

EXISTING TOOLKITS ON HEALTH EQUITY-RELATED AREAS

AUTHOR/ORGANISATION	TITLE	DATE	ADVOCATES/TARGETS						METHODS	ENABLERS	Published/Intended use in	COMMENTS
			GEN. PUBL.	INT. GR.	HLT. EXP.	POL. MAK.	SELF-ADV.	MEDIA				
Alberta Health Services	<u>Public Health Advocacy</u> ¹	2009		A	A	T		T	F I L N R T W	CAP, COM, STAK	CA/CA	An advocacy toolkit for public health professionals.
American Public Health Association	<u>Media Advocacy Manual</u> ²	n.d.		A				T	I M N R T	CAP, COM, FOC, STAK	US/US	A toolkit to help public health advocates use the media as a tool for advocacy.
California Endowment	<u>Making the Case for Health with Media Advocacy</u> ³	n.d.	T	A		A		T	I N R T	CAP, COM, FOC	US/US	To help advocates on various issues to use the media as a tool for advocacy.
California Newsreel	<u>Unnatural Causes: is inequality making us sick?</u> ⁴ <u>Action Toolkit</u>	2008	T	A & T	A	A & T		A	F L N R T W	CAP, COM, FOC, STAK	US/US	A documentary and guide to help advocates understand and advocate for health equity
Coalition for the International Criminal Court	<u>NGO Media Outreach: Using the Media as an Advocacy Tool</u> ⁵	2003		A	T	T		T	M N R T	CAP, STAK	US/Global	To help advocates in NGOs use the media as a tool for advocacy.
Community Alliance for Research and Engagement	<u>Beyond Scientific Publication: Strategies for Disseminating Research Findings</u> ⁶	n.d.	T	A	A & T	T			I M N W	CAP, FOC	US/US	Information on how to effectively disseminate research findings using various formats.
European Anti-Poverty Network	<u>Toolkit on Engaging in the National Reform Programmes and National Social Reports 2013</u> ⁷	2013		A & T		T		T	F I M N R T W	FOC, STAK	BE/EU	A toolkit for organisations working against poverty to engage with EU National Reform Programmes.
European Anti-Poverty Network	<u>Toolkit on Structural Funds for Social NGOs</u> ⁸	2012		A & T		T			F I L	CAP, FOC, STAK	BE/EU	A toolkit for organisations working against poverty on how to make use of the EU Structural Funds.
Eurochild	<u>TOOLKIT for the European elections 2014</u> ⁹	2014		A		T			F I L W	CAP, COM, FOC, STAK	BE/EU	A toolkit for organisations dealing with child and youth issues to influence political campaigns around the European Parliament 2014 elections.



European Network Against Racism	<u>European Parliament Elections Toolkit</u> ¹⁰	2009		A		T			I LW	FOC, STAK	BE/EU	A toolkit for lobbying for anti-discrimination policies to influence political campaigns around the European Parliament 2014 elections.
Family Care International	<u>An Advocacy Toolkit for Programme Managers</u> ¹¹	2008	T	A & T	T	T		T	LW	CAP, FOC, STAK	US/AFR	To help mobilise communities on young people's health and rights as part of a campaign.
Fenton Communications	<u>Now Hear This! The 9 Laws of Successful Advocacy Communications</u> ¹²	2009	T	A & T	T	A & T		T	FIMNRW	CAP, COM, FOC	US/US	To help advocates on various issues to use the media as a tool for advocacy.
First 5 Association of California	<u>First 5 Advocacy Toolkit</u> ¹³	2004		A	T	T			INRT	CAP, COM, STAK	US/US	General advocacy toolkit for those concerned about the lives of children and families, with a focus on health.
Highway Africa	<u>Multimedia Training Kit: Introduction to Advocacy Journalism Handout</u> ¹⁴	n.d.	T	A & T		T		A	IMNRT	COM, FOC, STAK, SKIL	ZA/ZA	To help use the media as a tool for advocacy.
International Council of Nurses	<u>Promoting Health: Advocacy guide for Health Professionals</u> ¹⁵	2008	A	A	A	T			FINRTW	CAP, COM, FOC, STAK, SKIL	CH/Global	Advocacy guidance for public health.
International HIV/AIDS Alliance	<u>Advocacy in Action: A Toolkit to Support NGOs and CBOs Responding to HIV/AIDS</u> ¹⁶	2003		A	A & T	T			FILRTW	CAP, COM, SKIL, STAK	UK/Global	To help people with HIV/ADIS to advocate.
National Alliance on Mental Illness	<u>NAMI PR & Marketing Toolkit</u> ¹⁷	2012	T	A	A	A & T	A & T		FILRTW	CAP, COM, SKIL	US/US	To help people mental health problems to advocate.
National Association for the Education of Young Children	<u>Advocacy Toolkit</u> ¹⁸	2004	A	A		A & T			LW	CAP	US/US	A toolkit to promote excellence in early childhood education.
Ounce of Prevention Fund	<u>Early Childhood Advocacy Toolkit</u> ¹⁹	2009		A		T		T	ILNRTW	CAP, COM, STAK, SKIL	US/US	An early childhood advocacy toolkit for parents, student groups, practitioners and other advocates.
Overseas Development Institute	<u>Monitoring and Evaluation of Policy Influence and Advocacy</u> ²⁰	2014		A & T		T			IFW	CAP, FOC, STAK	UK/Global	An extensive toolkit designed to help advocacy organisation advocate better and to evaluate their advocacy campaigns.
Praxis Project	<u>Advocating for Better Policies</u> ²¹	n.d.	A	A & T		T			LW	CAP, COM, STAK	US/US	a guide on how to best advocate for policy change, with main emphasis on community organisation reaching out to policy makers

