The purpose of the Advocacy Working Group (AWG) is to lead a coordinated communications, outreach and advocacy effort to support the introduction and scale-up of self-care interventions within health systems.

This group will work in concert with the Evidence and Learning Working Group (see separate Terms of Reference) to build a practice for developing, sharing and applying concrete solutions for self-care in light of the World Health Organization’s (WHO) consolidated guidance on self-care for sexual reproductive health and rights (SRHR).

The Advocacy Working Group brings together Secretariat staff, SCTG members, and other partners of the SCTG to implement activities, advance work streams of the working group, share information and resources, and provide overall guidance to the SCTG’s work related to advocacy at global and national levels.

The AWG will consist of one or two coordinators and an unlimited number of members. Sandy Garcon, Senior Manager Advocacy from Population Services International, will play the role of one of the coordinators for the current term, after which the coordination function will rotate to other partners. The second co-coordinator slot is to be filled by a partner organization from the Self-Care Trailblazer Group. Broader membership to the AWG is on a voluntary basis.

The Advocacy Working Group will meet remotely or in-person at monthly intervals with an agenda that will include monitoring progress against achievement of project objectives, any problems or issues encountered and examples of good practice. The AWG shall convene on the third Tuesday of each month from 10:30 AM to 11:30 AM EST.

The AWG is expected to regularly convene its members through teleconferences, in-person meetings, informational webinars, and other events. This allows AWG members the opportunity to provide and hear updates on workstreams and activities; share and learn new information, resources, and tools on self-care; network; share intelligence; and contribute to overall planning for and implementation of AWG work.

The internal mechanisms of the AWG will be considered based on inputs from its members and as time and resources allow.
Tasks and Expected Results

• Promote and support the rollout of the WHO global guidelines for self-care in sexual and reproductive health.

• Explore and implement different advocacy and communication strategies/mechanisms to ensure the inclusion of self-care on the global development agenda, including organizing self-care themes at critical events not limited to the 2021 World Health Assembly.

• Advocate for the adoption of the WHO global guidelines by national governments.

• Advocate for the adoption of a World Health Assembly Resolution on Self-Care, which will provide recommendations to WHA member countries on the adoption of the guidelines in national health plans.

• Identify and recruit champions for self-care from various stakeholder groups at all levels.

• Create and disseminate advocacy messages targeted to various stakeholder groups – policymakers, implementers, civil society and local communities.

• Make the case for significant additional investment in self-care for SRHR towards empowering women and adolescents and to accelerate the achievement of universal health coverage (UHC).

• Collaborate and communicate with in-country focal points and partners to share information, leverage resources, and coordinate actions — globally and at the country level.

Decision-Making

A method must be established under which decisions will be made. Two primary methods on which decisions can be based are through 1) consensus, or 2) voting. Consensus is defined as a recommendation that may not be ideal for each AWG member, but every member can live with it (using the consensus continuum as a gage). Voting is defined as “majority rules”.

Relationship with Secretariat and Working Groups

The Secretariat will schedule meetings, distribute agendas, prepare information/presentations for AWG meetings, write meeting summaries, and generally seek to facilitate the AWG’s activities.

At least one Advocacy Working Group member will be the liaison to the Technical Working Group and any other potential sub/working groups.

Accountability

The Advocacy Working Group is accountable to and will bring forward recommendations to the Steering Committee. It will also be required to produce an annual statement of work completed.

Revision of Terms of Reference

The Advocacy Working Group may revise its terms of references as and when necessary.