Involving stakeholders

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Workshop – Session 1: Introduction to Stakeholder Network Mapping and Analysis
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COMPLEX SYSTEMS AND NETWORK SCIENCE FOR PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES

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Overview

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SCIENCE FOR PREVENTION AND CONTROL
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Objective 1	• Define a "stakeholder"
Objective 2	• Understand the different ways stakeholders can be categorised
Objective 3	• Appreciate the importance of involving stakeholders and benefits of conducting stakeholder network analysis

- Individuals or organisations with an interest in the outcome of an intervention or project

The stakeholder

- Representing their needs and interests throughout the process is fundamental to good programme design, evaluation and policy development
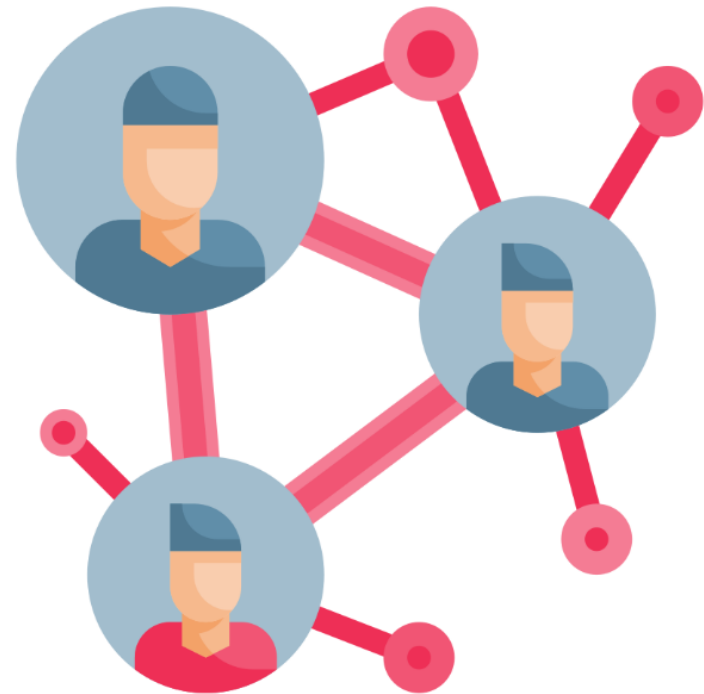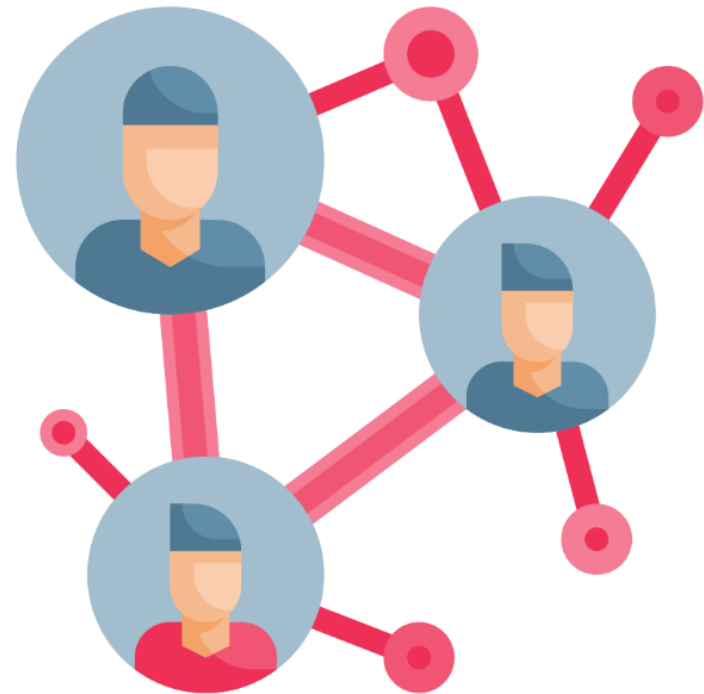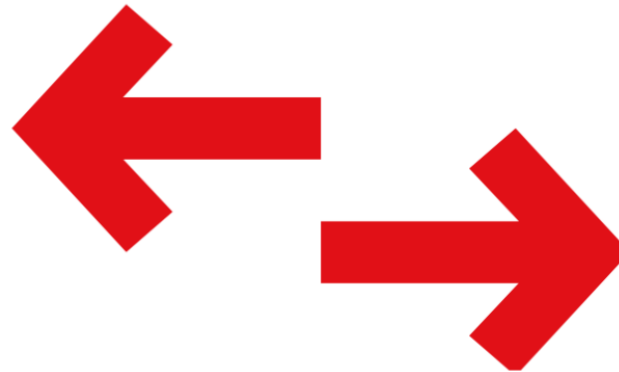
The stakeholder

