HOW TO WRITE AN ADVOCACY REPORT

Why is a written report important?

The main goal of the CLAIM project is for networks of people living with HIV to coordinate civil society, build policy recommendations together and to advocate for these in Global Fund processes and other national decision-making spaces. The policies that you advocate for must be clearly defined and written out in a format that can be understood by decision makers. The best way of doing this is to develop a joint civil society report that brings together all your advocacy demands in one place.

Report template

These are the key sections to include in the report and some tips on what to put in each.

Introduction – Write a short description of who you are and the process that you followed to arrive at your advocacy demands. It is important to introduce your organisation and to include a list of all the groups and other organisations that were involved in the consultations and the key populations or health area that they represent (e.g. TB, malaria, people who use drugs, young people).

Background information – briefly describe the situation in your country, including any information relating to specific problems that you wish to address. This section should not be too long, a couple of paragraphs are enough. Try to include the answers to some of these questions:

➢ Which populations are most affected by malaria, TB or HIV in your country?
➢ What current policies / laws are in place to help?
➢ Do you have an up-to-date national AIDS strategy?
➢ Are there any particularly successful interventions that have been shown to work?

Data

You can find evidence and statistics in government reports, survey findings, recent research or even international sources like UNAIDS.

Recommendations – this is the heart of the report where you can explain why each of the interventions that you recommend are needed. Put your recommendations in order of priority, so it is clear what recommendations are most important for civil society. The more evidence you can use to back up your recommendations the stronger your argument will be, so include precise numbers, locations etc. For each recommendation try to include these pieces of information:

Detail

- Where will it take place or will it be virtual?
- Who will it be for?
- Is it an ongoing intervention or a one-off event?
- Is this something new or are you suggesting building on or adapting an existing intervention?

Scale

- How many people will be able to access the service?
- How many locations will it be in?

Costs

- Give an estimate of what the cost will be if possible.
- Will there be set up costs and / or ongoing running costs?

Evidence

- Can you give examples of where this intervention has been shown to work?
- Is there data to show why this intervention is needed?

Outcomes

- How will it be possible to measure the impact of the intervention?
- What change will you hope to see as a result of the intervention?

> **Stay focused**
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> Think about your target audience. Is there a specific date you are working towards or are there funding criteria that you must meet?

Concluding remarks - Remind your target audience that you expect your recommendations to be considered so that any future interventions genuinely address the need on the ground of diverse populations. You can also offer to be part of any ongoing discussions to formulate policy proposals or funding applications.

GNP+

GLOBAL NETWORK
OF PEOPLE LIVING
WITH HIV