

EXISTING TOOLKITS ON HEALTH EQUITY-RELATED AREAS

AUTHOR/ ORGANISATION	TITLE	DATE	ADVOCATES/TARGETS						METHODS	ENABLERS	Publishe d/ Intended use in	COMMENTS	
			GEN. PUBL.	INT. GR.	HLT. EXP.	POL. MAK.	SELF- ADV.	MEDIA					
Alberta Health Services	Public Health Advocacy 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	Media Advocacy Manual 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	Making the Case for Health with Media Advocacy 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	Unnatural Causes: is inequality making us sick? Action Toolkit ⁴	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	NGO Media Outreach: Using the Media as an Advocacy Tool 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	Beyond Scientific Publication: Strategies for Disseminating Research Findings 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	Toolkit on Engaging in the National Reform Programmes and National Social Reports 2013 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	Toolkit on Structural Funds for Social NGOs 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	TOOLKIT for the European elections 2014 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			ILW	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/AIDS 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	<u>Planning for Media Advocacy</u> 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		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	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

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