Praxis Project	Planning for Media Advocacy ²²	n.d.	T	A		T		T	F I L N R T	CAP, COM, STAK	US/US	A guide to help advocates create and conduct media campaigns and capture media attention
Programme for Appropriate Technology in Health	<u>Advocacy to improve global health: strategies and stories from the field</u> ²³	2009	A	A		T		A	F L W	CAP, FOC, STAK	US/Global	To help health activists in developing countries to advocate to improve global health.
Public Health Advocacy Institute of Western Australia	<u>Advocacy in Action: a toolkit for Public Health Professionals</u> ²⁴	2009	T	A	A	T			L N R T W	CAP, COM, STAK	AU/AU	A toolkit for public health professionals and other experts to advocate on health issues.
Public Health Alliance for the Island of Ireland	<u>Public Health Advocacy Toolkit</u> ²⁵	2007	T	A		T			I F L N R T W	CAP, COM, STAK, SKIL	IE/IE	Toolkit for public health advocates.
Royal College of Paediatrics and Child Health	<u>Advocating for Children</u> ²⁶	2008	A & T	A	T	T	A & T	F L W	CAP, COM, STAK	UK/UK	An advocacy guide for paediatricians to advocate on behalf of children and young people.	
United Nations Children's Fund	<u>Advocacy Toolkit: A guide to influencing decisions that improve children's lives</u> ²⁷	2010	A & T	A & T	T	T	A & T	F I L R T N W	CAP, COM, FOC, STAK, SKIL	US/Global	A guide to influencing decisions that improve children's lives.	
Voluntary Services Overseas	<u>Participatory Advocacy: a toolkit for VSO staff, volunteers and partners</u> ²⁸	2009		A & T	T	T		L W	CAP, FOC	UK/Global	An advocacy toolkit for VSO staff, volunteers and partners.	
World Health Organization	<u>WHO Communications Toolkit</u> ²⁹	2007		A		T		F I L M N R T W	CAP, COM, FOC, SKIL, STAK	CH/Global	A toolkit aimed at WHO staff responsible for communication.	
World Health Organization	<u>Advocacy for Mental Health</u> ³⁰	2003	T	A & T	T	T	A & T	F I L W	CAP, FOC, STAK	SG/Global	A guide for various different advocates to help raise awareness of mental health issues.	
World Vision	<u>A Citizen's Guide to Advocacy</u> ³¹	2008	A			T		F I L N R T W	CAP, COM, SKIL	US/Global	A toolkit to advocate for children's well-being.	

COM Communications/linguistic training

FOC Developing a clear advocacy focus

SKIL Skills training

STAK Stakeholder identification/ activation

F - Flyers, posters and other graphical materials

I - Internet, websites / **L** - Live events, speeches, lobbying in person

M - Magazines / **N** - Newspapers

R - Radio / **T** - Television, videos / **W** - Written documents

REFERENCES

¹ Johnson SA. *Public Health Advocacy*. Edmonton, Canada: Healthy Public Policy - Alberta Health Services;2009. Available at: <http://www.albertahealthservices.ca/poph/hi-popb-hpp-public-health-advocacy.pdf>. Accessed February 7, 2014.

