



# Advocacy and Engagement for Poverty Reduction in Healthcare

Empowering Communities for Better Health Outcomes

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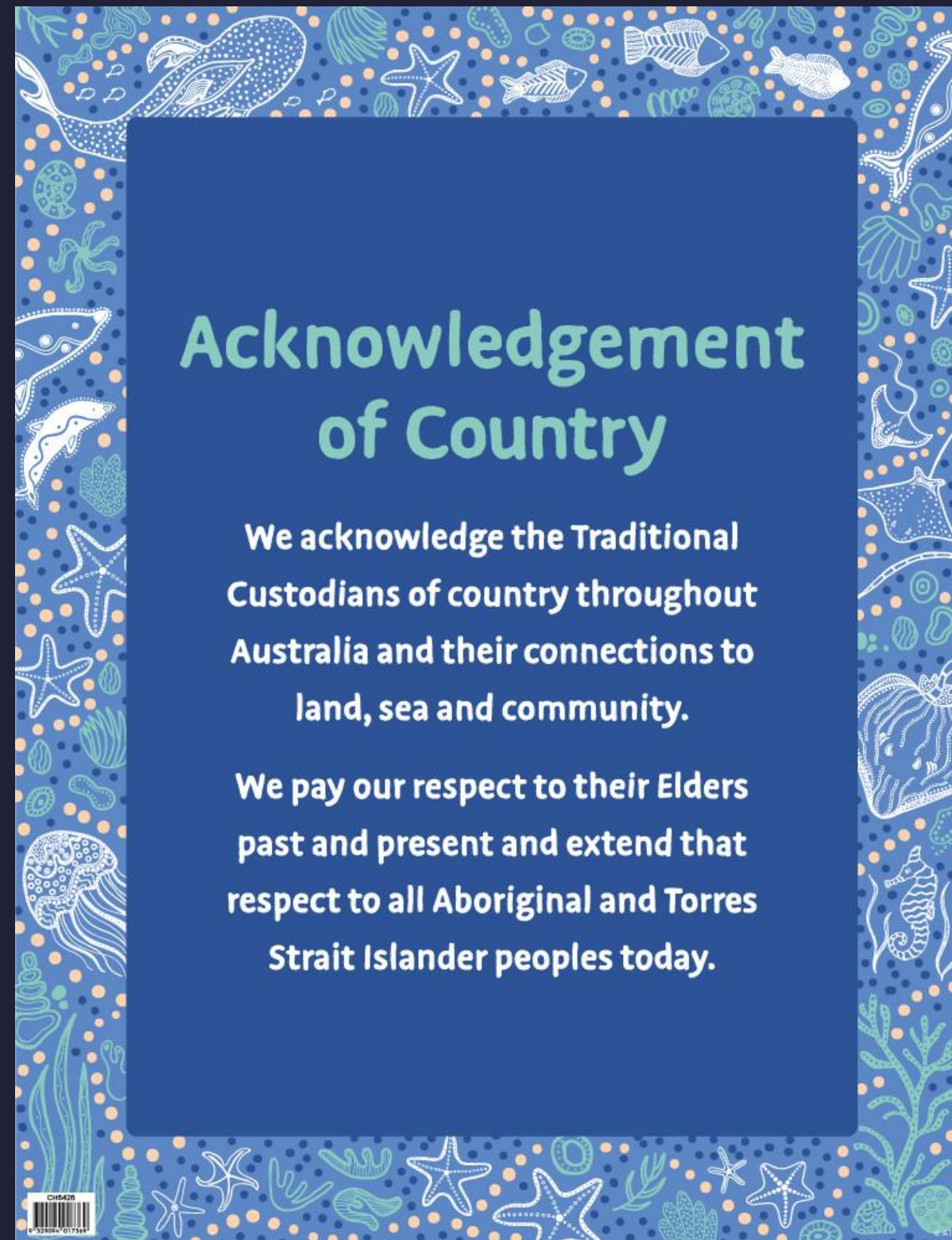
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4rth Annual Global Community Health Workshop

