



The next leap: Turning growth and advocacy into lasting resources for CIICA

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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
- **Ethical**, transparent, inclusive, and accountable
- **Sustainable**, designed for long-term systemic impact

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

The phases of an advocacy plan



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



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.



Resource mobilisation Theory

Advocacy movements succeed when they manage three essential flows:

Legitimacy: establishing why the cause merits investment

Networks: engaging those who amplify the message

Resources: ensuring continuity through sustainable support

Social capital theory

Social capital is built through **credibility, connection, and consistency.**

Funders invest where trust is visible in organisations that demonstrate:

- **Reliable networks** built on collaboration
- **Transparent communication** and accountability
- **Continuity of relationships** over time

Trust is your most valuable capital.



Framing theory

Funders hear many stories, but they remember the ones that are **clear, solution-oriented, and measurable**.

Effective advocacy frames the message by:

Defining the problem: showing what is at stake

Presenting the solution: demonstrating feasibility

Quantifying the impact: proving value and outcomes

The topic of advocacy should be framed not as a cost, but as a high-return social investment.



An example using CIICA as a case in point

Defining the problem:

In most countries, fewer than 10% of people who could benefit from a cochlear implant receive one. This under-access leads to social isolation, unemployment, and increased healthcare costs related to cognitive decline and depression.

Presenting the solution:

Expanding national CI programs and integrating lifelong rehabilitation can restore communication, participation, and productivity for thousands of individuals.

Quantifying the impact:

Evidence from the WHO shows that **every \$1 invested in hearing care yields \$16 in social and economic return.** Countries that fund CI access save on health and welfare costs while strengthening inclusion and workforce participation.

Framing statement:

Cochlear implantation is not an expense: it is a high-value social investment that transforms both lives and systems.

CIICA's unique position

CIICA acts as a global connector, bridging expertise, sectors, and lived experience:

Users ↔ Professionals: aligning real needs with technical knowledge

NGOs ↔ Governments: linking community action with policy frameworks

Evidence ↔ Experience: integrating research with human stories

Funders invest in organisations that connect systems, not those that stand alone.

The funding landscape

To achieve sustainable growth, engagement is needed across **four key funding arenas**

Public sector: Ministries of health, WHO, EU programmes, national agencies

Private sector: Manufacturers, insurers, and technology partners

Philanthropy: Foundations focused on inclusion, disability, and innovation

Academia & research: Universities and collaborative grant initiatives

Each arena requires a tailored case and a shared vision for impact.

What funders want

Funders invest where value and accountability are evident. They look for:

Evidence of impact – proven outcomes and credible data

Scalable models – initiatives that can expand or replicate

Measurable results – clear indicators of success

Credible governance – transparent management and accountability

Visibility and recognition – opportunities to align with success



More concretely

Evidence of impact: a program shows improved access to services, supported by quantitative data and user testimonies.

Scalable models: a successful pilot in one region can be replicated nationally or adapted for different populations.

Measurable results: clear indicators such as number of people reached, policies influenced, or partnerships created.

Credible governance: transparent budgeting, regular reporting, and oversight by an independent advisory group.

Visibility and recognition: joint communication, logo placement, and public acknowledgment in reports and events.

Translate CIICA's Strengths

To secure investment, express your strengths in the language funders use:

CIICA Strength	Funder Perspective
Global network	Global impact and reach
User-driven	Commitment to inclusion and equity
Evidence-based	Data-informed, results-oriented approach
Lean structure	High cost-efficiency and accountability
WHO collaboration	Alignment with global policy frameworks

Fundable models

Sponsor global conversations: amplify user-led dialogue and shared evidence

Co-brand advocacy campaigns: raise awareness while enhancing partner visibility

Fund regional leadership training: build advocacy capacity across regions

Support impact reporting projects: generate measurable outcomes and accountability

Join strategic communication partnerships: align messaging with global health priorities

Some examples

Co-brand advocacy campaigns, e.g., collaborate on an awareness campaign for *World Hearing Day*, featuring shared messaging and recognition for sponsoring partners.

Fund regional leadership training, e.g., finance a workshop in Latin America or Eastern Europe to train advocates and professionals in communication, policy influence, and community mobilisation.

Support impact reporting projects, e.g., develop an annual *Global Advocacy Impact Report* that tracks progress, outcomes, and best practices across member organisations.



Strength Through Governance

Funders place their trust in organisations that demonstrate:

Transparent financial management (with clear reporting and responsible use of funds)

Evaluation and accountability (e.g. measurable outcomes and continuous learning)

Efficiency over bureaucracy (e.g. streamlined structures that maximise impact)



Align with Global Mandates

Position any advocacy work within recognised international frameworks. For instance:

WHO World Report on Hearing, advancing equitable access to hearing care

Rehabilitation 2030 Initiative, contributing to integrated, lifelong rehabilitation services

UN Sustainable Development Goal 3: Health and Wellbeing, promoting inclusion and quality of life for all

Alignment with global priorities strengthens legitimacy and attracts funding.

Measuring and reporting partnership impact

Define shared objectives

- Agree on advocacy, education, or awareness indicators from the start.

Report with clarity

- Provide concise, visual summaries that show both partners' contributions and outcomes.

Maintain visibility

- Acknowledge partners in reports and campaigns — recognition builds loyalty.



Key-messages



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.



Every sound restored
is a life reconnected.
Funding advocacy means
giving people back their
place in the conversation
of the world.