


HFG Stakeholder Analysis Presentation

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Presentation Agenda

Intro 2

Steps in Analysis 8

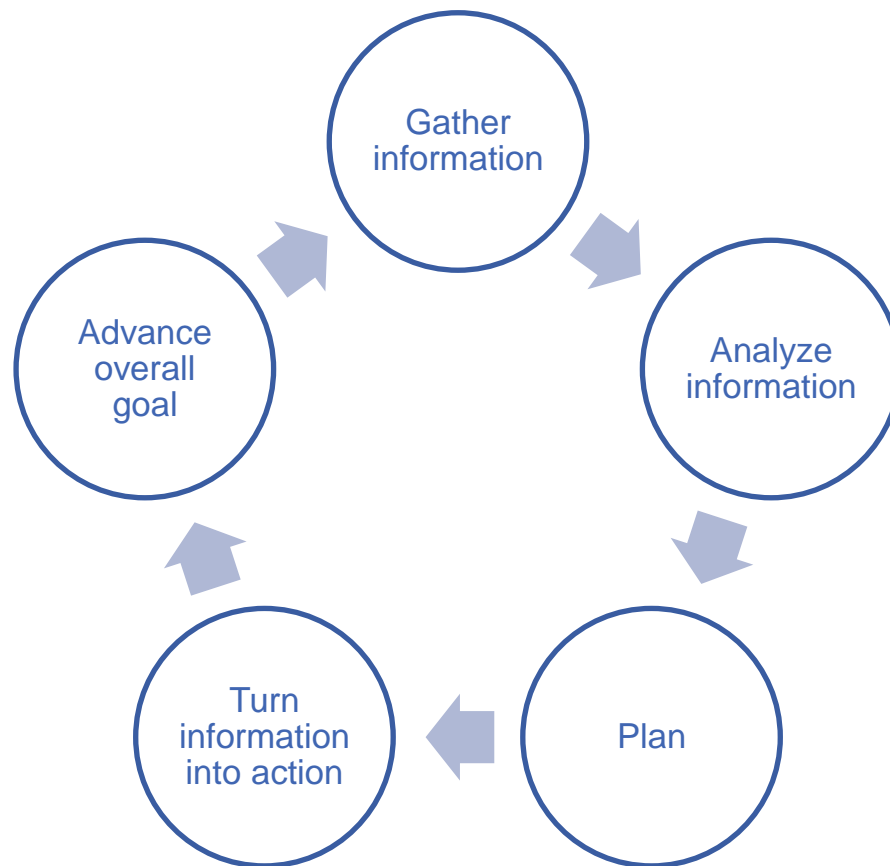
Strategy 10

Examples 12

Intro

What is Stakeholder Analysis

Stakeholder analysis is a process of systematically gathering and analyzing qualitative information to determine whose interests should be taken into account when developing and/or implementing a policy or program. *In this case to improve DRM for health*

