



HEALTHCARE ADVOCACY INITIATIVE

DRIVING CHANGE IN HEALTHCARE THROUGH
ADVOCACY AND ACTION

WHITEPAPER

Healthcare Advocacy Initiative: Driving Change in Healthcare through Advocacy and Action

5-Year Strategic Plan (2024-2028)

Executive Summary:

The Healthcare Advocacy Initiative (HAI) is committed to advocating for patients' rights and improving healthcare quality across communities. This whitepaper presents HAI's 5-year strategic plan from 2024 to 2028, outlining the organisation's vision, mission, values, and strategic objectives. HAI aims to ensure equitable access to healthcare, uphold standards of care, and foster accountability through awareness, advocacy, capacity building, and access to justice.

Introduction:

The healthcare landscape in our country faces significant challenges, from systemic inequalities and poor service delivery to a lack of accountability among healthcare providers. HAI seeks to address these challenges by advocating for patients' rights and creating a system that promotes quality healthcare for all. This document outlines our strategic direction for the next five years, focusing on key areas where we can make the most impact.

1. Our Vision and Mission

- **Vision:**
To advocate for a society where healthcare practitioners comply with established standards of care, are accountable, and the rights of patients are respected and protected.
- **Mission:**
Partnering with relevant stakeholders to advocate for the rights of patients through awareness creation, capacity building, and support for survivors of medical malpractices.

Our Core Values

The Healthcare Advocacy Initiative (HAI) is grounded in a set of core values that guide our actions, decisions, and interactions with the communities we serve, our partners, and our stakeholders. These values are the foundation of our organisation's culture and reflect our commitment to transforming healthcare delivery in our society.

1. **Respect:**
We treat every individual with empathy, dignity, and courtesy, valuing diversity and recognising the worth of every person. We believe in a patient-centric approach that honours the rights, voices, and experiences of all individuals, particularly those from underserved communities. Our

respect extends beyond patients to include healthcare providers, partners, and all stakeholders who contribute to a better healthcare system.

2. Equity:

We are committed to addressing systemic inequalities within the healthcare sector. Our approach ensures that everyone, regardless of their background, socio-economic status, or location, has equal opportunities and access to quality healthcare services. We actively work to remove barriers that prevent individuals from receiving adequate care and promote policies that foster an equitable healthcare environment.

3. Passion:

Our passion drives our mission. We are dedicated to making a significant impact in the healthcare sector by advocating for patients' rights and ensuring quality healthcare for all. This passion fuels our determination to see meaningful change, and it is reflected in every action we take, every partnership we build, and every voice we amplify.

4. Professionalism:

We maintain the highest standards of ethical conduct, integrity, competence, and reliability. Professionalism for us is not just about adherence to protocols and regulations but also about fostering a culture of collaboration, mutual respect, and continuous learning. We aim to earn the trust and respect of colleagues, clients, and stakeholders through our commitment to excellence.

5. Accountability:

We take full responsibility for our actions and decisions and their impact on others. We believe in transparency and openness in all our dealings and hold ourselves accountable to the communities we serve, our partners, and our supporters. Our commitment to accountability ensures that we are continuously improving and delivering on our promises.

6. Integrity:

Integrity is at the core of our organisation. We maintain consistency between our words and deeds, uphold ethical principles, and adhere to our moral values, even when faced with challenges. We are steadfast in our commitment to honesty, transparency, and fairness in all our operations.

7. Resilience:

We recognise that the path to achieving healthcare reform is filled with challenges. Our resilience enables us to persevere in the face of adversity, overcome obstacles, and remain optimistic about the future. We are determined to continue advocating for patients' rights and improving healthcare services, no matter the difficulties encountered.

Our Strategic Objectives (2024-2028)

The Healthcare Advocacy Initiative has identified five strategic objectives for the next five years. These objectives are designed to address critical healthcare issues and bring about meaningful, sustainable change in our communities. Each objective is accompanied by specific actions, expected outcomes, and partnerships to ensure effective implementation.

Objective 1: Awareness

Goal:

Promote public awareness of patients' rights, healthcare policies, and the importance of accountability in healthcare to empower communities and improve health outcomes.

Key Actions:

- **Public Sensitisation:** Conduct nationwide sensitisation campaigns to educate the public about healthcare laws, patients' rights, and the importance of seeking redress when rights are violated.
- **Educational Materials:** Develop and distribute educational materials, including brochures, infographics, and videos, that simplify complex healthcare policies for the general public.
- **Community Engagement:** Mobilise and engage communities through outreach programs, town hall meetings, and health forums to foster a culture of rights awareness and health-seeking behaviour.
- **Use of Media Channels:** Leverage both traditional (radio, TV) and digital media (social media, websites) to reach diverse audiences and amplify our awareness messages.

