



HOPELVB ADVOCACY

Building Support for the Integrated Population, Health, and Environment Approach

INCREASING SUPPORT FOR THE PHE APPROACH

Since the launch of the Health of People and the Environment in the Lake Victoria Basin (HoPE-LVB) project, staff and partners have engaged key district, national, and regional health and environment officials in Kenya and Uganda. The goals: (1) increase stakeholders' understanding of the interconnectedness of population, health, and environment (PHE) issues and the benefits of the PHE approach; (2) increase the capacity of key stakeholders to communicate the PHE approach; (3) provide platforms for policy dialogue to influence regional and national stakeholders to integrate PHE into their programs; and (4) raise the profile of the HoPE-LVB project.

SUPPORTING THE EMERGENCE OF PHE AT THE LAKE VICTORIA BASIN COMMISSION

The Lake Victoria Basin Commission (LVBC) was established by the East Africa Commission to promote sustainable development in the countries in the Lake Victoria Basin—Burundi, Kenya, Rwanda, Tanzania, and

Uganda. LVBC implements conservation and poverty alleviation activities, but has limited experience integrating sexual and reproductive health and rights. Working closely with PHE champions at LVBC, the HoPE-LVB project presented its integrated approach and activities to LVBC leaders and included key officials on the the project steering committee. Today, LVBC has adopted a PHE strategy that seeks to institutionalize the PHE approach into national and regional policies, develop a regional PHE framework for cooperation in the Lake Victoria Basin, and promote PHE initiatives.

With funding from the USAID East Africa Regional Office, LVBC is coordinating national PHE working groups and soliciting proposals for studying population, health, and environment in the region. HoPE-LVB will continue to work with LVBC as they increase support for PHE and influence other regional bodies to recognize the PHE approach.

NURTURING PHE CHAMPIONS

HoPE-LVB partners with community-level champions to spread the word about the benefits of the PHE approach. Champions

were selected by the communities themselves to speak publicly about the project and PHE and promote the integrated approach to local governments and other development projects.

Many of these local champions have now been trained in communicating about PHE, possess talking points and other materials, and have developed workplans.

BUILDING SUPPORT AT EVERY LEVEL

In Homa Bay County, Kenya, HoPE-LVB's advocacy activities have led to enthusiasm for PHE among communities and officials. The project invited community leaders to join PHE Village Committees, which quickly took ownership of project activities, encouraging support from sub-county and county officials. When new county leaders took office in 2013, HoPE-LVB staff quickly initiated them to the PHE approach. The county-level PHE steering committee is now managed by the county government. The Homa Bay County Chief of Staff has encouraged the county assembly to strengthen PHE integration and has created an autonomous department that coordinates PHE activities in the county.



“HoPE-LVB has been the model for PHE in the Lake Victoria Basin, and the evidence that HoPE has generated has been the driving force for adoption of the PHE approach among decisionmakers in our five member states.”

—Dr. Doreen Othero, Program Coordinator, Population, Health and Environment, Lake Victoria Basin Commission

HoPE-LVB's Advocacy in Action

ENGAGING LOCAL LEADERS

HoPE-LVB staff and partners have held over 245 advocacy meetings, where audiences—from local and county leaders in Kisumu and Homa Bay, Kenya, to high-level members of Kenya's National Council on Population and Development—learned about the PHE approach.

+245 Meetings

SHARING KNOWLEDGE

Over 20,000 participants have attended events, viewed presentations, and joined in discussions about how HoPE-LVB and the PHE approach can work to improve their communities, countries, and development projects. More than 18,234 people have participated in advocacy meetings.

+20,000 Participants

MOBILIZING PHE CHAMPIONS

HoPE-LVB supports over 145 active local PHE champions, who have influence in their community, speak publicly about integrated PHE, and are modeling PHE approaches.

+145 Champions

GAINING MEDIA ATTENTION

Study tours for journalists to HoPE-LVB sites and ongoing media outreach by project staff have led to several radio and television stories about HoPE-LVB accomplishments airing in both Kenya and Uganda as well as articles published in national newspapers in the region.

↑ Visibility

DRIVING PHE FORWARD

HoPE-LVB contributes to an increased interest and investment in the integrated PHE approach in the LVB. Additional projects to study PHE linkages, implement PHE programming, and support PHE coordination are currently being developed in the region.

↑ Investment



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