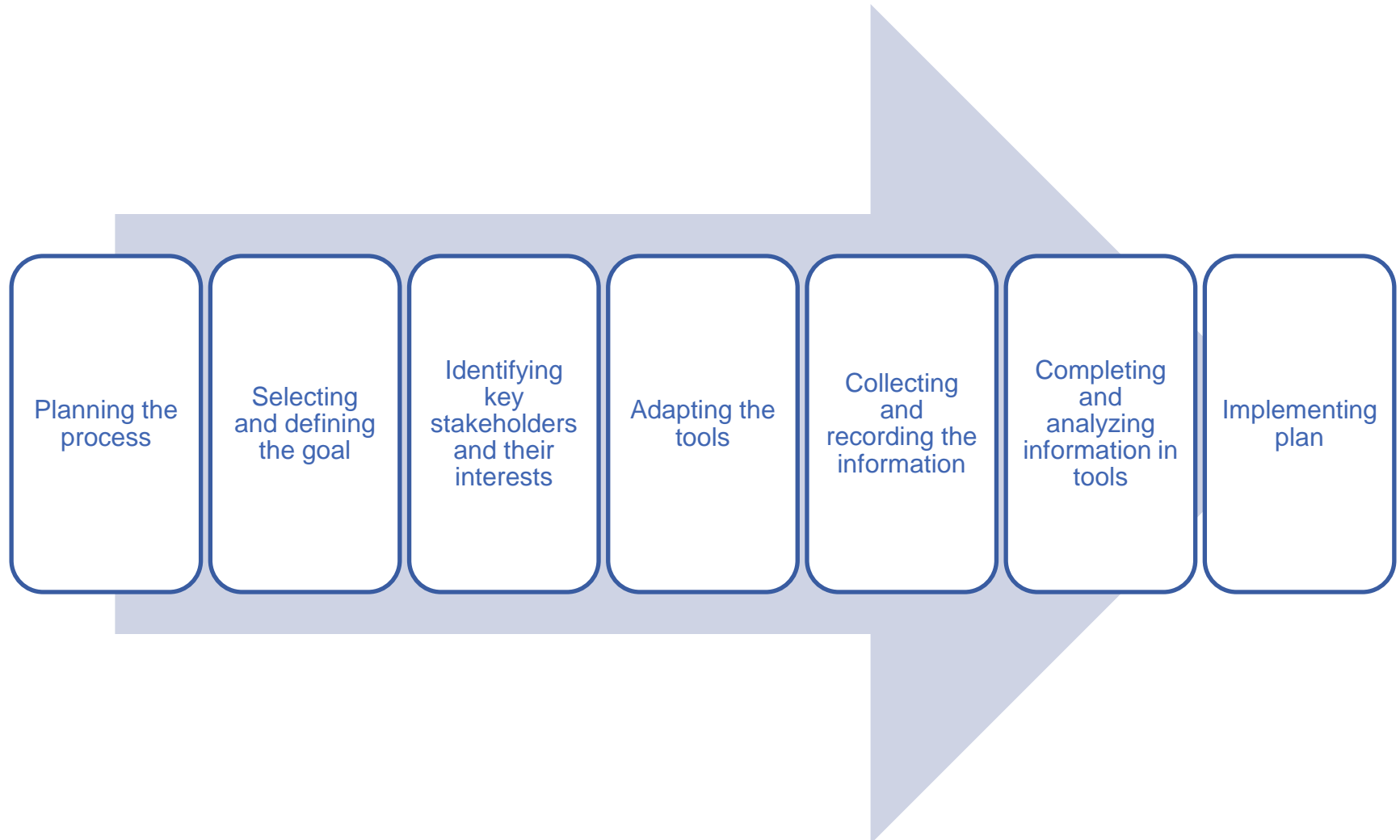


How Does Stakeholder Analysis Relate to DRM?

- Stakeholder analysis and engagement are important steps to improving DRM for health
- In order to improving DRM for health, advocates must take a careful look at who the decision makers are and how to frame the issue and mobilize support among those decision makers to achieve the goal



Steps in Stakeholder Analysis



Steps

Planning the Process

- Look at the details of the political and financing processes
- Where are the bottlenecks to improved DRM

Examples

- Map out the decision makers in the funding and allocations process
- Map out the big picture Barriers to DRM– Lack of awareness of declining external support
- Look at the political motives of the decision makers

