

# Strategies and Action: <sup>1</sup>

## Level 3



HIV/AIDS Treatment Access Advocacy  
Workshop Series



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# Workshop Overview

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1. Introductions
2. Review: The Steps and 5 Principles of Advocacy
3. Evaluating a strategy: Why, what and how
4. Case Study: Lipo-Action!
5. Evaluation of workshop: Did we achieve our goals?

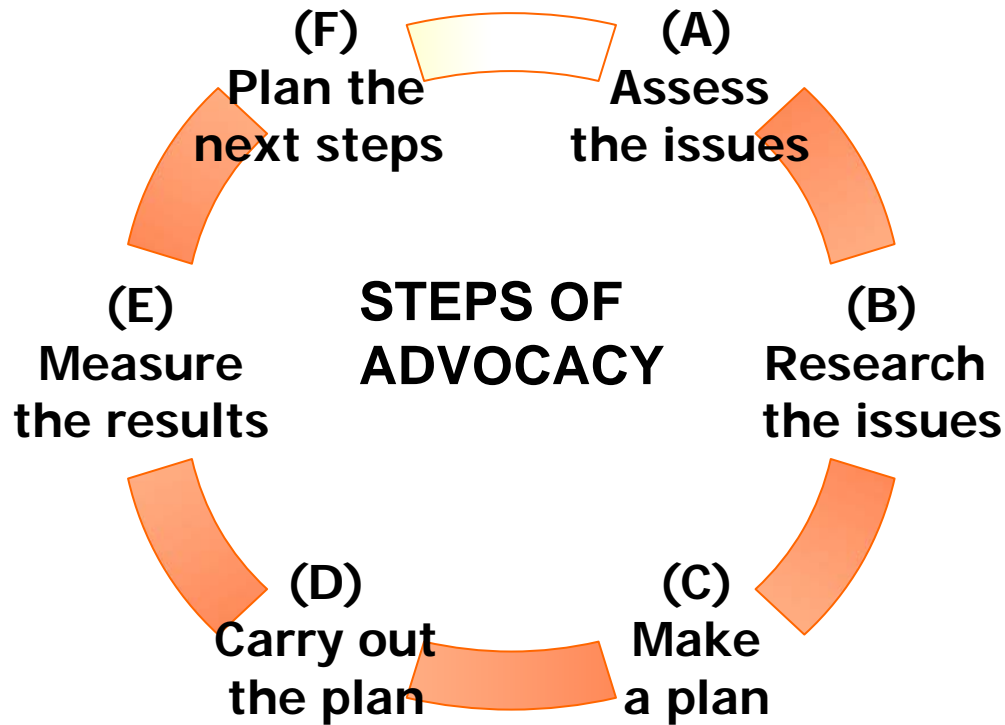


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# What is *Advocacy*?



# 5 Principles of Advocacy

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1. Be a voice for other people.
2. Do your research.
3. Respect privacy and confidentiality.
4. Use the style that you are most comfortable with.
5. Create the environment to empower those around you.



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# Evaluation

Why are we evaluating?

What are we evaluating?

How do we evaluate?

What's next?



# Why are we evaluating ?

- Maintain focus on our goals
- Help us adapt and refine our strategy
- Point out (new) directions and goals
- Keep us "in the know" of key players
- Record and document what has been done
- What lessons did we learn?



# What are we evaluating?

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Were the people that we advocated for pleased with the results?

Did we achieve our identified goal (s)?

Were we satisfied with our plan for action?

Is it worth our time and energy to continue?



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# How do we evaluate?

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What are some evaluation methods that we can use?

Surveys, interviews

Focus groups

Journals and communication logs

Website "hits"

Mailing List

What else?



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# What's Next?

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- What do the people that we are advocating for want to see happen next?
- If we did not achieve all of our identified goals, how do we decide which one(s) to tackle next?
- Are there new developments related to this issue?



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# Things to remember

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Persistence

Fatigue

Expenses

Competing interests

Staff and volunteer change/turnover



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# Case Study: Lipo-Action!

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- Who are they?
- What are their goals?
- What are their strategies?
- What and how can they evaluate?
- What's next?



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# Case Study: Lipo-Action!

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## Who are they?

An action group of community activists living with HIV who strive to ensure that PHAs living with the effects of lipodystrophy have the same access to care as other people living with the undesirable effects of a medical condition.



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# Case Study: Lipo-Action!

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## What are their goals?

1. Creation of a systematic program for prevention and diagnosis of lipoatrophy and lipoaccumulation,
2. Access to reparative interventions for lipoaccumulation (particularly the "buffalo hump")
3. Access to reparative interventions for facial lipoatrophy



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# Case Study: Lipo-Action!

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Plan for action: What are their private strategies?

- Bi-monthly meetings with members
- Meetings with health care providers and pharmaceutical companies
- Memorandum submitted to Ministry of Health and Social Services



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# Case Study: Lipo-Action!

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Plan for action: What are their public strategies?

- Press conference on World AIDS Day (2004)
- Demonstrations (tactics include guerrilla theatre)
  - Presence at conferences and public forums
- Development and distribution of DVD (*Breaking the Silence*)



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# Case Study: Lipo-Action!

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## Who are the Key Players?

PHAs

Advocates and Supporters

Health care providers

Government

Community organizations

Pharmaceutical companies

Who else?



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# Case Study: Lipo-Action!

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## What will they evaluate?

Were the people that they advocated for pleased with the results?

Were they happy with their plan?

Did they achieve their goal?

Were some strategies more successful than others?

Were new goals identified?



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# Case Study: Lipo-Action!

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## How can they evaluate?

- Records of how many letters of support were submitted to the Minister of Health
- Anecdotal records of how their work has impacted other groups and regions
- **How else?**



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# Case Study: Lipo-Action!

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What's next?

Disband once the goals are achieved?

Address new goals that have been identified?

Expand to other provinces?



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# Contact us:

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## Tools for Action: HIV/AIDS Treatment Access Advocacy Workshop Series

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