

BUILDING SUPPORT FOR YOUR ADVOCACY

Due to the scale and complexity of the NCD epidemic, partnerships are crucial to achieve coordinated and effective action. Identify and approach relevant stakeholders to become partners and allies in achieving your NCD advocacy goals and objectives.



WHAT ARE PARTNERSHIPS?

Partnerships are the organised cooperation among different groups to work together to accomplish a common goal. They may involve organisations from the same sector (health and/or NCDs) or other sectors (environment, gender, development, etc), and engage a range of actors, including people living with NCDs, CSOs, community groups, professional societies, academia, media, relevant private sector, government agencies, and multilateral and international organisations.



LOOKING FOR INSPIRATION?

Take a look at “Tool 2 Stakeholders’ Assessment Matrix” from the practical guide on how to build effective national and regional NCD alliances [here](#).

LET’S KEEP IN TOUCH

A quality stakeholder mapping is well worth the effort for effective advocacy. Don’t hesitate to share yours to inspire other organisations!

WHICH ORGANISATIONS OR GROUPS ARE RELEVANT TO MOBILISE AND/OR PARTNER WITH?

People living with NCDs and families, communities affected by NCDs	CSOs and alliances or coalitions working on NCDs, their risk factors and related health or development issues (e.g. gender, environment, human rights)	Public health experts	Transnational bodies
Medical community and professional societies and associations	Relevant private sector	Government policymakers	Academia

For further guidance on advocacy planning, please refer to NCDA’s **Practical Guide on Strategic Advocacy Planning**



QR code to access the full practical guide

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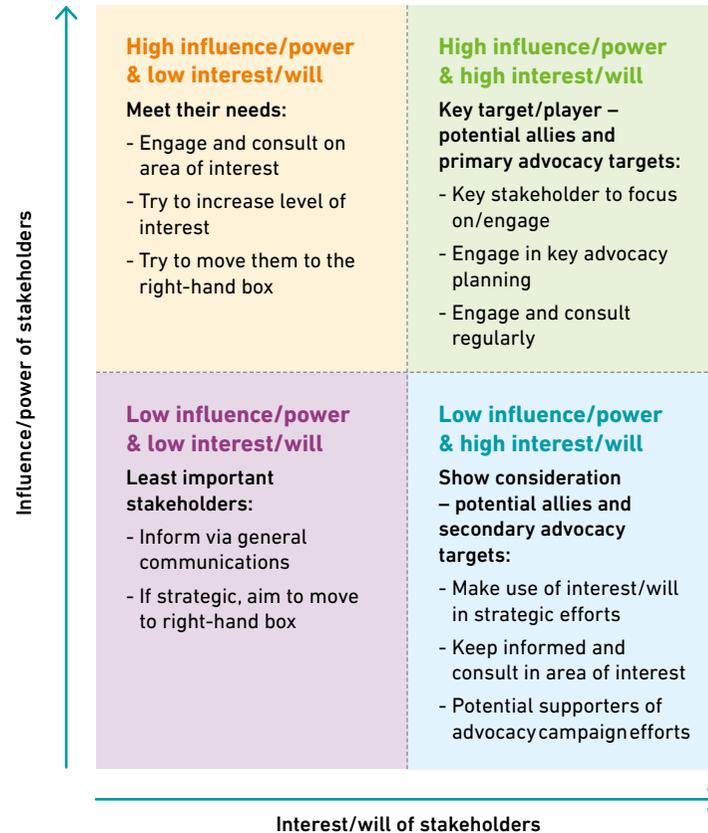
HOW TO IDENTIFY ALLIES TO SPUR NCD ADVOCACY EFFORTS?

You can conduct a **stakeholder mapping** to gather information on stakeholders' profiles, activities, strengths, needs, challenges, and opportunities for NCD action. Potential partners can bring their own resources, networks, experiences, expertise, and institutional values to the partnership you seek to build.

Mapping exercises will help you assess the **power** held by each stakeholder, their **interests**, the **networks** they have or use in relation to the health issue you seek to solve.

Figure 1 below maps stakeholders by placing them on a matrix according to their level of influence/ power and interest/will in your advocacy area. All stakeholders who might have an influence over your advocacy issue can be placed in the matrix, helping to prioritise those that can become potential allies and primary and secondary advocacy targets.

Figure 1. Stakeholder mapping matrix



Your stakeholder mapping results would inform your identification of appropriate partners. You could also conduct a **needs assessment** of potential partners to facilitate this process, by gathering further information to refine your stakeholder mapping results.



Information to gather while conducting a stakeholder mapping

- Relationships with organisations working on NCDs, beyond the NCDs and health sector
- Shared interests
- Connections with key decision-makers
- Areas of expertise
- Relationships with communities including vulnerable population groups (e.g. people living with NCDs)



Conflict of interest

When interacting with different organisations it is important to have a clear understanding of the actual, potential or perceived conflicts of interest (COI) that may arise within a partnership. You should make sure that members have no involvement:

- with industries harmful to health or increasing the risk of NCDs (including tobacco and nicotine, alcohol, ultra-processed foods and beverages, fossil fuel extraction).
- with CSOs funded or formed by unhealthy commodity industries or acting as their fronts groups.

When forming a partnership, individual and organisational COI declarations should be in place as well as a due diligence process to ensure the integrity and transparency of the partnership.