National Collaborating Centre
for Determinants of Health

Centre de collaboration nationale
des déterminants de la santé

KEY PUBLIC HEALTH RESOURCES FOR ADVOCACY AND HEALTH EQUITY: A CURATED LIST

LET'S TALK

ADVOCACY AND HEALTH EQUITY

PART OF THE LET'S TALK SERIES
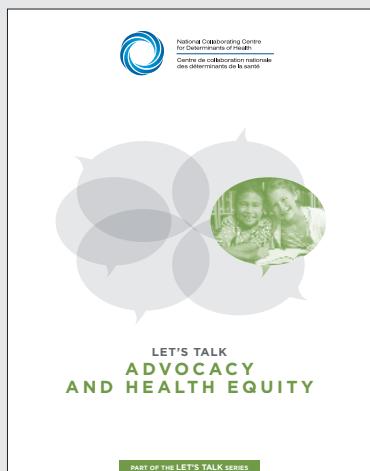
Public health advocacy is a critical population health strategy that emphasizes collective action to effect systemic change. Advocacy influences decision-making to create positive change for people and their environments.

We've selected a number of tools and resources that public health practitioners can use in fulfilling their advocacy roles to help create healthier environments and policies. These roles are described in more detail in "Let's Talk: Advocacy and Health Equity". They are 1) Framing the issue; 2) Gathering and disseminating data; 3) Working in collaboration and developing alliances; and 4) Using the legal and regulatory system.

This curated list is not meant to be comprehensive, but to point to key resources to support advocacy for health equity by public health practitioners.

FRAMING THE ISSUE

The exercise of framing an issue helps identify what change will advance public heath interests and what it will take to make the change happen.

INCOME INEQUALITY AND HEALTH

2014 COMMUNICATING ABOUT THE SOCIAL DETERMINANTS OF HEALTH
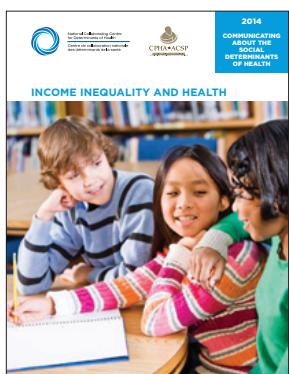
Communicating about the social determinants of health: income inequality and health.
National Collaborating Centre for Determinants of Health and the Canadian Public Health Association. (2014). Accessed: http://nccdh.ca/resources/entry/income-inequality-and-health

This resource applies strategic advice from "Communicating the social determinants of health common messaging guidelines" (see below) to the challenge of communicating about income inequality and health. The document shows you how to create effective, targeted messages, and demonstrates how to take into consideration the worldviews and values of your audiences. It includes examples of effective messages for three audiences: health practitioners, private sector leaders and the media. (English and French)

FRAME WORKS INSTITUTE
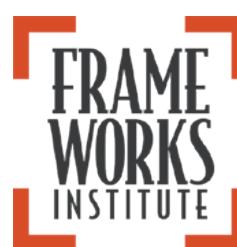
FrameWorks Institute
(n/d). Accessed: www.frameworksinstitute.org/

The FrameWorks Institute designs, conducts and publishes communications research to prepare nonprofit organizations to expand their constituency base, to build public will, and to further public understanding of specific social issues. They work closely with social policy experts to outline potential strategies for advancing healthy public policies. On their site you can find case studies, evaluations and tool kits related to framing and communication on a number of topics, from the US and other countries. You can also sign up for training sessions or use their materials to guide your own learning program. (English only)

OTHER USEFUL RESOURCES

- Berkeley Media Studies Group (n/d): www.bmsg.org
  - » Webinar – framing health equity www.bmsg.org/resources/publications/health-equity-communication-framing
  - » Blog - 7 things advocates should know when communicating about health equity www.bmsg.org/blog/7-things-advocates-should-know-when-communicating-about-health-equity

- Canadian Council on Social Determinants of Health (2013). Communicating the Social Determinants of Health Guidelines for Common Messaging. Accessed: http://ccsdh.headspacedev.com/images/uploads/Communicating_the_Social_Determinants_of_Health.pdf

