



McGill

Summer Institutes in Global Health

Advocacy in global health: Translating evidence into action

May 26, 2023



Time	Section	Description	Speaker
9:00 – 9:15am	Introduction	Introduction to advocacy	Leigh Raithby - Policy Officer, Results Canada
9:15 – 10:00am	Building an impactful advocacy campaign	What to consider when building an advocacy campaign <ul style="list-style-type: none"> - Identifying issues and exploring solutions - Mapping key stakeholders - Developing an ask - Monitoring and Evaluation 	Ekatha Ann John – Global Health Policy and Advocacy Manager, Results Canada
10:00 – 10:15am	Coffee break		
10:15 – 11:00am	Engaging with decision makers	How to engage with parliamentarians and other decision makers to effect change	Joyce Ng’ang’a - Senior Policy Advisor, WACI Health, Kenya
11:00 – 11:45am	Communicating effectively	The power of storytelling <ul style="list-style-type: none"> - Strategies and tactics to communicate effectively 	Rhea Lobo – End TB Advocate and filmmaker
11:45am– 12:00pm	Questions		