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The range of groups or individuals involved

The roles they might have in achieving a successful outcome

Defining stakeholders

Depending on the purpose or objectives of the stakeholder analysis, the approach for defining stakeholders can vary

Defining stakeholders

- "Primary stakeholder"
  - Contribute to/affected by a project's outcomes -positively or negatively

- "Secondary stakeholder"
  - Intermediaries in the delivery process of outcomes

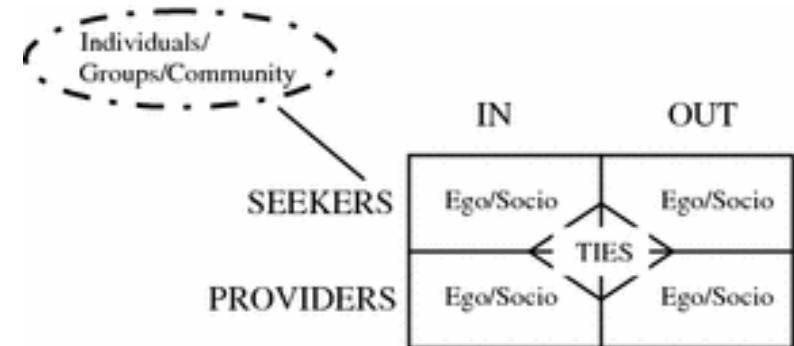Categorising stakeholders not normally done in isolation

- Prioritising them
- Degree of influence/ importance

IOSP Framework

- In/Out/Seeker/Provider (IOSP)

- In/seekers: in the [disaster area] seeking something from the network

- Out/seekers: out of the [disaster area] seeking something from the network

- In/providers: in the [disaster area] providing something to other network members

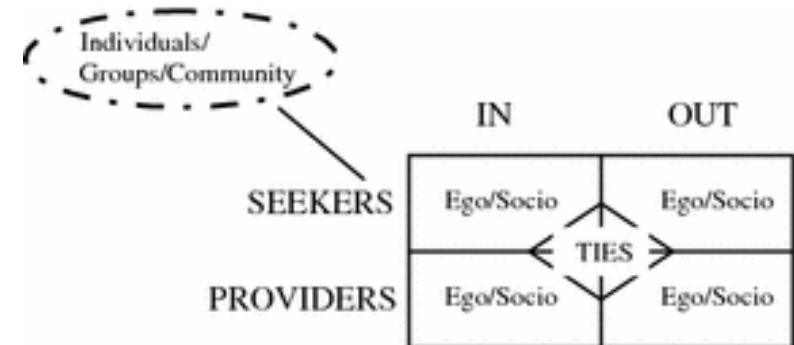- Out/providers: out of the [disaster area] providing something to other network members

Varda, D.M., Forgette, R., Banks, D. et al. Social Network Methodology in the Study of Disasters: Issues and Insights Prompted by Post-Katrina Research. Popul Res Policy Rev 28, 11–29 (2009).

IOSP Framework

- In/Out/Seeker/Provider (IOSP)

- In/seekers: Disaster victims seeking post-disaster resource assistance

- Out/seekers: Organisations seeking assistance to provide resources for disaster evacuees

- In/providers: Rescuers located in a disaster zone, providing modes of transportation to victims to leave the area

- Out/providers: Hospitals treating disaster victims once they leave the disaster zone

Varda, D.M., Forgette, R., Banks, D. et al. Social Network Methodology in the Study of Disasters: Issues and Insights Prompted by Post-Katrina Research. Popul Res Policy Rev 28, 11–29 (2009).

Who are key stakeholders?

