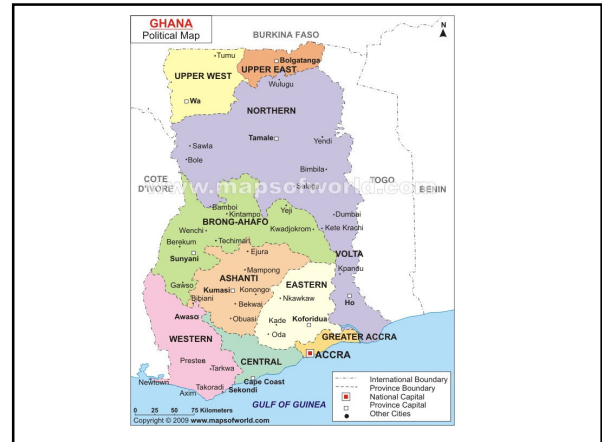


POLICY ADVOCACY & POLITICAL
COMMITMENT – GHANA
Dr E. B. M. KONEY & G. KPOR



ADVOCATING PROCESS

- In a democratic society there are **many different groups** which might have **competing interests**.
- Make your **voice heard** and get your **viewpoint across** to achieve your **vision**.
- **Advocacy, lobbying and communication**: are the key (**tools**) approaches to ensure that the community in which you work is best served by policy makers or Government

GETTING READY TO GO

- **COMB YOUR HAIR**



INTERACTION BETWEEN VET &
GOVERNMENT PARLIAMENT: - PRE –
OUTBREAK :- 2005 - 2006

- First News of the virus - from international media – CNN, BBC – tv network; 2005 – 2006.
- Leadership became more alert when outbreaks were recorded in 2006 in neighbouring countries viz. Nigeria, Togo, Cote d'Ivoire etc
- Ghana had 3 outbreaks in April, May, June 2007 in 3 different locations.
- Outbreaks controlled by stamping out.
- Since June 2007 no other outbreak recorded

- CVO confirmed cases in neighbouring countries to sector Minister and Chief Director of MOFA at a meeting in Minister's office
- Positive reaction from the Sector Minister and Chief Director
- Requested CVO to advise on what should be done to **alert public** and **control**
- Suggested a **Multi-Sectoral Working Group** be put in place involving GOG & Development Partners

COMMITTEE NEEDED

- Working group on AI Control put in place
- Working Group is being headed by a Medical Doctor, Deputy Director – Min. of Health –in charge of Public Health Surveillance
- Multi-sectoral Sub-Committee on Communication formed with urgency. Chairman is Deputy –Director –MOFA – in charge of Information/Communications
- Membership: Government side: MOFA, MOH, Wild live Division of Forestry Commission, National Disaster Management Org.

Development Partners (DP) & NGOs Involved

- WHO, UNICEF, USAID, FAO, UNDP, Red Cross
- Representative of Ghana Poultry Farmers' Association
- Call for collaboration from Development Partners was well responded to.

MANDATE OF National Working Group

- Prepare a National Preparedness and Response Plan
- Create the forum to discuss Plan
- Lobby for resources to Implement Plan – Involving DPs & GOG

AIWG - MEETING



MANDATE OF COMMUNICATION SUB-COMMITTEE

- Develop an Emergency Communications Plan covering MOFA, MOH, Wild live activities.
- Outline immediate communication activities and budget.
- Circulate to all development partners and government for support and implementation.
- Lobby for support from GOG & DPs

BUDGET HEARING

- Through intense lobbying and advocacy, Preparedness and Response plan was presented to Hon. Ministers of Agric. and Health.
- Together with their sectors' Chief Directors, CVO and Director General of Ghana Health Services, Budget was Presented to Minister of Finance & Economic Planning and Parliamentary select sub-committee on Agric. and Health
- The Parliamentary sub-committees gave approval and requested for Urgent Release of Funds to MOFA for Plan implementation

LOBBYING & ADVOCACY SKILLS USED

- Made **strong contacts** with **focal persons** from DP on Committee
- Focal persons made strong cases with their respective country representatives for support
- DP reps. made **strong demand for GOG counter part commitment and support** in order to merit their support

STRATEGY TO GET CENTRAL GOVERNMENT COMMITMENT

- CVO and Chairman Communication Subcommittee held Inter-personal discussions with Ministers and Chief Director of MOFA
- Chairman held Inter-personal discussions with Minister of Health
- WHO and FAO reps held different meetings with Ministers of Health and Agric. to discuss their respective roles and need for government's support to Working Group's planned activities.