Expected Outcomes:

- **Increased Public Awareness:** A more informed public that understands their healthcare rights and the channels available for seeking redress.
- **Empowered Communities:** Communities that are more proactive in advocating for their healthcare rights and demanding quality services.
- **Policy Influence:** Greater public engagement influencing policymakers to improve healthcare laws and service delivery.

Partnerships:

- Collaboration with media houses, community-based organisations (CBOs), traditional and religious leaders, and similar organisations working in healthcare advocacy.

Objective 2: Advocacy

Goal:

Strengthen advocacy efforts to ensure policy changes that promote patients' rights, improve access to quality healthcare, and reduce disparities.

Key Actions:

- **Policy Review and Harmonisation:** Work with legal experts and healthcare professionals to review existing healthcare laws and policies, identify gaps, and propose harmonised versions that enhance patients' rights.
- **Translation of Laws:** Translate key healthcare laws and policies into major local languages (Hausa, Igbo, Yoruba, Pidgin) to ensure wider understanding and compliance.

- **Stakeholder Engagement:** Foster strategic partnerships with governmental bodies, civil society organisations, and international partners to drive policy changes that improve healthcare delivery.
- **Public Advocacy Campaigns:** Launch targeted advocacy campaigns to highlight the unique healthcare needs of underserved communities and the importance of healthcare equity.

Expected Outcomes:

- **Policy Reforms:** Revision and harmonisation of healthcare laws that protect patients' rights.
- **Greater Understanding and Compliance:** Improved public understanding and compliance with healthcare policies and regulations.
- **Enhanced Accountability:** Increased accountability among healthcare providers and stakeholders, leading to better service delivery.

Partnerships:

- Collaborations with the National Assembly, Ministry of Health, Nigerian Medical and Dental Council, National Human Rights Commission, Ministry of Justice, Legal Aid Council, FIDA, NBA, and other relevant bodies.

Objective 3: Capacity Building

Goal:

Enhance the capacity of healthcare providers, stakeholders, and community leaders to deliver high-quality healthcare services and ensure adherence to best practices.

Key Actions:

- **Training Programs:** Develop and deliver comprehensive training programs for healthcare providers, including traditional health caregivers, on service delivery standards, patients' rights, and ethical practices.
- **Medical Law Clinics and Health Clubs:** Establish medical law clinics in universities and health clubs in secondary schools to educate students on healthcare laws and rights.
- **Dispute Resolution Training:** Provide training on dispute resolution mechanisms to key stakeholders, such as community leaders and healthcare providers, to handle healthcare-related conflicts effectively.

Expected Outcomes:

- **Improved Healthcare Delivery:** Enhanced quality of healthcare services through better-informed and trained providers.
- **Reduced Medical Negligence:** Decreased incidence of medical negligence and malpractice due to greater adherence to standards and protocols.
- **Empowered Stakeholders:** Stakeholders equipped with the skills and knowledge to advocate for patients' rights and resolve conflicts amicably.

Partnerships:

- Engagement with traditional healthcare providers, educational institutions, certifying bodies (ISO, CMD), and healthcare associations.

Objective 4: Access to Justice

Goal:

Facilitate access to justice for survivors of healthcare malpractice by providing legal support and promoting alternative dispute resolution (ADR) mechanisms.

Key Actions:

- **ADR Mechanisms:** Implement mediation, arbitration, and other ADR mechanisms to resolve disputes involving healthcare malpractice.
- **Pro-Bono Legal Services:** Offer free legal representation and support to patients and families affected by medical malpractice.
- **Pre-Trial Support:** Provide assistance in pre-trial processes, including fact-finding and negotiation, to ensure fair outcomes.
- **Public Awareness on Legal Rights:** Raise awareness about patients' legal rights and available redress mechanisms through community outreach and media engagement.

Expected Outcomes:

- **Increased Access to Justice:** More patients and families able to seek and obtain justice for healthcare-related grievances.
- **Greater Accountability:** Improved accountability among healthcare providers due to the availability of legal redress and ADR mechanisms.
- **Empowered Survivors:** Survivors of medical malpractice feel empowered to pursue claims and advocate for systemic changes.

Partnerships:

- Collaborations with the National Human Rights Commission, Ministry of Justice, Legal Aid Council, Medical and Dental Council Tribunal, ICMC, CIArb, and other legal entities.

Objective 5: Building Internal Systems and Structures

Goal:

Develop strong internal systems and structures to ensure the organisation's sustainability, operational efficiency, and alignment with its strategic objectives.