- Government
- Non-governmental organisations and not-for-profit sector community groups and civil society organisations, business and the private sector
- Political parties
- Health insurance groups and other health care funders
- Donors and aid agencies, including global health initiatives
- UN agencies, including WHO
- Health workers' organisations & health care providers' networks
- Patients and health service users

- ## Those involved in <u>programme operations</u>:
  - Management, programme staff, partners, funding agencies, coalition members

- ## Those <u>served or affected by the programme</u>:
  - Patients or clients, advocacy groups, community members, elected officials

- ## Those who are <u>intended users of the evaluation findings</u>:
  - Persons in a position to make decisions about the programme, such as partners, funding agencies, coalition members, and the general public or taxpayers.

- Think about those who:
  - Can increase the **credibility** of your efforts or your research
  - Are responsible for day-to-day **implementation** of the activities that are part of the programme
  - Will **advocate** for or authorise changes to the programme that the research may recommend
  - Will **fund** or authorise the continuation or expansion of the programme

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Evidence shows that national health policies, strategies, and plans are more likely to get implemented effectively if their development and negotiation is inclusive of all stakeholders in and beyond the health sector

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This means engaging all stakeholders, by means of a broad consultation, in meaningful policy dialogue to build consensus on the current situation and on the values, goals and overall policy directions that will guide health policy

- **Promote** healthier environments
- Improve **access** to/availability of healthy and sustainable diets and opportunities for physical activity
- Enhance **transparency** and mitigate conflicts of interest
  - Especially in industries which often clash with NCD prevention goals (e.g., food, tobacco, and alcohol)
- Identify and harness **win-win** opportunities for cross and multisectoral action
- Identify flow of information/**communication** – who speaks to whom?

Why conduct stakeholder network analysis?

It can grant researchers, policy-makers and public health professionals **insight** into the networks they sit within

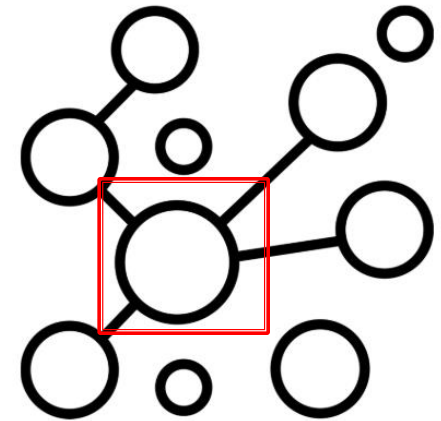# Why conduct stakeholder network analysis?

Highlight **influential** stakeholders who can play a key role in the implementation of an intervention, project or programme
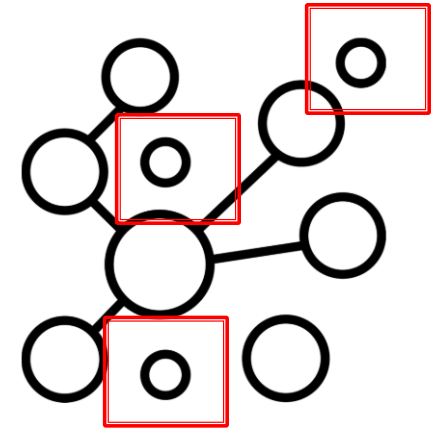
Why conduct stakeholder network analysis?

It can identify **gaps** in networks – if and where stakeholders are missing from conversations or collaborations

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Help **shape and improve** networks to maximise success and impact of implementation

Understanding the structure of the network can empower its members and foster self management, facilitating the identification of ways in which new relationships may have greater impact
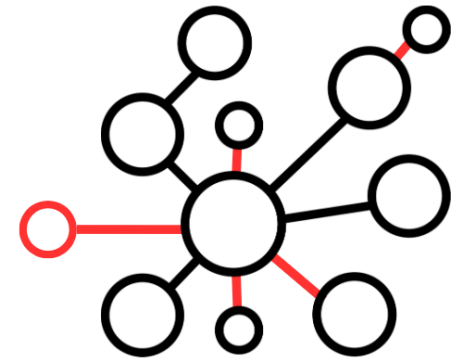
Stakeholder network analysis

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Information from network analysis could enhance global and national efforts to prevent and manage NCDs

Stakeholder network analysis