ACTIONS TAKEN BY WORKING GROUP TO GAIN SUPPORT

- Working group also strongly solicited support from USAID, UNICEF and later UNDP. EU, AfDB for preparation and implementation of action plan 2005-2006
- Regions and Districts NADMO offices were strongly advised to form AI control working groups
- National Poultry Farmers' Association involved in the advocacy and lobbying process

US SENATE REPS. ON WORKING VISIT ON AI ACTIVITIES IN GHANA



NATIONAL POULTRY FARMERS' ASSOCIATION HOLDING DISCUSSION WITH GOVERNMENT OFFICIALS



WHO, FAO, WORLD BANK, AI MISSION IN GHANA



STRATEGY TO GET CENTRAL GOVERNMENT COMMITMENT continued

- MOFA Political heads – Chief Director of Agric., the Ministers of Agric., Information and Interior became more concerned and involved.
- Regions and districts were convinced to form AI control working groups to co-ordinate situation during disaster outbreak level



MEDIA SUPPORT

- CVO was very instrumental in convincing Political leadership (government officials and parliamentarians) to:
- Held press statement. Issues raised:-
- Support payment of compensation for all birds to be destroyed to encourage farmers report signs early for necessary tests to be done
- Immediately provide financial support for educational materials production and dissemination
- Press up-dates – 2 were conducted later at National level

MEDIA SUPPORT continued

- Participated in chicken eating show with media coverage to emphasise that poultry is still wholesome for consumption.
- Held discussions with political leadership to convince them about importance of supporting the education of the public on AI.
- Emphasised the need for Regional & District Administrations to support and participate in regional press up-date sessions. (organised in all 10 regional capitals)

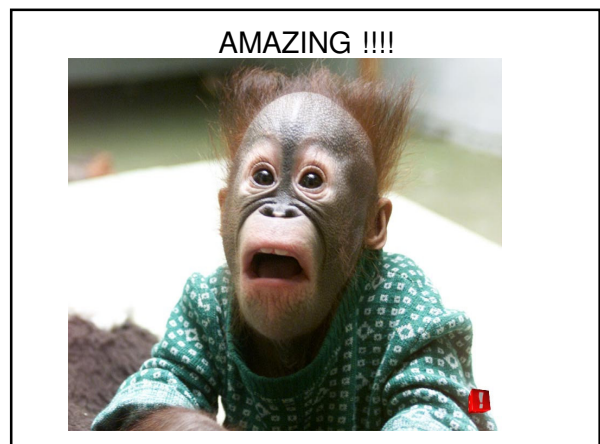
RESULT OF LOBBYING & ADVOCACY EFFORTS

- 2 - Meet the press sessions were conducted - 1 on the first outbreak - Tema
- 2nd meeting was on the next 2 outbreaks – Sunyani and Aflao.

FUNDS WERE RELEASED FOR PLAN IMPLEMENTATION

1. COMMUNICATION ACTIVITIES:

- Government agreed on compensation packages for poultry farmers.
- Development and printing of posters, flyers and manuals for distribution.



RESULT OF ADVOCACY EFFORTS continued

- A short video on improving farm bio-security was produced and telecast on national television networks.
- A short audio spot was also produced and aired
- The video on bio-security was also shown on cinema using Ministry of Information vans in villages that could not get national TV signals
- Placed short educational announcements/spots on TV, Radio and print media.
- Drama group also toured some of the communities to role play precautions people must take to minimize spread among birds and humans.

CHALLENGES - Competition for:

- Attention from Ministers of Agric., Health, Finance and Interior (in charge of Security forces).
- Resources allocation from Government – Finance Ministry
- Time of Ministers to hold discussions on AI issues.

OTHER CHALLENGES

- Difficulty in getting all Ministers and Chief Directors of the key Ministries to a round table discussion on issues bordering on co-ordination, their respective roles - communication and field operations during pre- and outbreak periods
- Keeping the importance of the threat alive on the minds of policy makers
- Sustaining the need for continuous financial support for communication activities

COMMUNICATION TOOLS USED

- Dialogue/Discussions
- Capitalising on awareness of the existence of AI threat created by the media during pre-outbreak period
- Lobbying
- Interpersonal Contacts



THANK YOU
FOR LISTENING