Aloha Labdien God Dag  
Olá Bok Olá Ciao  
Bună Ziua Zdravo  
Aloha Zdravo Bok Dobrii Den Hei  
Hej Szia  
Hei Ni Hao  
Salutu  
Merhaba Dobrii Den Labdien Добрый день Salutu  
God Dag Bonjour Yadra Salutu  
Guten Tag Holy Olá Hej  
Hola Ciao Hei  
Shalom Ciao  
Goede Morgen こんにちは Annyung Haseyo  
Merhaba صباح الخير Kalimera Guten Tag  
Szia Bok Bok Hej Hej  
Saluton Zdravo Bonjour Shalom Olá  
Hei Kalimera

# Acknowledgement



In the wake of the pandemic, a new era emerges—marked by fresh discoveries, novel treatments, and global victories over disease.

These are the most influential people in health in 2024.



<https://time.com/collection/time100-health/>

**Hadiza Shehu Galadanci**

A simple aid for maternal mortality

3 MINUTE READ

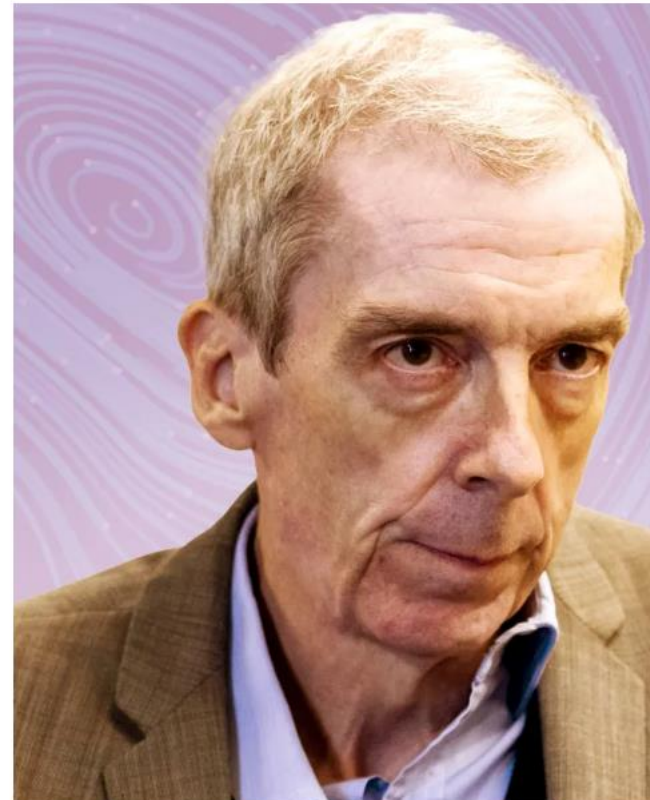


Dr. Hadiza Galadanci Illustration by Jon Stich for TIME; Source image: Courtesy Galadanci

**Charles Gore**

Medicine for all

2 MINUTE READ



Charles Gore Dwayne Senior—Bloomberg/Getty Images

**Ziyad Al-Aly**

Advocating with research

2 MINUTE READ



Ziyad Al-Aly Courtesy Al-Aly

**Bashar Murad**

Care in war

2 MINUTE READ



Bashar Murad Illustration by Jon Stich for TIME; Source image: Courtesy Palestine Red Crescent Society

## AGENDA

01 Introduction

---

02 Background

---

03 Poverty / Equity

---

04 The Role of Advocacy

---

05 Engagement Strategies

---

06 Policy Actions

---

07 Case Studies


---

08 Recommendations

---

09 Brainstorming

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**Advocacy and engagement  
are key drivers for poverty  
reduction and improved  
healthcare outcomes  
worldwide.**

# Poverty

Poverty refers to the state of not having enough material possessions or income for a person's basic needs.

