



Filling the Gaps and Strengthening the Future of Advocacy in 2016 and Beyond

A Working Meeting

UNC Water and Health Conference
October 29, 2015

- Provide a snapshot of the history and current situation for WASH advocacy
- Outline the current and future gaps in advocacy for WASH in 2016 and beyond
- Brainstorm and outline contributions participants can make as individuals or as representatives of their organizations to the future of WASH advocacy

Objectives

- Introductions
- The WASH Advocacy Landscape
- Key Ingredients for Successful Advocacy
- GAP Activity
- Advocacy Now, 2016, and Beyond
- Synthesis
- Next Steps

Outline

- Name
- Organization
- Region/country working

Introductions

- Why do a landscape?
 - Follow-up from WASH advocacy assessments in 2010
 - WASH Advocates Sunset in 2015
 - Mechanism to document the momentum
 - Advocacy role in achieving SDGs
 - To identify gaps and work towards closing them
 - Advocacy for future advocacy

WASH Advocacy Landscape



HISTORY

Current Situation

GAP AND OPPORTUNITIES

Recommendations

RESOURCES

WASH Advocacy Landscape

HISTORY

Current Situation

GAP AND OPPORTUNITIES

Recommendations

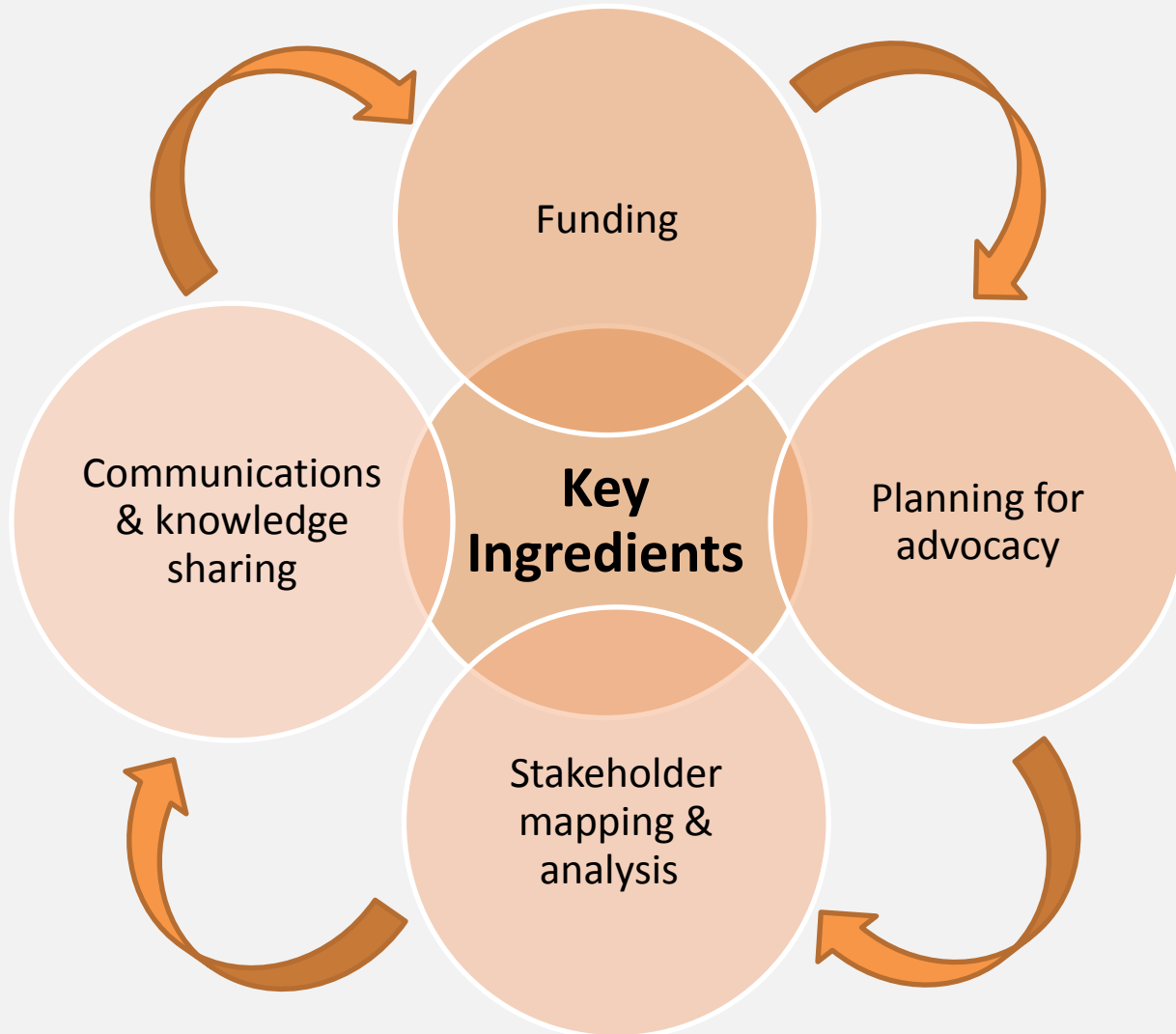
RESOURCES

WASH Advocacy Landscape



STOCKHOLM HIGHLIGHTS

Policy Innovations to Accelerate Change





GAP IDENTIFICATION AND ASSESSMENT ACTIVITY

Perceived Gaps

- Lack of strong grassroots movement
- General lack of capacity for policy, advocacy and communications
- Need increased focus on how well money is spent (aid effectiveness or sustainability)
- Low level of collaboration with other sectors
- Gaps in coordination
- Catalyzing public sector funding in the developing world
- Lack of celebrity attention
- WASH advocacy out of touch with wider foreign assistance community and foreign assistance reform efforts
- Advocacy with non-USG actors
- Focus on multilaterals

Perceived Gaps, CARE Report

- FSG Report (2011)
 - US WASH Advocates Lack Sufficient Leadership, Capacity, and Expertise to Successfully Change Policy and Practice of Key Audiences
 - M&E Addressing Sustainability and Effectiveness is Weak
 - Synthesis and Communication of Data to Influence Policy and Practice



Gaps, FSG Report

1. Lack of human resources and organizational capacity
2. Knowledge sharing and communications
3. Funding for advocacy
4. Advocacy with donors on sustainability, integration, systems change, and multiple uses of data
5. Institutionalizing and mainstreaming advocacy at national and sub-national level in developing countries
6. Disjointed messaging to inform policy and practice
7. Lack of strong grassroots movements in developed and developing countries
8. Coordinating mechanisms are not coordinating

2015 Landscape Gaps



Are we on the right track?

- What is your organization currently doing in the WASH advocacy space?
- In the next 2-5 years, what type of engagement in WASH advocacy does your organization have planned?
- Do you have funding to support that work?

The Future of WASH Advocacy

- Write-up of UNC session outcomes
- Landscape – feedback and finalization
- Online home for resources

Next Steps
