

Involving stakeholders

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Workshop – Session 1: Introduction to Stakeholder Network Mapping and Analysis
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Overview



COMPLEX SYSTEMS AND NETWORK
SCIENCE FOR PREVENTION AND CONTROL
OF NONCOMMUNICABLE DISEASES

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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

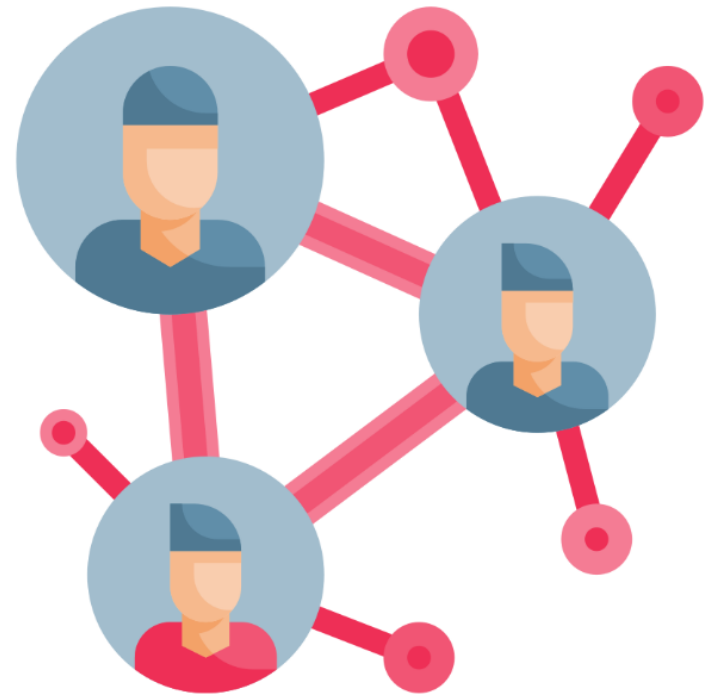
The stakeholder



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



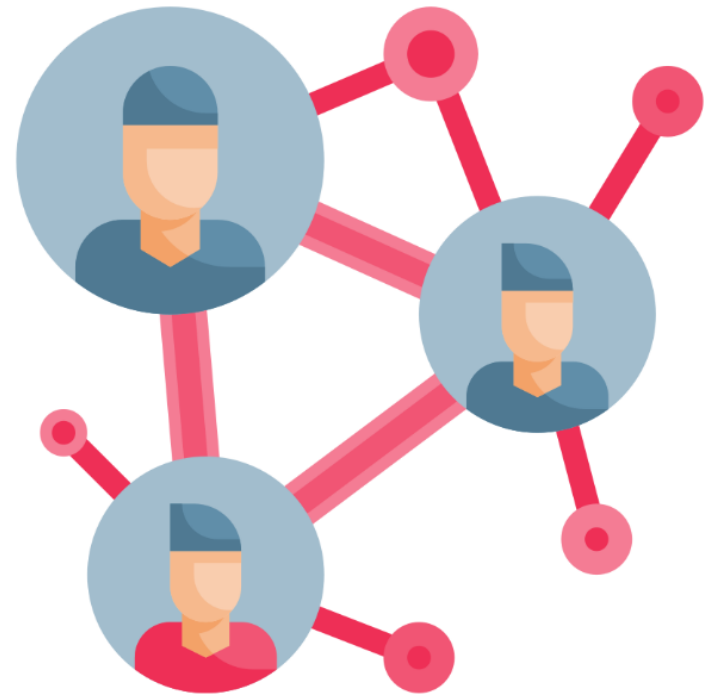
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- Representing their needs and interests throughout the process is fundamental to good programme design, evaluation and policy development