GATHERING AND DISSEMINATING DATA

Public health has a critical role to play in generating data and providing information to partners for advocacy, including assessing needs, framing issues, identifying solutions, and evaluating the impact of activities.
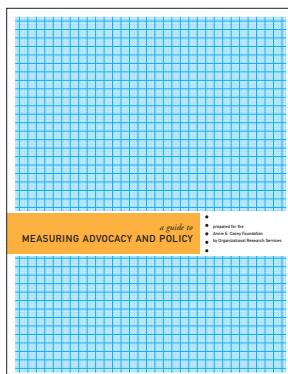
A guide to measuring advocacy and policy. Reisman, J. Gienapp, A. Stachowiak, S. (2007). Annie E. Casey Foundation, Baltimore, Maryland. Accessed: www.aecf.org/resources/a-guide-to-measuring-advocacy-and-policy

The Annie E. Casey Foundation commissioned this guide to facilitate the work of measuring the impact of grant-maker dollars on large-scale social change. Gauging the impact of an investment in advocacy and public policy change is a new field of evaluation. This guide presents information in two main sections: 1) the context of measuring advocacy and policy change efforts; 2) designing appropriate evaluation using a menu of outcome categories. This guide can help you learn about how evaluation fits in the world of advocacy and policy change, increase your understanding of the role of evaluation for strategic learning, and gain more confidence about undertaking evaluation in this area. (English only)

OTHER USEFUL RESOURCES

- Global Equity Gauge Alliance (GEGA) (2003). The Equity Gauge: Concepts, Principles and Guidelines. Accessed: http://gega.org.za/download/gega_guide.pdf
- Innovation Network: transforming evaluation for social change (n/d). Accessed: www.innonet.org/
- Pathfinder International (2011). Straight to the Point – Advocacy. Accessed: www.pathfinder.org/publications-tools/publication-series/Straight-to-the-Point-Advocacy.html

WORKING IN COLLABORATION AND DEVELOPING ALLIANCES

The most powerful public health advocacy occurs in contexts where many groups and individuals are involved, representing diverse and distinct roles.

**Coalition Building.** Community Tool Box (n/d). Accessed: http://ctb.ku.edu/en/table-of-contents/assessment/promotion-strategies/start-a-coalition/main

The Community Tool Box is an online, freely accessible "box of tools" to support community work. It has been around for 20 years and contains over 300 education modules and other free tools focused on community assessment, planning, intervention, evaluation, advocacy, and other aspects of community practice. Chapter 5 includes two sections on coalition building, with tools, checklists, and examples for starting and maintaining a coalition. (English, Spanish and Arabic)

OTHER USEFUL RESOURCES INCLUDE:

- National Collaborating Centre for Determinants of Health (2013). A guide to community engagement frameworks for action on the social determinants of health and health equity. Antigonish, NS: National Collaborating Centre for Determinants of Health, St. Francis Xavier University. Accessed: http://nccdh.ca/resources/entry/a-guide-to-community-engagement-frameworks
- University of Washington (n/d). Developing and Sustaining Community-Based Participatory Research Partnerships: a skill-building curriculum. Accessed: http://depts.washington.edu/ccph/cbpr/index.php

USING THE LEGAL AND REGULATORY SYSTEM

Public health officials have the authority to intervene independently of elected officials on public health matters, and have significant, autonomous regulatory and rhetorical power through provincial and territorial Public Health Acts.
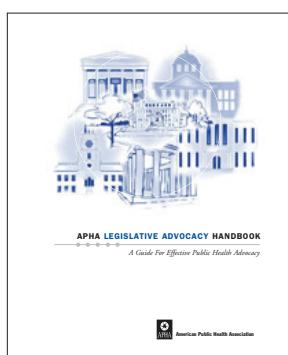
APHA Legislative Advocacy Handbook: a guide for effective public health advocacy. American Public Health Association (n/d). Accessed: www.iowapha.org/resources/Documents/APHA%20Legislative%20Advocacy%20Handbook1.pdf

This resource has been developed by the American Public Health Association to help public health professionals "sustain a vocal and noticeable presence at all levels of policy making," specifically around legislative and regulatory issues. The authors do an excellent job of describing the American legislative and regulatory processes. They conclude with a description of workplace rules and guidelines for public health advocates and the top 10 lessons to take away.

