



# NCD SITUATIONAL ANALYSIS FOR ADVOCACY PLANNING

## WHAT IS A SITUATIONAL ANALYSIS?

A situational analysis gathers data and assesses the current status of NCD prevention and control, the policy and legal environment, stakeholders, potential partners, and other factors in your setting to plan your overall advocacy strategy.

It gathers information on the following areas:

THE PROBLEM	THE PEOPLE	THE CONTEXT	THE FACTORS	THE POLICY LANDSCAPE
The <b>problem</b> , its magnitude, severity and possible causes	The <b>people</b> affected by the problem and those having the power to change or influence it	The <b>context</b> in which the problem occurs (social, political, legal, economic, cultural)	The <b>factors</b> preventing (barriers) or promoting change (opportunities)	The <b>policy landscape</b> including policies, programmes, regulations, laws in place

### LOOKING FOR INSPIRATION?

**Check out** Case Study 2 from NCD Alliance's Practical Guide to Strategic Advocacy Planning, with lessons learned from NCD alliances around the world.

### LET'S KEEP IN TOUCH

A quality situational analysis is well worth the effort for effective advocacy. Don't hesitate to share yours to inspire other organisations!

## WHY CONDUCT A SITUATIONAL ANALYSIS FOR ADVOCACY?

A situational analysis will guide the identification of priority issues and inform the planning of your overall advocacy strategy.

It provides a clear, detailed and timely evidence-based picture of:

- 1) what is happening in terms of NCDs in your area (local, country, region),
- 2) the policy, legal environment and key stakeholders,
- 3) the opportunities, resources, challenges and barriers regarding a specific health issue.

After conducting a situational analysis, you will be able to...

**Select your priority NCD** issue to advocate on and make the case for support

**Describe** the extent to which your issue impacts people in your local setting, country, region or globally

**Frame and contextualise** your issue by describing the associated health, development, policy, regulatory and legal environment

**Identify** the key players, understand their positions relative to your issue

**Develop your advocacy strategy** and build strategic partnerships

For further guidance on advocacy planning, please refer to NCD Alliance's Practical Guide on Strategic Advocacy Planning



QR code to access the full practical guide

# NCD SITUATIONAL ANALYSIS FOR ADVOCACY PLANNING

## HOW TO CONDUCT A SITUATIONAL ANALYSIS?

### 1. CONDUCT A DESK REVIEW

- **Develop** a list of keywords related to the health problem you are seeking to solve.
- **Agree** on the scope of the review including appropriate data, databases and other sources of information.
- **Collect and review** quantitative and qualitative data about the problem and the people affected including health and demographic data, survey results, study findings, relevant laws, regulations, policies, strategies, and other available data to understand the NCD landscape in your setting.
- **Analyse and summarise** your findings, noting information and policy gaps and opportunities, which could be the foundation of your advocacy campaign.

### 2. ENGAGE KEY INFORMANTS TO COLLECT DATA ON THE NCD LANDSCAPE

Some information gaps may remain after conducting your desk review. You could fill any gaps by collecting further qualitative data by engaging with key informants of relevant audiences.

#### Potential informants

NCD stakeholders

People living with NCDs

Policymakers

Government officials

CSOs

Service providers

Academics

Private sector

#### Data collection methods

Focus group discussions

In-depth interviews

Stakeholder workshops

Community conversations

### Relevant data sources

- **WHO NCD Progress Monitor** and Country Capacity Surveys
- **WHO Global Health Observatory**
- WHO Global status reports on specific areas
- National NCD investment case studies
- UN country missions reports
- The Lancet Commissions
- Regional NCD status reports (when available)
- National health and NCD plans, policies and strategies
- National official surveys and data on NCDs and health (e.g. STEPS)
- Many others!

### Key considerations

- Your situational analysis is a **living document**, don't hesitate to revisit its content when significant changes occur in your environment.
- Reflect on the power dynamics you perceived between national stakeholders and start **cultivating meaningful relationships** with those supporting your issue.
- Be alert to upcoming **opportunities** that will support your advocacy objectives!