² American Public Health Association. *Media Advocacy Manual*. United States: APHA;n.d. Available at: http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4D0C-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf. Accessed May 5, 2014.

³ California Endowment. *Making the Case for Health with Media Advocacy*. n.d. Available at: http://www.calendow.org/uploadedFiles/about/HEA_CFC_Man01_iPDF_R2.pdf. Accessed May 6, 2014.

⁴ California Newsreel. *Unnatural Causes: is inequality making us sick? Action Toolkit*. California Newsreel;2008. Available at: http://www.unnaturalcauses.org/assets/uploads/file/UC_Toolkit_All.pdf. Accessed May 12, 2014.

⁵ Coalition for the International Criminal Court. *NGO Media Outreach: Using the Media as an Advocacy Tool*. 2003. Available at: http://www.amicc.org/docs/NGO-media_training.pdf. Accessed May 6, 2014.

⁶ Community Alliance for Research and Engagement. *Beyond Scientific Publication: Strategies for Disseminating Research Findings*. CARE;n.d. Available at: http://www.yale.edu/bioethics/contribute_documents/CARE_Dissemination_Strategies_FINAL_eversion.pdf. Accessed May 12, 2014.

⁷ European Anti-Poverty Network. *Toolkit on engaging in the National Reform Programmes and National Social Reports 2013*. Brussels, Belgium: EAPN;2013. Available at: <http://www.eapn.eu/images/stories/docs/EAPN-position-papers-and-reports/2013-eapn-toolkit-stakeholder-involvement.pdf>. Accessed May 8, 2014.

⁸ European Anti-Poverty Network. *Toolkit on Structural Funds for Social NGOs*. Brussels, Belgium: EAPN; 2012. Available at: <http://www.eapn.eu/images/stories/docs/EAPN-position-papers-and-reports/2012-Toolkit-StructuralFunds-EN.pdf>. Accessed May 8, 2014.

⁹ EuroChild. *Toolkit for the European elections 2014*. Brussels, Belgium2014. Available at: http://www.eurochild.org/fileadmin/Communications/05_Members_Room/EPelections2014/EP_election_toolkit_final.pdf. Accessed May 8, 2014.

¹⁰ European Network Against Network. *European Parliament Elections Toolkit*. ENAR;2009. Available at: <http://cms.horus.be/files/99935/MediaArchive/pdf/EP%20elections%202009%20T-Kit.pdf>. Accessed May 8, 2014.

¹¹ McFarland K. *An Advocacy Toolkit for Programme Managers*. Family Care International;2008. Available at: http://www.familycareintl.org/UserFiles/File/Anglo_Toolkit_June2008.pdf. Accessed May 5, 2014.

¹² Fenton Communications. *Now Hear This! - The 9 Laws of Successful Advocacy Communications*. United States2009. Available at: http://www.fenton.com/FENTON_IndustryGuide_NowHearThis.pdf. Accessed May 6, 2014.

¹³ Center for Health Improvement. *First 5 Advocacy Toolkit*. Sacramento, United States: The First 5 Association of California;2004. Available at: <http://www.cadca.org/files/First5AdvocacyToolkit.pdf>. Accessed February 17, 2014.

¹⁴ Highway Africa. *Multimedia Training Kit: Introduction to Advocacy Journalism*. South African.d. Available at: http://www.apc.org/english/capacity/policy/mmtk_advocacy_journ_handout.doc. Accessed May 5, 2014.

¹⁵ Apfel F. *Promoting Health: Advocacy Guide for Health Professionals*. Geneva, Switzerland: International Council of Nurses;2008. Available at: http://www.whpa.org/ppe_advocacy_guide.pdf. Accessed February 6, 2014.

¹⁶ International HIV/AIDS Alliance. *Advocacy in Action: A Toolkit to Support NGOs and CBOs Responding to HIV/AIDS*. 2003.

¹⁷ National Alliance on Mental Illness. *NAMI PR & Marketing Toolkit*. United States: NAMI;2012. Available at: http://www.nami.org/Content/NavigationMenu/NAMI_Center_for_Excellence/Tools_for_Excellence/PRTK2012.pdf. Accessed May 5, 2014.

