KIKUNDI'S NEGLECTED TROPICAL DISEASE ADVOCACY FRAMEWORK: THE TOOLS

Tool A: NTD Advocacy Landscape Questionnaire for National Stakeholders

Before you begin defining your NTD advocacy strategy, it is important to have a good understanding of the NTD landscape, including the funding landscape. Answer as many of the questions below as you can.

Key NTD Landscape Questions

1 How many national NTD cases occur per year (indicate the number per priority NTD)?

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2 How many cases of NTD among high-risk populations (e.g., children, pregnant women) occur per year?

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3 How many cases of NTD-related morbidity (e.g., disability) occur per year (per priority NTD)?

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4 By how much has NTD prevalence or incidence decreased (or increased) in the country in the past five years (per priority NTD)?

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5 What is the burden of NTDs on national health systems?

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6 How do NTDs affect other sectors (e.g., education, agriculture, productivity) in your country?

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a What studies on NTD impacts in these areas exist in your country, if any (e.g., Ministry of Health, Ministry of Education, World Bank, local universities, implementing partners, global health organizations)?

NTD Data Gaps

1 Is your NTD epidemiology data up-to-date and accurate?

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a If not, what challenges exist in ensuring data is accurate and current?

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2 If your country's data on the impact of NTDs is non-existent or outdated, what steps are needed to gather this information? How can international organizations, research institutions, and universities support this effort?

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3 Are health registers up-to-date with WHO-recommended NTD indicators?

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4 Do district health information systems (DHIS) measure the coverage of NTD interventions and report changes in coverage over time?

NTD Commodities and Financing Gaps

1 What are your current and projected NTD commodity and intervention gaps for the next three years?

Per NTD commodity/intervention

Preventive chemotherapy drugs: _____

Intensified disease management: _____

Diagnostic tests for NTDs: _____

Disease monitoring and surveillance: _____

Assessments: _____

Vector ecology and management: _____

Veterinary public health services: _____

Water, sanitation, and hygiene (WASH) interventions: _____

Health education and behavior change materials: _____

Other NTD-specific interventions: _____

2 What is the current coverage of NTD interventions (where less than universal, include current coverage and planned scale-up)?

3 How much funding does the government contribute to NTD programs and commodities?

4 Who are the main donors, and how do they fund NTD programs? Has funding increased or decreased in the past five years? Why?

5 What opportunities exist to increase funding from current donors or add new donors (e.g., advocacy in Global Fund CCMs, multi-sectoral approaches, private sector engagement)?

6 Which national stakeholders can advocate for populations vulnerable to NTDs?

7 What opportunities exist to mobilize additional resources from the private sector?

8 What have been your primary funding challenges for NTD commodities and programs over the past five years?

9 What other challenges do you face related to stock-outs of NTD commodities or program delivery?

10 What assets does your country have to strengthen advocacy for NTDs (e.g., active civil society, champions, community networks)?

Tool B: NTD Goal and Objectives

Purpose

This worksheet will help you identify appropriate objectives for your NTD advocacy.

Directions

Refer to the guidance on developing objectives in *Step 1. Define NTD Advocacy Goal and Objectives* in *Part 1 – Kikundi's Neglected Tropical Disease Advocacy Framework: The Basics*.

This worksheet has two parts. Please complete part 1 (identifying NTD objectives) before moving onto part 2 (checklist for assessing whether your objectives are SMART – Specific, Measurable, Attainable, Relevant, and Time-bound).

While completing the worksheet, ensure that you keep the advocacy goal in mind.

- Use the data from *Tool A: NTD Advocacy Landscape Questionnaire* to help you complete this worksheet
- Consider the information summarized in the table when completing the next steps

NTD Advocacy Goal

Identifying NTD Objectives

Question	Answer	
Who is the intended audience of the advocacy?		
What is the action to be taken by the intended audience?		
How will this action contribute to the advocacy goal?		
In what timeframe will the audience need to take the action?		
What is the expected level of change within the given timeframe (percentage, rate, etc.)?	Current:	Expected:
Based on the information highlighted by this table, formulate the advocacy objective(s) here:		

Once you have developed objectives, you can use the checklist below to assess whether they are SMART and to identify how to improve them.

SMART Objectives Checklist

Look at the advocacy objectives defined above and answer the question on the checklist below.

- Is the objective **Specific**? (Is the target population, geographic location and the activity required of them clear?)
- Is the objective **Measurable**? (Is the amount of expected change defined?)
- Is the objective **Attainable**? (Can it be achieved within the timeframe stated and with the resources available?)
- Is the objective **Relevant**? (Does it contribute to the overall program goal?)
- Is the objective **Time-bound**? (Is the timeframe for achieving the objective stated?)

If you have answered 'no' to any of the above questions on the checklist, you should redefine the objective to ensure that it fits all the above criteria.