Key Actions:

- **Monitoring and Evaluation Framework:** Create a comprehensive framework to monitor and evaluate the impact of all programs and initiatives.

- **Financial Management:** Strengthen financial management systems to ensure transparency, accountability, and effective use of resources.
- **Human Resource Development:** Optimise human resource systems for talent retention, staff training, and professional development.
- **Technology Integration:** Develop information technology systems to support program delivery, data management, and communication.

Expected Outcomes:

- **Robust Internal Capacity:** Enhanced capacity to deliver programs effectively and efficiently.
- **Sustainable Operations:** Financial stability and sustainability to support ongoing initiatives.
- **Data-Driven Decision-Making:** Improved decision-making based on accurate data and performance metrics.

Partnerships:

- Close collaboration with the Board of Trustees, management, and external consultants to build and maintain these systems.

Program Design and Implementation

To achieve our strategic objectives, the Healthcare Advocacy Initiative has designed a robust program implementation plan that ensures our efforts are impactful, sustainable, and aligned with our mission.

1. Awareness Campaigns:

- **Strategy:** Utilise a multi-channel approach, including social media, traditional media (radio, TV), community outreach, and public forums to disseminate information about patients' rights and healthcare policies.
- **Tactics:** Develop culturally relevant content, including infographics, videos, and brochures, to reach diverse audiences. Conduct town hall meetings and workshops in rural and urban communities to engage directly with the public.
- **Measurement:** Track public engagement through media analytics, community feedback, and participation rates in outreach programs.

2. Advocacy Initiatives:

- **Strategy:** Collaborate with key stakeholders, including policymakers, healthcare providers, and civil society organisations, to drive legislative and policy changes.
- **Tactics:** Organise advocacy meetings, roundtable discussions, and policy dialogues to present evidence-based recommendations. Use strategic communication to influence public opinion and gain support for policy reforms.
- **Measurement:** Monitor policy changes, track advocacy campaign effectiveness, and assess stakeholder engagement levels.

3. Capacity Building Workshops:

- **Strategy:** Deliver targeted training and workshops to healthcare providers, community leaders, and stakeholders to enhance their knowledge and skills.
- **Tactics:** Develop customised training modules, facilitate interactive sessions, and provide access to online resources and e-learning platforms.
- **Measurement:** Evaluate participant feedback, conduct pre- and post-training assessments, and monitor changes in service delivery practices.

4. Research and Development:

- **Strategy:** Conduct research to gather data and insights on healthcare delivery, patients' rights violations, and public perception of healthcare services.
- **Tactics:** Deploy surveys, focus group discussions, and data analysis tools to collect and analyse data. Publish research findings to inform advocacy efforts and policy formulation.
- **Measurement:** Track research output, impact on advocacy efforts, and use of findings in policy discussions.

5. Access to Justice Programs:

- **Strategy:** Provide legal support, mediation, and arbitration services to help patients and families navigate the healthcare justice system.
- **Tactics:** Establish legal aid clinics, partner with legal institutions, and offer pro-bono services to those in need. Raise public awareness about legal rights and redress mechanisms.
- **Measurement:** Monitor the number of cases handled, outcomes achieved, and client satisfaction levels.

Monitoring and Evaluation

To ensure the success of our strategic plan, the Healthcare Advocacy Initiative will employ a comprehensive monitoring and evaluation (M&E) framework. This framework is designed to assess the impact of our programs, track progress toward our strategic objectives, and facilitate continuous improvement.

Key Components of the M&E Framework:

1. Baseline Assessments:

Conduct baseline assessments at the start of each program to establish benchmarks for measuring progress and impact.

2. Performance Indicators:

Develop specific, measurable, achievable, relevant, and time-bound (SMART) performance indicators for each strategic objective to evaluate effectiveness.

3. Data Collection and Analysis:

Use a mix of quantitative and qualitative data collection methods, such as surveys, interviews, focus groups, and monitoring tools, to gather insights on program performance.

4. Regular Reporting:

Produce regular reports on program activities, outcomes, and lessons learned to share with stakeholders, partners, and the public.

5. Stakeholder Feedback:

Actively seek feedback from beneficiaries, partners, and stakeholders to ensure programs are aligned with community needs and expectations.

6. Continuous Improvement:

Use data-driven insights to refine strategies, address challenges, and optimise program design and delivery.

Conclusion

The Healthcare Advocacy Initiative is poised to drive meaningful change in healthcare through its 5-year strategic plan. By focusing on awareness, advocacy, capacity building, access to justice, and strong internal systems, HAI aims to create a healthcare system that respects and protects the rights of all patients. We invite all stakeholders to join us in this mission and contribute to a healthier, more equitable society.

Contact Us

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