



# ADVOCACY: The key messages that move actions

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# Advocacy is

... the **strategic use of evidence, communication, and partnerships** to influence decisions that shape policies, systems, and social priorities.

Its main characteristics:

- **Purposeful**, directed toward defined change in policy or behaviour
- **Evidence-based**, grounded in data and lived experience
- **Collaborative**, built on alliances across sectors and disciplines

**Effective advocacy transforms awareness into action, and action into change.**

# The phases of an advocacy plan

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**Situation analysis:** define the issue, context, and stakeholders



**Goal setting:** articulate what change you seek to achieve



**Strategy development:** identify audiences, messages, and tactics



**Implementation:** deliver coordinated actions and communications



**Monitoring & Evaluation:** assess progress, learn, and adapt

# LIVED EXPERIENCE

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Evidence creates credibility, but lived experience creates urgency.



Data explain *why* action is needed.  
Lived experience explains *why action cannot wait*.



Quality advocacy lies in **combining scientific evidence with the voices of users and families**, making the case both credible and compelling.

# Making the case for funders: Turning advocacy into investment

From **awareness** to **influence**,  
towards **sustainable**  
**investment** in hearing care.

A strategic framework  
to **mobilise multi-sectoral**  
**collaboration and evidence-**  
**based funding**  
for global advocacy on cochlear  
implantation and lifelong  
hearing support.

# Advocacy must be framed as investment, not cost

Funders and policymakers respond to **value**, not to need.

When advocacy is framed in terms of:

- return on investment,
- long-term savings,
- participation and functioning,

it becomes **fundable** and **politically relevant**.



# An example (illustrative case)

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## **Defining the problem:**

In many health systems, a large proportion of people who could benefit from specialised rehabilitative interventions do not receive them.

This under-provision contributes to social isolation, reduced participation in education and work, and increased long-term healthcare and social welfare costs, including those related to mental health and cognitive decline.

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## **Presenting the solution:**

Expanding access to evidence-based rehabilitation services and ensuring continuity of care across the life course can restore functioning, participation, and productivity for large segments of the population.

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## **Quantifying the impact:**

International evidence shows that every dollar invested in effective rehabilitation and supportive care generates multiple returns in social and economic value, through reduced healthcare expenditure, increased workforce participation, and improved quality of life.

Health systems that invest early and consistently in rehabilitation benefit from lower long-term costs and stronger social inclusion..

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## **Framing statement:**

*Rehabilitation is a high-value social investment that strengthens both individual lives and the sustainability of health systems.*

# Trust is the most valuable resource in advocacy

Advocacy succeeds where there is:

- transparency,
- ethical independence,
- consistency over time.



# Action points



## **Turn advocacy into investment.**

Use evidence, credibility, and collaboration to show that a certain investment is not a cost but a driver of measurable social and economic value.



## **Build partnerships that multiply impact.**

Engage governments, companies, philanthropy, and academia — each contributes different resources that, together, sustain growth.



## **Make results visible.**

Document outcomes, share success stories, and give recognition. Visibility is the bridge between trust and funding.



## **Start fundraising today, strategically.**

Define your priorities, map your stakeholders, and assign responsibilities. Fundraising is not an event; it's a continuous, evidence-based process.



What remains invisible  
is rarely funded.

Advocacy is the act of  
making reality  
impossible to ignore.