



## ISTANBUL PRINCIPLES FOR CSO DEVELOPMENT EFFECTIVENESS

### 8 COMMIT TO REALIZING POSITIVE SUSTAINABLE CHANGE

Civil Society Organizations are effective as development actors when they collaborate to realize sustainable outcomes and impacts of their development actions, focusing on results and conditions for lasting change for people, with special emphasis on poor and marginalized populations, ensuring an enduring legacy for present and future generations.



Photo: World Vision International

### Child Health Now: World Vision Canada

World Vision Canada is a Christian relief, development, and advocacy organization dedicated to working with children, families, and communities to overcome poverty and injustice.

## CHALLENGE

World Vision commits to a long-term vision of sustainable, transformational development and involves itself in communities for a minimum of 10-15 years. The organization believes that advocacy plays an important role in achieving development targets. Through its long-term health programming, World Vision recognizes the need to strengthen the capacity of beneficiaries to become engaged in advocacy to achieve truly sustainable, system-level change.



## RESPONSE



In response, World Vision undertook a global, five-year Child Health Now advocacy campaign. One of the ways World Vision Canada participated in this global campaign was by providing technical and financial support to communities in Uganda to implement local and national level advocacy. By enabling the collection of information at the community level, the Child Health Now Campaign in Uganda sought to empower community members — especially women — to advocate for better health services with the local, district, and national governments, and in so doing, improve the policy environment. The campaign aims to tackle the barriers (financial, geographic, and social) to health care access by increasing coverage and depth of health services. Building women's capacity to advocate on health issues at the community level has been an important aspect of this campaign.

## LESSONS LEARNED & BEST PRACTICES

**Take time to plan:** The Ugandan campaign took one year to plan, including a consultation process with women and vulnerable children. Other participants such as grandmothers, fathers, and village leaders provided valuable input to the process.



**Collaborative approaches:** Ugandan field-based staff brought together non-governmental organizations, community-based organizations, Government Health Management Unit staff, and Village Health Team leaders to identify any challenges with access and quality of health services in the community.

**Clear achievable, measurable results:** The Civil Society teams subsequently produced a Civil Society Statement that contributed to a Government national advocacy strategy to facilitate policy change and ensure long-term and predictable funding for maternal and child health programs.

**Ownership:** Communities that were previously marginalized from the policy process became more confident to engage with different level of authorities and to raise concerns about issues that affect their lives and the provision of health care services.

## MAINSTREAMING/KNOWLEDGE SHARING



The Child Health campaign in Uganda has drawn from and shared its experience in 37 countries that are part of the broader, global World Vision Child Health Now campaign. The global campaign has had a knowledge sharing network from the outset that enables access to regional advisors, an evaluation of strategic plans and progress reports, and regional/national workshops, as well as shared logos and templates.

## NEXT STEPS

The Government and citizen policy dialogues met with much success in Uganda — from recruitment of new health staff to additional funding to improve collaboration between the different parts of the health system. The next steps are to expand the policy dialogues to additional districts. The Ugandan model is also being replicated and adapted across the other countries that are participating in the global Child Health Now campaign. Moving forward, World Vision will seek to increasingly leverage these local experiences to ensure a strong evidence base for effective national-level health policy influence and advocacy.



## FURTHER INFORMATION

The Child Health Now campaign  
<https://childhealthnow.com/>