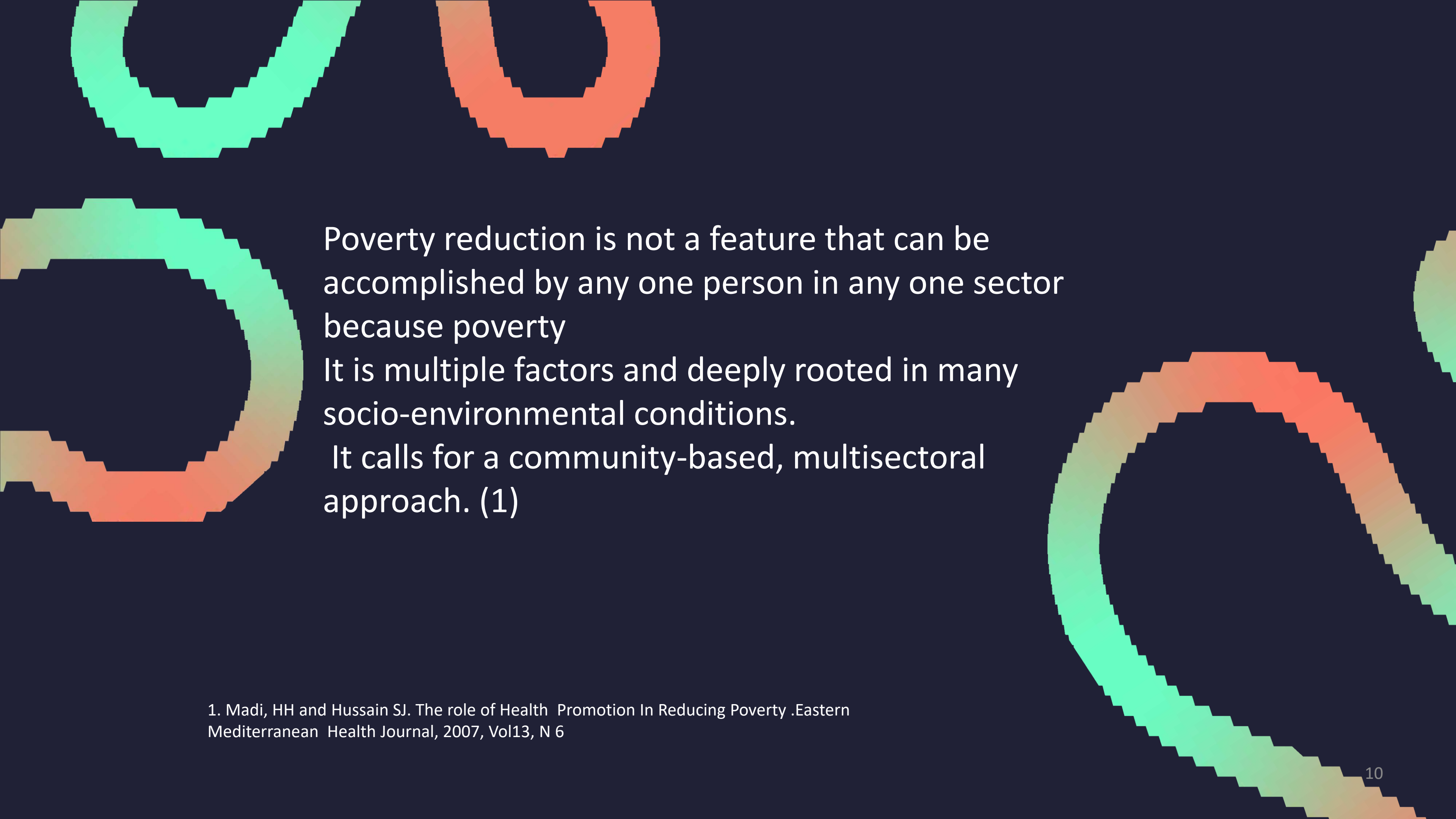
[BACK TO AGENDA PAGE](#)

