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How to identify and manage opportunities for 'user-voice' as part of research uptake strategies

Sarah Ssali (Makerere University)

Nick Hooton (Liverpool School of Tropical Medicine)

ResUpMeetUp Training Exchange

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Outline

- Introduction:
 - What do we mean by ‘user-voice’?
 - Why are we offering this training?
 - Introductions?
- Why/how/when to use voices of the poor in RU
 - Some brief examples/case studies
 - Using RU tools to guide appropriate use
- How to make links & identify appropriate voices
- Life Histories: One possible research approach
- Risks and Ethical issues

Whose voice?

- 'Poor beneficiary'/'Poor stakeholder'?
- 'User'?
- 'Disempowered' voice?
- **Somebody directly/indirectly affected by the issue of the research, who could benefit from an evidence-based change in practice/policy**
- **Clear link of 'voice' to research evidence**

Why use this approach rather than formal evidence presentation?

- Very widely used as part of influencing
 - Universal part of advocacy NGO approaches
 - Universal approach to fundraising
- Why?
 - It works!
 - 'Identifiable victim'
 - Strong 'altruistic' effects
 - Large body of literature and evidence

Some case studies

- Kenya' smallholder dairy sector
- Urban agriculture city Ordinances, Kampala

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Case study 1: Dairy marketing policy in Kenya



The dairy sector in Kenya

- Predominantly based on smallholder production with informal marketing by small-scale traders
 - >86% of all marketed milk is sold as raw milk to consumers
- Some 800,000 dairy-cow owning households
- 350,000 full time employees
- Majority of all dairy marketing jobs (over 40,000) are in the informal sector
- Poor consumers access affordable milk, and it is almost invariably boiled before use

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Policy environment – pre 2004

- Dairy policy based on industrial cold-chain model
 - Sales of raw milk effectively prohibited in urban areas
- Kenya Dairy Board (KDB) are main regulators
 - But does not reflect range of dairy sector stakeholders
 - Harassed and arrested informal traders
 - Informal traders unlicensed and unable to access training on milk handling
 - Perceived concerns about poor milk quality and public health risks
- Powerful private sector actors put pressure on KDB to stamp out informal trade

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SDP evidence

- Quantified dairy-related livelihoods
- Qual/Quan information on practices in sector
 - Farmers/traders/regulators
- Quantified health risks in formal and informal sector
- Developed and piloted approaches (training/equipment/accreditation) to engage and manage quality improvement in informal sector

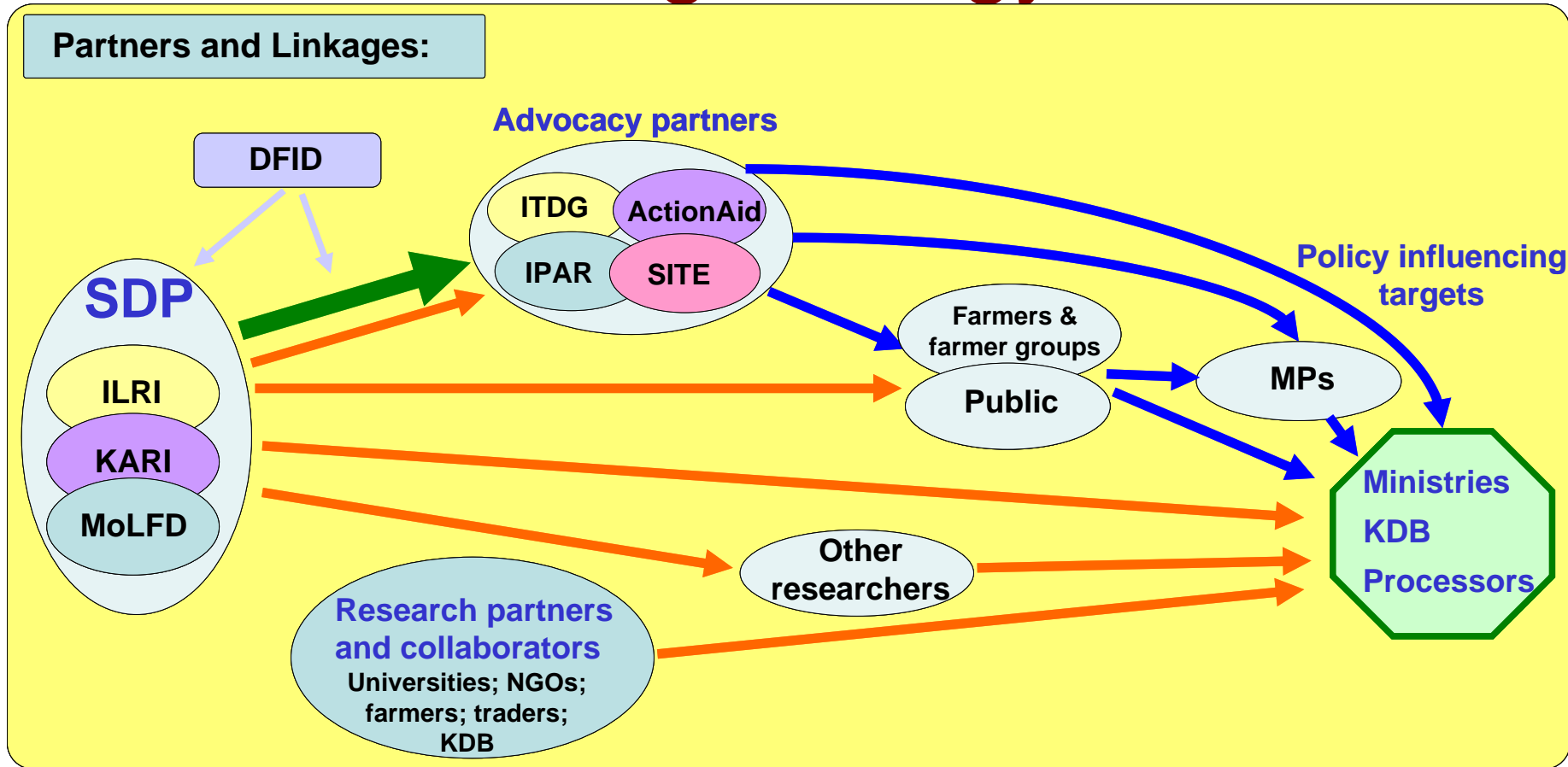
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Policy environment - now