¹⁸ National Association for the Education of Young Children. *Advocacy Toolkit*. United States: National Association for the Education of Young Children;2004. Available at: <http://www.naeyc.org/files/naeyc/file/policy/toolkit.pdf>. Accessed February 17, 2014.

¹⁹ Ounce of Prevention Fund. *Early Childhood Advocacy Toolkit* Chicago, United States: Ounce of Prevention Fund;2009. Available at: <http://www.ounceofprevention.org/advocacy/pdfs/EarlyChildhoodAdvocacyToolkit.pdf>. Accessed February 17, 2014.

²⁰ Tsui J, Hearn S, Young J. *Monitoring and evaluation of policy influence and advocacy*. London, United Kingdom: Overseas Development Institute;2014. Available at: <http://www.odi.org.uk/sites/odi.org.uk/files/odi-assets/publications-opinion-files/8928.pdf>. Accessed May 8, 2014.

²¹ Praxis Project. *Advocating for Better Policies*. United States: Praxis Project;n.d. Available at: http://www.unnaturalcauses.org/assets/uploads/file/UC_PolicyAdvocacy.pdf. Accessed May 12, 2014.

²² Praxis Project. *Planning for Media Advocacy*. United States: Praxis Project;n.d. Available at: http://www.unnaturalcauses.org/assets/uploads/file/UC_MediaAdvocacy.pdf. Accessed May 12,2014.

²³ Programme for Appropriate Technolocy in Health. *Advocacy to Improve Global Health: strategies and stories from the field*. United States: PATH;2009. Available at: http://www.path.org/publications/files/ER_advo_wrbk_stories_field.pdf. Accessed May 6,2014.

²⁴ Stafford J, Mitchell H, Stoneham M, Daube M. *Advocacy in Action: a toolkit for Public Health Professionals* Perth, Australia: Public Health Advocacy Institute of Western Australia;2009. Available at: <http://www.phaa.net.au/documents/100114PHAIAdvocacyToolkit%202nddition.pdf>. Accessed February 17, 2014.

²⁵ Public Health Alliance for the island of Ireland. *Public Health Advocacy Toolkit*. Belfast, United Kingdom & Dublin, Republic of Ireland: Public Health Alliance for the island of Ireland;2007. Available at: http://www.cieh-nireland.org/uploadedFiles/core/policy/public_health_advocacy_toolkit_07.pdf. Accessed February 17, 2014.

²⁶ Hodgkin R. *Advocating for Children*. London, United Kingdom: Royal College of Paediatrics and Child Health;2008. Available at: http://www.gmc-uk.org/Advocating_for_Children.pdf_49586796.pdf. Accessed February 6, 2014.

²⁷ Cohen D, Bhandari Karkara N, Stewart D, Rees N, Coffman J. *Advocacy Toolkit: a guide to influencing decisions that improve children's lives*. New York, United States: United Nations Children's Fund;2010. Available at: http://www.unicef.org/evaluation/files/Advocacy_Toolkit.pdf. Accessed February 6, 2014.

²⁸ Cox J. *Participatory Advocacy: A toolkit for VSO staff, volunteers and partners*. London, United Kingdom: Voluntary Service Overseas;2012. Available at: http://www.vsointernational.org/Images/advocacy-toolkit_tcm76-25498.pdf. Accessed February 17, 2014.

²⁹ World Health Organization. *WHO Communications Toolkit* Geneva, Switzerland: World Health Organization;2007. Available at: <http://influenzatraining.org/documents/s15498e/s15498e.pdf>. Accessed February 17, 2014.

³⁰ Minelotti A, Drew N, Funk M. *Advocacy for mental health*. Geneva, Switzerland: World Health Organization;2003. Available at: http://www.who.int/mental_health/policy/services/1_advocacy_WEB_07.pdf. Accessed February 6, 2014.

³¹ Goodson JA. *A Citizen's Guide to Advocacy*. United States: World Vision;2006. Available at: [http://www.worldvision.org/resources.nsf/main/advocacy-handbook.pdf/\\$file/advocacy-handbook.pdf](http://www.worldvision.org/resources.nsf/main/advocacy-handbook.pdf/$file/advocacy-handbook.pdf). Accessed February 17, 2014.