

CLAN ADVOCACY GUIDELINES

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CLAN's Mission

CLAN's Mission states that 'We are passionate about improving the quality of life for children living with chronic health conditions in resource-poor settings, so they may grow to enjoy healthy and happy lives.'

CLAN is committed to the principles of a rights based approach to community development and comprehensive primary health care. Principles guiding CLAN's work includes respect, protecting human rights for all regardless of race, religion, ethnicity, Indigeneity, disability, age, displacement, caste, gender identity, sexuality, sexual orientation, poverty, class, or socio-economic status.

Advocacy undertaken by CLAN does not do harm or increase the level of risk facing families and children or the environment involved in CLAN programs. Advocacy is based on research and evidence to ensure accuracy and to reflect the perspectives of those whom CLAN represents.

CLAN's advocacy work aims to build the capacity of families and their children living with Non-Communicable Diseases (NCDs) to have their voices heard at national and international levels.

CLAN's Five Pillars will focus advocacy action on:

1. Affordable access to medication and medical equipment
2. Education (of individuals, families, communities, health professionals, policy makers and the international community). Research and Advocacy
3. Optimisation of medical management (including primary, secondary and tertiary prevention, with a bio-psycho-social focus)
4. Encouragement of family support networks
5. Reducing financial burdens on families that result in poverty, helping people to become financially independent so that they can provide the necessary health care for their children longer-term.

CLAN's Advocacy actions may include the following groups, as relevant to each activity:

1. Individuals and families
2. Health professionals, other specialists
3. Philanthropy
4. Government and Health Systems such as WHO
5. Non-government organisations
6. Policy makers
7. Industry
8. Community groups
9. Engaging media interest.

CLAN's Advocacy Plans may include the following activities as relevant to each situation:

1. Define the situation: undertake research, identify needs resources, personnel, partners, risks
2. Establish goals, objectives and outcomes
3. Define target audiences and key messages
4. Implement programs, engage media interest
5. Monitor progress and evaluate outcomes
6. Manage learning and knowledge in advocacy
7. Report and share advocacy actions.

CLAN's Strategic Framework for Action is simple, and easily communicated to a wide range of stakeholders, thereby facilitating multisectoral involvement and a comprehensive approach to a complex problem. When communities of children (the support groups) are viewed as the central hub of all action by all stakeholders, genuine child and family centred and community development approaches are natural consequences. Local involvement, ownership and control is fostered, ensuring culturally appropriate action. Long-term, sustainable change is achieved through a development (rather than welfare) approach, and a focus on the broader social determinants of health rather than a narrow bio-medical approach.

Highest Quality of Life