- Positive engagement by KDB with small-scale milk vendors
 - Training and certification, with incentive system
 - Working with partners to help establish business development services to informal sector
- New Dairy Policy in parliamentary process
 - Explicitly recognises role of SSMVs
 - Commits to engaging with informal sector for training and quality improvement
 - Transition of KDB to be stakeholder-managed

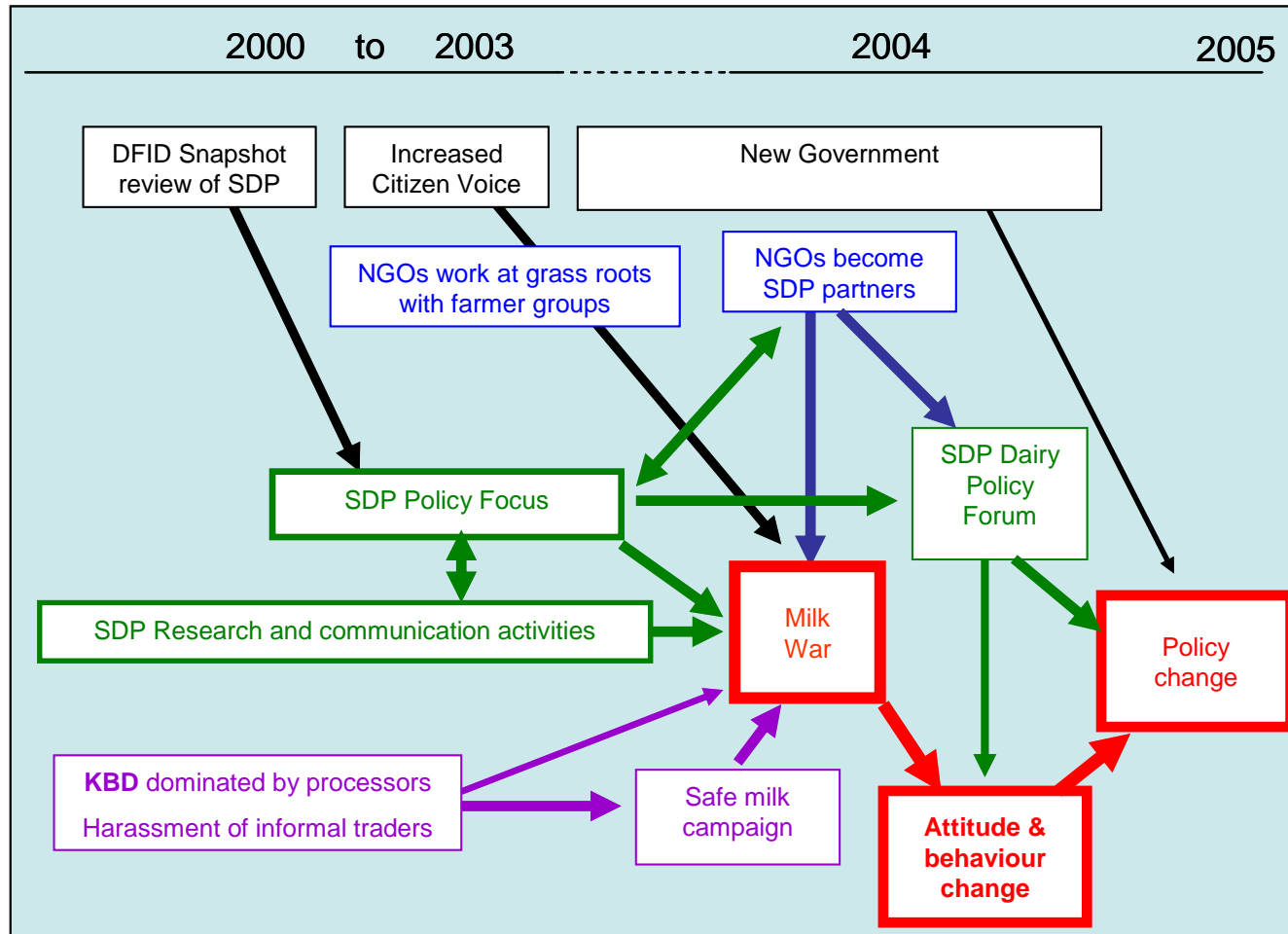
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SDP's influencing strategy