Background and Context



“Poverty is...a complex phenomenon rooted in an array of factors and conditions, many of which extend beyond the control of the health sector” (1)

1. Williamson, D. The role of Health Sector in Addressing Poverty. Canadian Journal of Public Health, 2001, 92(3), 178-283



Poverty reduction is not a feature that can be accomplished by any one person in any one sector because poverty  
It is multiple factors and deeply rooted in many socio-environmental conditions.  
It calls for a community-based, multisectoral approach. (1)

1. Madi, HH and Hussain SJ. The role of Health Promotion In Reducing Poverty .Eastern Mediterranean Health Journal, 2007, Vol13, N 6





EQUITY  
JUSTICE  
EQUAL DISTRIBUTION  
FAIRNESS ACCESS  
HEALTH COVERAGE  
Etc..

# Statistics

Over 700 million people, or 10% of the world's population, live in extreme poverty, surviving on less than \$1.90 per day (World Bank, 2021).

Roughly 60% of the world's extreme poor in 2019 lived in Sub-Saharan Africa alone, while 81% of the global poor at the poverty line of \$3.65 lived in Sub-Saharan Africa or South Asia.



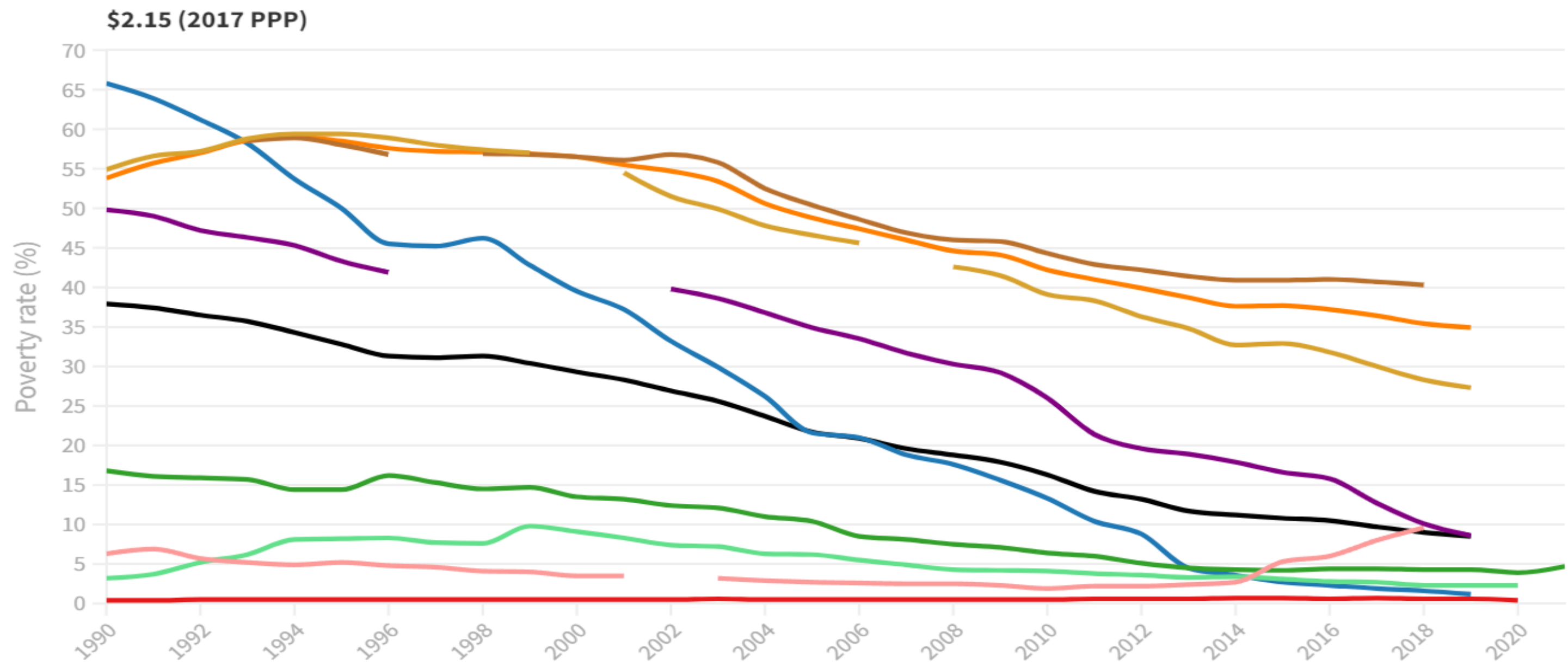
## Regional Disparities:

- Sub-Saharan Africa: High poverty rates and limited healthcare infrastructure.
- Only **1 in 5** people have access to a health worker. South Asia: Significant improvements, but still about **15%** of the population lives in extreme poverty. Healthcare access remains limited in rural areas.
- Latin America: Lower poverty rates compared to Africa and Asia, but inequality remains high.
- Urban-rural disparities in healthcare access.
- High-Income Countries: Lower poverty rates, but marginalized communities still face barriers to healthcare access.

# Figure 1: Global and regional poverty estimates, 1990 - 2021

\$2.15 (2017 PPP) ▼

- World
- East Asia and Pacific
- Europe and Central Asia
- Latin America and the Caribbean
- Middle East and North Africa
- Other High Income
- South Asia
- Sub-Saharan Africa
- Eastern and Southern Africa
- Western and Central Africa



Source: [Poverty and Inequality Platform](#)  
 Note: PIP's global and regional coverage rule is applied.



## Cycle of health and poverty

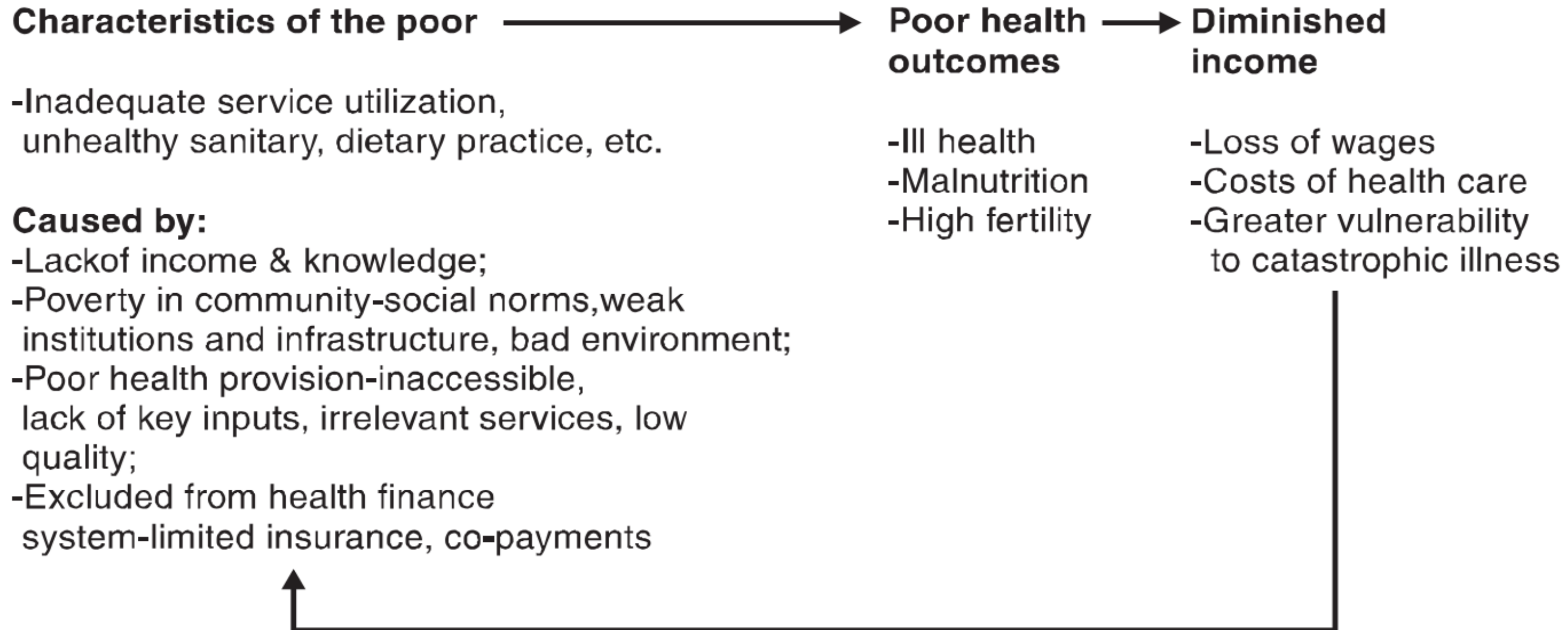


Figure 1 **Cycle of health and poverty**, source: Claeson M et al. [13]

## Background and Context

# Impact of Poverty on health

Poor health outcomes

- Limited access to healthcare

[BACK TO GENDA PAGE](#)



**1.1 Improved access to quality essential health services**



## Health Care Costs

- In low-income countries, more than 50% of the population lacks access to essential health services .
- In rural areas, 80% of the population in some regions lacks access to basic health services.





- *Advocacy* means to voice an opinion on behalf of others. It can be defined as the active support of a cause, proposal or policy that aims to benefit a greater cause with a goal to make society a better place.



- Advocacy plays a crucial role in amplifying the voices of the underserved, influencing policy decisions, and mobilizing resources.



Engagement ensures that the actual needs of the community are met, fostering collaboration and trust. Effective advocacy and engagement can directly lead to improved healthcare policies, which are vital in reducing poverty."

## Types of Advocacy:

- Policy
- Individual
- Community



[BACK TO AGENDA PAGE](#)

# Challenges

- Access: Limited access for low-income communities, long wait times, lack of facilities.
- Disparities: Higher rates of chronic diseases, lower life expectancy in impoverished areas.
