

Advancing: women's and children's health rights, gender responsive budgeting, and

Progressing: the Australian National Breastfeeding Strategy in maternity care

Zoom Webinar 29 June 2020

I would like to acknowledge the traditional owners of the land where I live and pay my respect in particular to their elders, past and present.

Dr Michael Moore AM PhD

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DR Margaret Chan Former Director-General WHO

“The challenges facing public health, and the broader world context in which we struggle, have become too numerous and too complex for a business-as-usual approach.”



Dr Margaret Chan Former Director General WHO

The SDGs.... how many fit this topic?

193 Countries are signed up to the Sustainable Development Goals

As a starting point ...

- No Poverty
- Zero Hunger
- Good health and well-being
- Quality Education
- Gender Equality
- Clean Water and Sanitation
-???



A Global Charter for the Public's Health

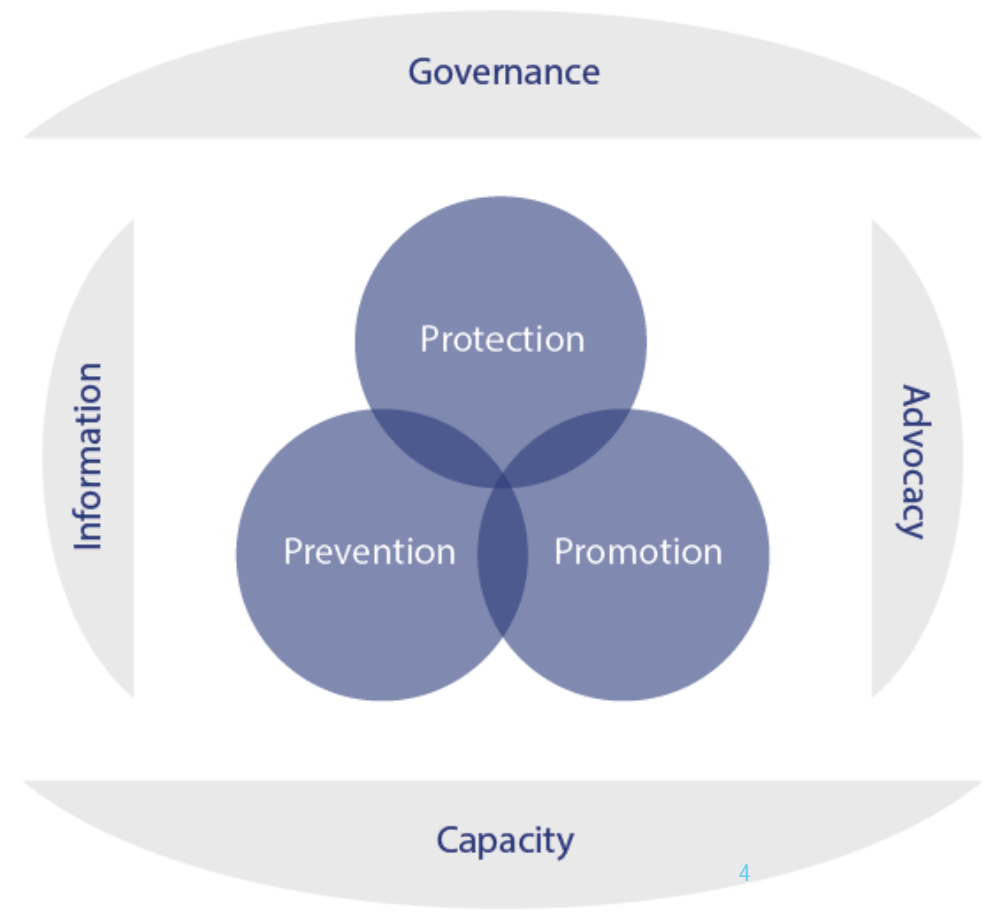
The World Federation of Public Health Associations

Building from:

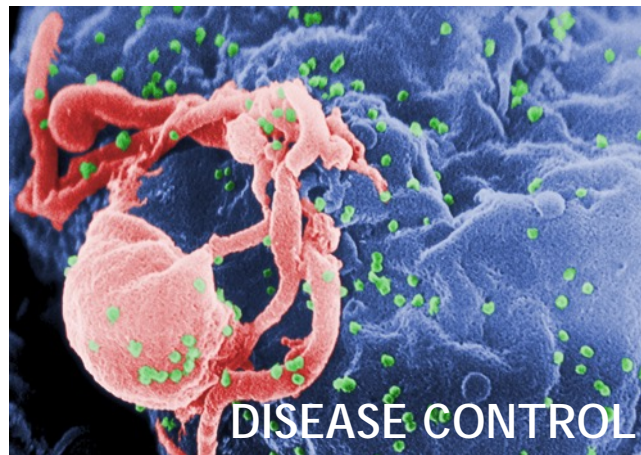
- Declaration of Alma Ata (1978)
- The Ottawa Charter (1986)
- Millennium Development Goals

Seven areas of action

- Services
 - Protection
 - Prevention
 - Promotion
- Enablers/Functions
 - Governance
 - Information
 - Advocacy
 - Capacity



PROTECTION



PREVENTION



HEALTH PROMOTION



**BUT HOW
CAN I HAVE
INFLUENCE?**



Moore's ten steps for Advocacy

Building on Kotter's Change Management Theory
For 10 largely sequential steps

Step 1: Establish a Sense of Urgency

Step 2: Create the Guiding Coalition

Step 3: Develop and Maintain Influential Relationships

Step 4: Develop a Change Vision

Step 5: Communicate the Vision for Buy-in

Step 6: Empower Broad-based Action

Step 7: Be Opportunistic

Step 8: Generate Short-term Wins

Step 9: Never Let Up

Step 10: Incorporate Changes into the Culture



Moore M, Yeatman H & Pollard C. (2013) *Evaluating success in public health advocacy strategies*

Vietnam Journal of Public Health, 1(1) 66-75

Available PHAA website under 'Take Action'

Partnerships

eg Rotary International, District or Local Club

Care is needed in dealing with 'commercial influence' and avoiding 'conflicts of interest'

Rotary Foundation "areas of focus" :

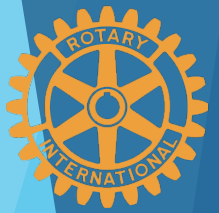
- ▶ Peace and conflict prevention/resolution
- ▶ Disease prevention and treatment
- ▶ Water and sanitation
- ▶ Maternal and child health
- ▶ Basic education and literacy
- ▶ Economic and community development
- ▶ The Environment (as of 26 June 2020)

Declaration of Conflict of Interest:

Michael Moore is the incoming District Governor for RI District 9705

Rotary

District 9705



Rotary Opens Opportunities
Theme 2020 -21

Conclusion

You are not on your own in meeting

The Challenges

- ▶ Women and Children's Health Rights
- ▶ Gender Responsive Budgeting
- ▶ Australian National Breastfeeding Strategy