

From Evidence to Impact: Fundamentals of Global Health Advocacy

Course Faculty Leads from Results Canada (RC)

- Lindsay Sheridan: Manager of Advocacy
- Leigh Raithby: Senior Policy and Advocacy Officer

Additional Speakers:

- Kenneth Prudencio: Head of Advocacy for ASAPSU in Côte d'Ivoire.
- Yassen Tcholakov: Clinical Lead in Infectious Disease at the Nunavik Department of Public Health in Canada
- Safia Ibrahim: Storyteller, Manager of Public Engagement
- Dominique Denoncourt: Policy and Advocacy Officer for Child Health

Online 2-day course:

Tuesday May 21st – Wednesday May 22nd from 9:00am – 3:00pm

In-person 2-day course:

Thursday May 23rd – Friday May 24th from 9:00am – 3:00pm

Day #1 Agenda		
Time	Description	Speaker
9:00am – 9:30am	Welcome & Introductions	RC Leads
9:30am – 10:00am	The importance of advocacy <ul style="list-style-type: none"> • defining advocacy • understanding what outcomes advocacy can lead to in change-making 	RC Leads
10:00am – 10:45am	Case study on successful global health advocacy in the Ivory Coast from a community perspective	Kenneth Prudencio: Head of Advocacy for ASAPSU in Côte d'Ivoire, (visa permitting)
10 minute break		
10:55am – 12:00pm	The components of building an effective advocacy strategy	RC Leads

45 min lunch break		
12:45pm – 1:30pm	Identifying targets <ul style="list-style-type: none"> • how to engage decision-makers & influencers • power & systems mapping 	RC Leads
10 minute break		
1:40pm – 2:45pm	Linking the domestic to global in our advocacy <ul style="list-style-type: none"> • strategizing tactics that work in different contexts • mobilizing action in community and at the global level • understanding what actions will lead to the largest impact and change 	Yassen Tcholakov: Clinical Lead in Infectious Disease at the Nunavik Department of Public Health in Canada online Note Kenneth Prudencio: Head of Advocacy for ASAPSU in Côte d'Ivoire in-person
2:45pm – 3:00pm	Wrap-up & overview for day #2	RC Leads

Day #2 Agenda		
Time	Description	Speaker
9:00am – 9:30am	Welcome & Recap from day #1	RC Leads
9:30am – 10:00am	The importance of storytelling: Safia shares her story	Safia Ibrahim: Storyteller, Manager of Public Engagement (online) Note Kenneth Prudencio Head of Advocacy for ASAPSU will be in-person to share his story.
10:00am – 11:10am	Communicating effectively: <ul style="list-style-type: none"> • how to uphold anti-oppression values in your communications • how to incorporate your own voice while advocating • how to design an elevator pitch for decision-makers 	Safia Ibrahim: Storyteller, Manager of Public Engagement (online) Note Kenneth Prudencio Head of Advocacy for ASAPSU will be in-person to share his story

10 minute break		
11:20am – 12:00pm	Political Engagement in Advocacy <ul style="list-style-type: none"> • exploring tactics to engage politically in different contexts & at different levels • unpacking the importance of political will in global health advocacy • tips and tricks to engage decision-makers 	RC Leads
45 min lunch break		
12:45pm – 1:45pm	Digital Advocacy <ul style="list-style-type: none"> • the power of LTEs & Op-eds • why media engagement a critical function of advocacy • top tips for posting on social media 	RC Leads
10 minute break		
1:55pm – 2:15pm	Case Study	RC Leads
2:15pm – 2:40pm	Putting it all together <ul style="list-style-type: none"> • exploring the ways in which participants can use the skills, frameworks and theories shared to advance their global health advocacy goals 	RC Leads
2:40pm – 3:00pm	Conclusion	RC Leads