

Group 2

WaSH Advocacy and Financing

Guiding objectives for WaSH Advocacy Efforts

- **Better understand political engagement:** determine what models, mechanisms, and messages the GTFCC can use to achieve country engagement (e.g. demonstrating linkages with country needs/priorities)
- **Put countries at the center of CCP process:** ensure government ownership of CCP, government leadership and coordination
- **Better understand implementation modalities:** Analysis of existing systems, bottlenecks and funding streams, identifying how funding streams can be most effectively deployed
- **Monitor implementation:** highlight successes and lessons learned (linked to the framework)
- **Achieve alignment:** between global, national and local advocacy efforts Should advocacy fall under all pillars of the NCP? Is there a need for an advocacy secretariat? What existing mechanisms can be utilized at country level?

Which tools are most useful to support advocacy and financing of WASH investments in the National Cholera Plans (NCPs)?

- **NCP** – strong advocacy tool
- **Messaging** - Tools addressing what messages, who are the right messengers, who to target, what platforms to use, right timing/trigger situations
- **Hotspot analysis** – cholera as an indicator to target interventions that have broader impact
- **Investment case** – development of costed plans at the country and local levels
- **Develop advocacy toolbox/training materials** – including communications, highlighting linkages to other health issues and larger benefits, success stories and lessons learned

What is required in country to support advocacy and financing of WASH investments in the NCPs?

- **Top level/government**
 - Key political engagement – leadership and decision making
 - Analysis of existing systems, identifying gaps, systems strengthening – prioritizing, implementation and sustainability
- **Community** – community demand, community engagement
- **Donor perspective** – What are implementation modalities? Donors often inclined toward “shovel ready projects”; capacity building, sustainability
- **Private-sector engagement** – business models, public private partnerships

How can the GTFCC be engaged at the different levels?

- **Developing a global advocacy strategy:** consider an advocacy secretariat (WG, other?)
- **Supporting countries** in translating the global strategy to a national and local strategy
- **Training package** for country-level advocacy including templates (there are some examples from other programs including Neglected Tropical Diseases)
- **Better leveraging of existing platforms** and partnerships (e.g. SWA) at global level.