OTHER USEFUL RESOURCES INCLUDE:

- Fafard, P. (2009). The process of developing public policy: what role can public health professionals play? Conference presentation, NCCPH Summer Institute, 2009. Accessed: www.si2009.ca/docs/EN_Fafard_NCCHPP_July9_ProcessusPPFinal(2).pdf
- Kromm, Frattaroli, Vernick & Teret (2009). Public health advocacy in the courts: opportunities for public health professionals. Public Health Reports, 124(889-894). Accessed: www.ncbi.nlm.nih.gov/pmc/articles/PMC2773956/pdf/phr124000889a.pdf

GENERAL ADVOCACY RESOURCES

These resources integrate methods and tools for advocacy across the four roles.

Leadership in Public Health: a guide to advocacy for public health associations. Canadian Public Health Association (2009). Accessed: www.cpha.ca/uploads/progs/_/sopha/advocacy-booklet-colour-en-final.pdf
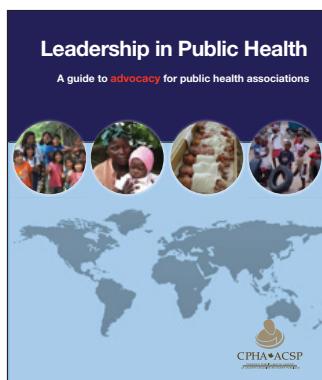
This resource was developed specifically to help public health associations plan, implement and evaluate advocacy strategies. Each of the 9 steps in developing an advocacy strategy are described and illustrated with case studies from Canada and around the world. (English and French)

Health Equity Advocacy Toolkit, DRIVERS (European Union) (n/d). http://health-gradient.eu/health-advocacy-toolkit/

The aim of this toolkit is to improve the effectiveness of advocacy efforts for improving health equity within the European Union. Based on the findings of the WHO's Commission on the Social Determinants of Health, it concentrates on improving health equity through action on three of the most important aspects of everyone's lives: early childhood, employment, and income and social protection. It draws on the findings of an expert workshop, a systematic review of the academic and grey literature, interviews with experts, and case studies carried out across Europe on current and past advocacy efforts.

The tool kit breaks down advocacy for health equity into six dimensions, including 1) data, methods, knowledge transfer and translation; 2) who advocates to whom? 3) advocacy messages; 4) tailoring; 5) enablers and barriers; and

6) practices. Key concepts such as advocacy vs. lobbying and economic arguments are explored, and links are provided to other useful tool kits. (English only)

OTHER USEFUL RESOURCES

- California Center for Public Health Advocacy (n/d). Accessed: www.publichealthadvocacy.org/advocacystrategy.html
- Community Tool Box (n/d), University of Kansas:
  - » http://ctb.ku.edu/en/advocating-change
  - » http://ctb.ku.edu/en/table-of-contents/advocacy/advocacy-principles/overview/main
  - » http://ctb.ku.edu/en/table-of-contents/advocacy/media-advocacy/working-with-media/main

- O'Neil, Roch & Boyer (2010). Petit manuel d'analyse et d'intervention politique en santé. Presses de l'Université Laval. www.pulaval.com/produit/petit-manuel-d-analyse-et-d-intervention-politique-en-sante
- Ontario Public Health Association (OPHA) (n/d). Advocacy Resources. www.opha.on.ca/Resources/Browse-by-Category.aspx?categoryname=Advocacy
- The Health ExChange Academy (n/d). Advocating for change: A three-course curriculum that includes coursework on issue framing, agenda setting and advocacy planning. www.calendow.org/about/Health_Exchange_Academy.aspx
- World Health Communication Associates (2010). Promoting Health Advocacy Guide for Health Professionals. Annex – WHCA Health Literacy Action Guide. Carine Allison and Frank Apfel, editors. Available from International Council of Nurses (English only): www.icn.ch/images/stories/documents/publications/free_publications/ICN-NEW-28%203%202010.pdf