Improved advocacy objective(s):

_____

_____

_____

_____

_____

_____

Tool C: NTD Stakeholder Mapping

Purpose

Filling out this worksheet helps you prioritize your advocacy efforts based on the level of influence of your stakeholders.

Directions

Follow the instructions on mapping *Step 2: Identify Stakeholders for NTD Advocacy, How-To Guide for Creating a Stakeholder and Influence Map*, and then identify the stakeholders and level of influence in a table, using the example below.

Once you understand who needs to be involved in NTD advocacy, rate the stakeholders on a scale of 1 to 5, with 5 being the most influential in your advocacy goal for NTDs. Add notes from the exercise on funding flows and chains of command.

Individual stakeholder	**Level of influence on your advocacy goal/question**	**Professional or personal goals, interests**
Notes on funding flows and chains of command:		

Example NTD Stakeholders and their Level of Influence

Individual stakeholder	**Level of influence on your advocacy goal/question**	**Professional or personal goals, interests**
Minister of Health	5	Strengthening the health infrastructure, health workforce transformation, non-communicable diseases.
First Lady	4	Food security, vocational training for women, support for female farmers and traders
Minister of Finance	5	Sustainable economic development, inclusive growth, and local production
UNICEF Country Representative	3	MNCH, WASH, education, health systems strengthening
Mining Company Executive	5	Corporate social responsibility: None Business: public image, profits
Religious Leader	3	Faith, serving religious congregants
Notes on funding flows and chains of command:		

Once you have identified your primary decision-makers and influencers, develop an engagement and influence strategy. See the example in *Part 1 – Kikundi's Neglected Tropical Disease Advocacy Framework: The Basics*.

Engagement and Influence Strategy

Key audience Who do you want to engage?	**Strategy** How will you engage them?	**Messenger** Who will engage them, deliver the messages?

Tool D: NTD Tailored Messaging

Purpose

This worksheet is designed for developing tailored message banks for each of the audiences you need to engage and influence for your NTD advocacy goal and objectives.

Directions

Refer to the information and examples included in *Step 4: Develop Advocacy Messaging and Positioning for NTDs* in *Part 1 – Kikundi's Neglected Tropical Disease Advocacy Framework: The Basics* to fill out these worksheets.

Audience	**Example decisions**	**Example priorities and interests**	**Ask(s)**
Key messages:			

Audience	**Example decisions**	**Example priorities and interests**	**Ask(s)**
Key messages:			

Audience	**Example decisions**	**Example priorities and interests**	**Ask(s)**
Key messages:			

Tool E: NTD Advocacy Opportunities and Channels

Purpose

Use these worksheets to highlight opportunities for raising awareness of NTD issues in the public sphere through events, activities, and media.

Directions

Refer to *Step 5: Identify Advocacy Approaches and Channels* in *Part 1 – Kikundi's Neglected Tropical Disease Advocacy Framework: The Basics* and fill out the following tables.

Advocacy Opportunities

Date	Advocacy goal	Advocacy event / channel	Location	Target audience	Champions	Key messages

MEDIA Opportunities

Timeframe	Activity	Media outlet, contact information	Story idea	Contact information for sources to interview

Tool F: NTD Indicators for Measuring and Evaluation

Purpose

This worksheet will help you link the communication objectives, reference points, and targets for your advocacy goal.

Directions

Refer to the indicators, reference points and targets sections in *Step 6: Develop an M&E Plan to Measure NTD Advocacy Impact* in *Part 1 – Kikundi's Neglected Tropical Disease Advocacy Framework: The Basics*.

Refer to the objectives developed in the previous tool in this section, and using the information and sample from *Step 6*, develop reference points and targets for each objective.

ADVOCACY GOAL

OBJECTIVE 1

Type of indicators	Indicators	Means of verification

OBJECTIVE 2

Type of indicators	Indicators	Means of verification

OBJECTIVE 3

Type of indicators	Indicators	Means of verification

Tool G: NTD Tailored Messaging

Purpose

This template will help you develop an implementation plan for your advocacy efforts.

Directions

Follow the steps in *Part 1 – Kikundi's Neglected Tropical Disease Advocacy Framework: The Basics* and refer to *Annex 3: Sample Implementation Plan for NTD Advocacy* for illustrative purposes.

Intended audiences	**Intervention detail** (Detail below the intervention)	**Intervention reason** (Describe why this intervention)	**Stakeholders, partners, champions**	**Estimated costs**	**Timeline** (mark an x for when the activity is starting)											
					M1	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**

Intended audiences	**Intervention detail** (Detail below the intervention)	**Intervention reason** (Describe why this intervention)	**Stakeholders, partners, champions**	**Estimated costs**	**Timeline** (mark an x for when the activity is starting)											
					M1	**M2**	**M3**	**M4**	**M5**	**M6**	**M7**	**M8**	**M9**	**M10**	**M11**	**M12**