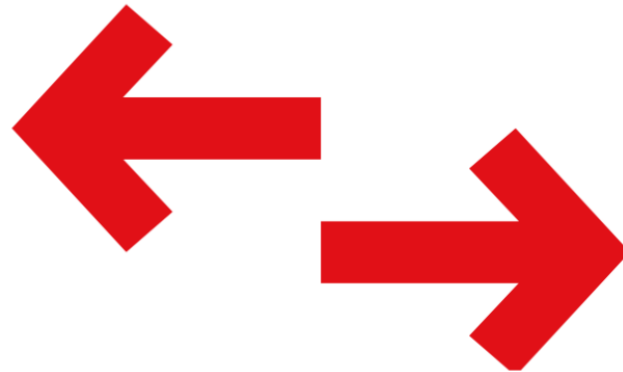
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The range of
groups or
individuals
involved



The roles they
might have in
achieving a
successful
outcome

Defining stakeholders



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

Defining stakeholders



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- “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

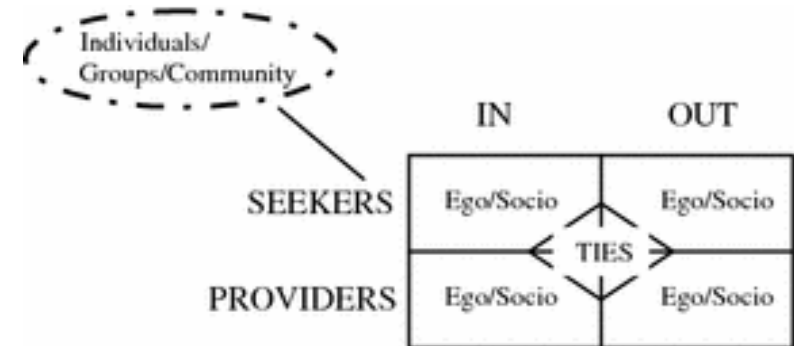
IOSP Framework



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- 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

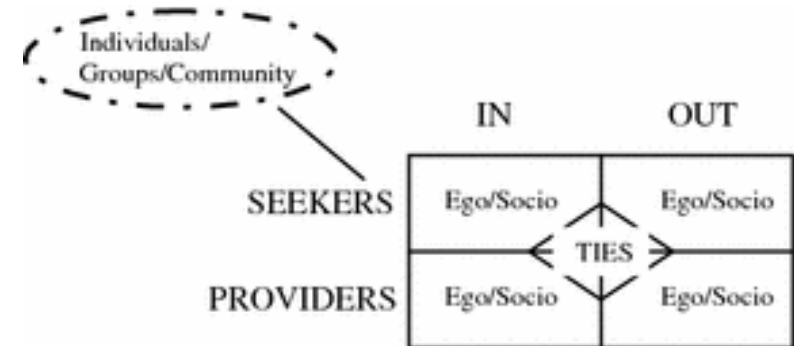
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- In/seekers: Disaster victims seeking post-disaster resource assistance
- Out/seekers: Organisations seeking assistance to provide resources for disaster evacuees
- In/providers: Rescuers located in a disaster zone, providing modes of transportation to victims to leave the area
- Out/providers: Hospitals treating disaster victims once they leave the disaster zone

Who are key stakeholders?



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- 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



Key stakeholders for implementation of public health programmes



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- Those involved in programme operations:
 - Management, programme staff, partners, funding agencies, coalition members
- Those served or affected by the programme:
 - Patients or clients, advocacy groups, community members, elected officials
- Those who are intended users of the evaluation findings:
 - Persons in a position to make decisions about the programme, such as partners, funding agencies, coalition members, and the general public or taxpayers.

Identifying key stakeholders



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- 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



Why involve stakeholders?



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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



Why conduct stakeholder network analysis?



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- **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?



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- It can grant researchers, policy-makers and public health professionals **insight** into the networks they sit within
- Highlight **influential** stakeholders who can play a key role in the implementation of an intervention, project or programme
- It can identify **gaps** in networks – if and where stakeholders are missing from conversations or collaborations
- Help **shape and improve** networks to maximise success and impact of implementation



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



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