

# Health Policy Lobbying and Advocacy

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# Objectives

- Define health policy
- Describe the process of lobbying and advocacy
- List key players in health policy lobbying
- Mention some strategies in health policy lobbying

# Introduction to Health Policy

- Health Policy refers to decisions, plans, and actions undertaken to achieve specific healthcare goals within a society.
- Purpose: Improve public health, allocate resources, ensure equity, and regulate health services.

# What is Advocacy?

- Advocacy is the act or process of supporting a cause or proposal.
- Health Advocacy promotes health, access to services, and better health outcomes.

## Types:

- Individual Advocacy
- Systems Advocacy
- Grassroots Advocacy

# What is Lobbying?

- Lobbying involves direct interaction with policymakers to influence legislation.
- All lobbying is advocacy, but not all advocacy is lobbying.

Forms:

- Direct Lobbying
- Indirect Lobbying

# Key Players in Health Policy Lobbying

- Government Officials
- Nonprofits & NGOs
- Professional Associations
- Interest Groups
- Citizen Groups

# Health Policy Process

1. Agenda Setting
2. Policy Formulation
3. Policy Adoption
4. Implementation
5. Evaluation

# Strategies for Effective Advocacy & Lobbying

- Evidence-Based Messaging
- Coalition Building
- Public Awareness Campaigns
- Legislative Testimony
- Personal Storytelling

# Ethical and Legal Considerations

- Transparency
- Integrity
- Compliance with lobbying laws

# Case Studies & Examples

- Tobacco Control Policies
- Alcohol control regulations
- Affordable Care Act Lobbying (NHIMA)
- HIV/AIDS Treatment Access Movements

# Barriers to Advocacy and Lobbying

- Lack of funding or expertise
- Political resistance
- Institutional inertia
- Public apathy or misinformation

# Skills Needed for Effective Health Policy Advocacy

- Communication
- Networking
- Critical thinking
- Policy analysis
- Strategic planning