- Policies: Insufficient funding, inadequate policies, lack of preventive care focus.

# What can be done?

- Policy Change: Advocating for policies that increase healthcare funding and resources.
- Community Voices: Ensuring marginalized groups have a say in healthcare decisions.
- Awareness Activities: Educating the public and policymakers about health disparities and needs.

# Success Stories



- Local health initiatives: Community health workers improving access and outcomes

## Vaccination



- Policy advocacy: Successful campaigns leading to expanded health coverage



- Collaborative projects: Partnerships reducing health disparities through targeted programs





**Each one of us is an  
advocate in our own areas**

# Strategies for Effective Advocacy



# Engagement Strategies


[BACK TO AGENDA PAGE](#)

# Engagement Strategies for Effective Advocacy

- **Grassroots mobilization: Community organizing, rallies, and petitions**



- **Partnerships: Collaborating with NGOs, healthcare providers, and policymakers**



- **Use of technology: Social media campaigns, online forums, and virtual town halls**

# Policy Actions for Sustainable Impact

- Universal health coverage: Advocating for policies ensuring everyone has access to healthcare

- Preventive care programs: Policies focusing on prevention to reduce long-term healthcare costs

- Equitable resource allocation: Ensuring resources are distributed fairly to underserved areas

# Community Engagement for Policy Action



- Public forums: Regular meetings between policymakers and community members



- Health literacy programs: Educating communities about their rights and healthcare options



- Feedback mechanisms: Creating systems for continuous community input on healthcare services

# Policy Development Process

## Problem Identification

Recognize and define the health and poverty-related issues that need to be addressed. Example: High maternal mortality rates in rural area

## Policy Formulation

- Develop potential policies and strategies to address the identified issues. Involve stakeholders, including government agencies, NGOs, and affected communities. Example: Licensing of midwives/ GPs to rural areas

## Policy Adoption

- Secure approval and support from policymakers and legislators.
- Example: Passing a bill for subsidized health insurance.

