

Welcome to Policy Development and Advocacy in Global Health

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Hi, everyone. My name is Jeff Lane, and it's my pleasure to welcome you to Policy and Advocacy for Global Health. I'll be the instructor for this course, together with a team from the University of Washington's eDGH group. I'm an assistant professor with the University of Washington Department of Global Health, where I engage in health policy practice teaching and research. My health policy practice largely occurs to the UW's International Training and Education Center for Health, known as iTech. Where I support health system and policy strengthening projects in low- and middle-income countries around the world. I've also been teaching Global Health Policy and Advocacy at the University of Washington since 2014. And I'm excited to be getting this course started with all of you.

We will start this course with a simple question. What public health problem are you trying to solve? Sound policy development requires first understanding the context of the issue and developing a specific problem statement that will guide your policy analysis. We will explore how stakeholder perceptions can influence what problems rise to the top of political agendas, and how values and ideas can frame public health issues in different ways. We'll also look at different types of policies that governments can use to try to address a public health problem. We will look at direct service delivery policies such as changing the clinical guideline for public hospitals. But we will also look at how governments establish regulations to influence behavior in the private health sector. We will also look at finance options available to governments such as tax policy or public health insurance policies. We also examined policy implementation, now thinking through implementation during the policy development process, such as by developing a policy implementation logic model, and identify risks implementation that could be practically addressed during the initial development process. Next, once we've identified potential policy options, we will look at how multicriteria policy analysis can be used to evaluate and prioritize between policy options. This is a great method to explicitly think through a range of considerations that will reveal the relative strengths and weaknesses of different policy approaches. We'll then turn to policy advocacy more directly and look at a framework for improving the political priority of global health issues. We'll also look at the role of global health diplomacy and policy negotiations, and how a negotiated method known as integrative bargaining can help you become a more effective policy negotiator, and advocate. Finally, we will look at how to develop strong policy advocacy presentations, and policy briefs, and how to structure and use those tools to advance your policy recommendations.

In this course, you will have the opportunity to apply many of these methods to analyze a public health problem that you care about, and develop a policy brief recommending one or more approaches to

addressing that problem. While this course is online, there'll be opportunities for us to engage using the online discussion board. This will be a great opportunity for all of us to learn from each other's experience. As we will discuss, context matters a great deal for successful policy development and implementation. And I hope you share on the discussion board your experience with policy development, implementation, or advocacy so we can learn from each other and see how these processes vary around the world. I look forward to exploring these topics with all of you in the coming weeks. And I hope that at the end of this course, you have a better understanding of why and how health policy decisions are made. And you feel more empowered to engage in the policy process to improve health equity around the world. So welcome, and let's get started.