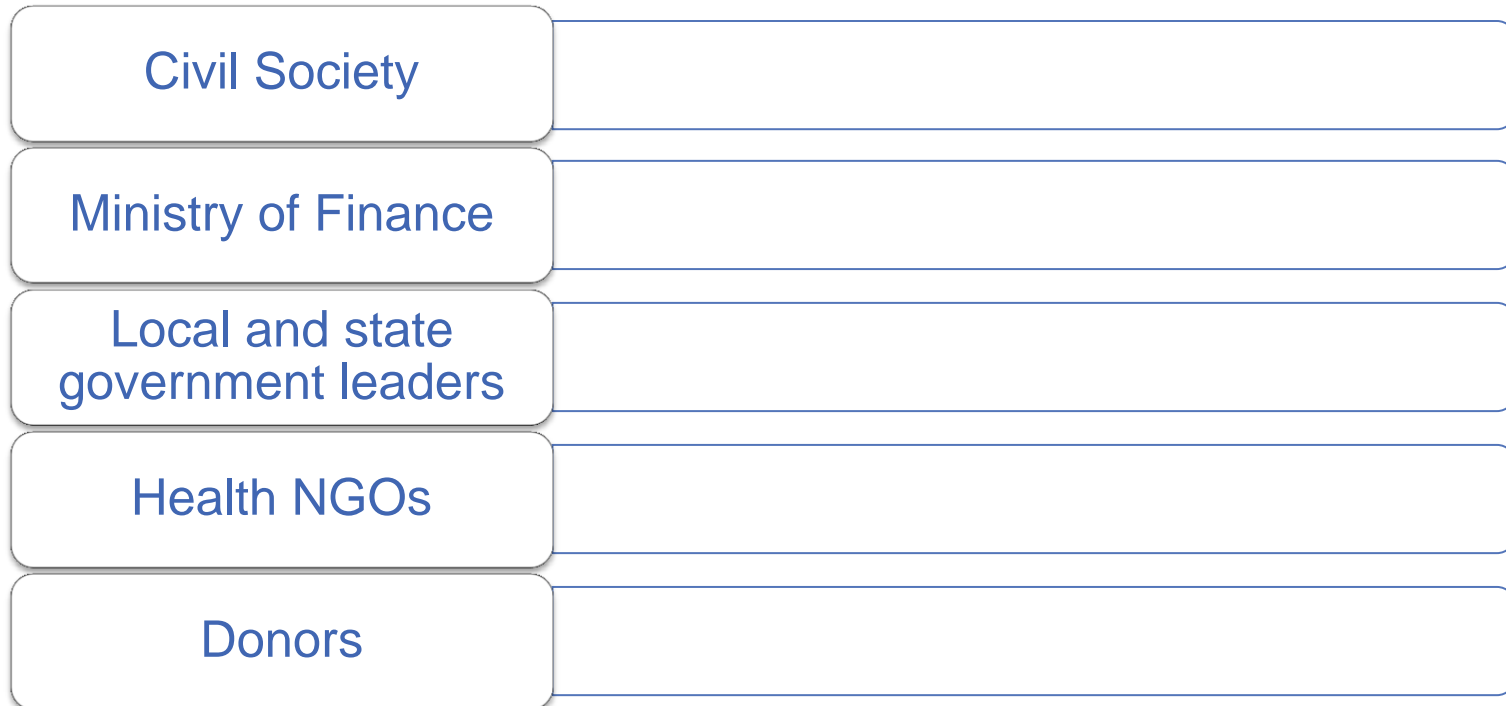
Selecting and Defining the goal

- The goal of a stakeholder analysis should be specific enough to elicit a meaningful response
- Example: Rather than looking at DRM generally look at one issue at a time such as HIV funding, epidemic preparedness or moving toward universal health care.
 - This will help clarify who will be involved in the stakeholder engagement

Identifying Key Stakeholders

- Compile a list of stakeholders then interview them to learn about their interest that relate to the specific goal at hand
- The list will change depending on the issue
- Interview stakeholders to discern their positive and negative views on the issues and gaps in knowledge

SAMPLE



Adapting Tools

- Depending on the nature of the stakeholders and the issue, tools may vary. Some examples are in your information packet.
 - Interview questionnaires
 - Stakeholder analysis matrix
 - Strategy table

Completing and Analyzing Tools

Group Activity: Choose one of the tools and fill in information to draw conclusions.

Types of Analysis

Leadership
Analysis

- Who are the most important stakeholders

Knowledge
Analysis

- What is the level of knowledge of stakeholders

Interest Analysis

- How do stakeholders view possible gains or losses with reference to DRM

Alliance Analysis

- Which stakeholders have interests aligned

Grouping Stakeholders

Promoters: Stakeholders who attach a high priority to the reform policy a priority and whose actions can have an impact on the implementation of the policy

Defenders: Stakeholders who attach a high priority to the reform policy but whose actions cannot have an impact on the implementation of the policy

Latents: Stakeholders whose actions can affect the implementation of the reform policy but who attach a low priority to this policy

Apathetics: Stakeholders whose actions cannot affect the implementation of the reform policy and who attach a low priority to this policy

Example

Notes on Tool Activity

Discussion/Questions

Thank you for your time