## Policy Implementation

Put the adopted policies into action through appropriate programs and initiatives. Allocate resources, train personnel, and set up necessary infrastructure.

## Policy Evaluation and Monitoring

Continuously assess the effectiveness of the policies. Make necessary adjustments based on feedback and outcomes.

# Most Important Challenge

[BACK TO AGENDA PAGE](#)



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## Community Engagement

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- Challenge: Limited community engagement and participation in the policy development process can lead to policies that do not fully address the needs of rural populations.
- Strategy: Foster community involvement through participatory approaches, ensuring that the voices of rural women and communities are heard and considered.

# Challenges/ Barriers

[BACK TO AGENDA PAGE](#)



## Funding and Resource Allocation:

**Challenge:** Limited financial resources and budget constraints can hinder the development and implementation of maternal health policies.

**Strategy:** Seek international aid, implement progressive taxation, and prioritize healthcare spending to secure necessary funds.



## Political Will & Governance

**Challenge:** Lack of political commitment and unstable governance can disrupt policy development and implementation.

**Strategy:** Build strong advocacy coalitions, engage civil society, and ensure policy continuity through legislation and sustained political support.



## Infrastructure and Human Resources:

**Challenge:** Insufficient healthcare infrastructure and trained personnel in rural areas.

**Strategy:** Invest in healthcare infrastructure, provide training programs for health workers, and offer incentives to attract and retain healthcare professionals in rural areas

# Challenges/ Barriers

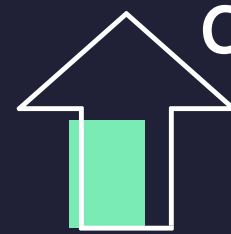
[BACK TO AGENDA PAGE](#)



## Geographical Barriers:

Challenge: Remote and hard-to-reach areas can make it difficult to provide consistent and quality maternal healthcare services.

Strategy: Develop mobile health clinics, utilize telemedicine, and improve transportation infrastructure to enhance accessibility.



## Cultural and Social Barriers

Challenge: Cultural beliefs and social norms can hinder the acceptance and utilization of maternal health services.

Strategy: Implement community education programs, involve local leaders, and address myths and misconceptions about maternal health.



## Lack of Data and Research:

Challenge: Inadequate data on maternal health issues in rural areas can impede effective policy development and monitoring

Strategy: Conduct comprehensive research and data collection to inform policy decisions and track progress.

# Strategies for Effective Advocacy



# Measuring Impact



- Key indicators: Reduction in disease incidence, improved health outcomes, decreased healthcare costs



- Community feedback: Surveys and focus groups to assess community satisfaction and needs



- Policy evaluation: Regular review of policies to ensure they are meeting intended goals

# Engagement Strategies

[BACK TO AGENDA PAGE](#)

## 1. Community Engagement

Importance of involving communities in identifying problems and developing solutions.

## 2. Stakeholders Engagement

Key stakeholders (government, NGOs, healthcare providers, communities)

## 3. Tools and Methods

- Surveys
- Focus groups
- Public forums

# CASE STUDIES ADVOCACY IN RESEARCH



## RESEARCH ADVOCACY

- Migrant Study
- Obesity management
- Refugees
- COVID
- Vaccine hesitancy
- <https://geology.com/world/united-arab-emirates-satellite-image.shtml>



## Cancer Patient Advocacy

- Capacity building/ Training
- Program development
- Electronic system
- Research
- Partnerships
- Awareness/Pt/Family/Community/
- Support group
- Policy

# Moving Forward: Action Steps



- Get involved: Encouraging community members to participate in advocacy efforts



- Stay informed: Keeping up-to-date with healthcare policies and changes



- Collaborate: Working together with other advocates, organizations, and policymakers



THANK YOU!



# Brainstorming

- DO YOU HAVE ANY QUESTIONS?

