adapted from the International HIV/AIDS Alliance's Training Package for Advocacy Strategy Development

CONS

- Agreeing on common objectives can be difficult
- One organization or person may dominate
- Action can be slow because of additional processes and consensus
- Recognition may go to the coalition rather than an individual or organization
- Seeking consensus or “common ground” with a unified voice may overlook the asks of individual organizations
- Time-consuming



WHO SHOULD BE INVOLVED?

- Ministry of Health and National NTD Control Programme
- Ministry of Finance – Health Officer
- Actors outside of the Health Sector as relevant in the country context
- Civil Society and NGOs
- Private Sector and related industries that are affected by NTDs
- Donors and financial partners, including UN Agencies
- Faith-based organizations



WHAT COULD BE DONE WITHIN THE COALITION?

- Establishment of a national NTD Day
- Identification of opportunities for outreach or events where decision makers can be targeted, such as strategic planning meetings, World Health Day, National NTD Day, etc.
- Identification of partners to undertake specific actions with the required levels of funding
- Engagement of champions, members of parliament and corporate executives through NTD themed symposiums or networking lunches
- Development of targeted media opportunities or op-eds led by champions to highlight success and gaps.
- Identification of opportunities for corporate engagement and the development of proposals that define how corporations can contribute to NTD programming.

Companies may be inclined to make financial donations to the NTD elimination effort. There are many examples of corporate giving by multinational corporations to reduce, for instance, malaria's impact. For instance, BHP Billiton, through its foundation, Sustainable Communities, provided the Global Fund with USD 30 million (26,1 million Euros) over five years to support malaria prevention, diagnosis and treatment in Mozambique³.

The petroleum giant, Chevron, supported the malaria programme implemented by Angola's Ministry of Health with a USD 5 million (4.6 million Euros) donation to the Global Fund⁴. The petroleum company, Esso Angola, gave USD 4 million (3.7 million Euros) to support malaria projects in Angola through grants from the ExxonMobil Foundation. These grants were given to USAID on condition that the President's Malaria Initiative use the funds to fight malaria in Angola⁵.

USEFUL TOOLS



**POWERPOINT
PRESENTATIONS**



**NTD
FACTSHEET**

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.

³• www.theglobalfund.org/en/news/2014-03-26_Mozambique_Aims_to_Reach_Universal_Malaria_Protection_in_2014/

⁴• www.theglobalfund.org/en/blog/2012-07-02_The_Global_Fund,_Angola_and_Chevron_together_against_malaria/

⁵• www.pmi.gov/docs/default-source/default-document-library/malaria-operational-plans/fy16/fy-2016-angola-malaria-operational-plan.pdf?sfvrsn=6; www.usaid.gov/angola/angola-celebrates-world-malaria-day; oig.usaid.gov/sites/default/files/audit-reports/4-654-12-006-p.pdf



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