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Simplified representation of policy change process



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Example of key stakeholder voices as part of evidence-based change

- Dairy Policy Forum 2004
 - 2 Govt Ministers present, all high-level stakeholders
 - Wide range of formal evidence presentations
- ‘Unheard Voices’ video played
 - Informal & formal traders
 - Consumers
 - Farmers and farmer groups
- Smallholder farmer versus KDB Chairman

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Context at time of Dairy Policy Forum

- New government
- New Strategy for Employment and Wealth Creation
- Civil society links and networks well developed
 - Constitutional review structure support
- Mission of key regulators included supporting livelihoods, employment and improving livelihoods of all sector stakeholders
- Informal sector traders harassed, equipment confiscated in some areas, tolerated in others

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Case study 2: Development of urban agriculture Ordinances in Kampala



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Urban agriculture



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Why urban agriculture?

- Been part of Kampala's economy for decades
 - Rural-urban migration
 - Land is suitable
- 'Idle' land is available
 - Used through a number of access mechanisms
- Important for food security and incomes
- Practised by some 30% of households
- Very important for women

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Concerns over urban agriculture:

- Health Hazard
 - Biological (mosquitoes, zoonoses)
 - Chemical (heavy metals – Hg, Pb, As)
- Physical – car accidents
- Psychosocial Hazard
 - Thefts
 - Stress – (nuisance; religious issues)
- Environmental Hazard
 - **Pollution** – liquid and solid wastes, contamination of water

Policy environment early-mid 1990s

- No specific laws on UA
 - Reference to stray animals in law & order ordinances
 - Generally did not recognise nor prohibit
- Much legislation outdated (colonial)
- Generally interpreted as not allowed
 - Slashing of crops
 - Confiscation of livestock
 - Extraction of payments
 - Little information or extension services available

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Key events and activities

- Research by Maxwell in early 1990s
 - Socio-economic importance; nutritional impact
- Ongoing support for urban farmers
 - Agricultural Extension Officers
 - NGOs – incl. Environmental Alert
- International research efforts
 - IDRC; SIUPA/Urban Harvest
- Collaborative R&D activities from 2002
 - KUFSALCC
- Continued farming by urban farmers....

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Policy environment now

- A set of 5 new Ordinances on urban agriculture passed by Kampala City Council in 2005
 - Kampala City Urban Agriculture Ordinance
 - Kampala City Livestock and Companion Animal Ordinance
 - Kampala City Meat Ordinance
 - Kampala City Fish Ordinance
 - Kampala City Milk Ordinance.
- Supportive of UA whilst laying framework for addressing public health and other concerns

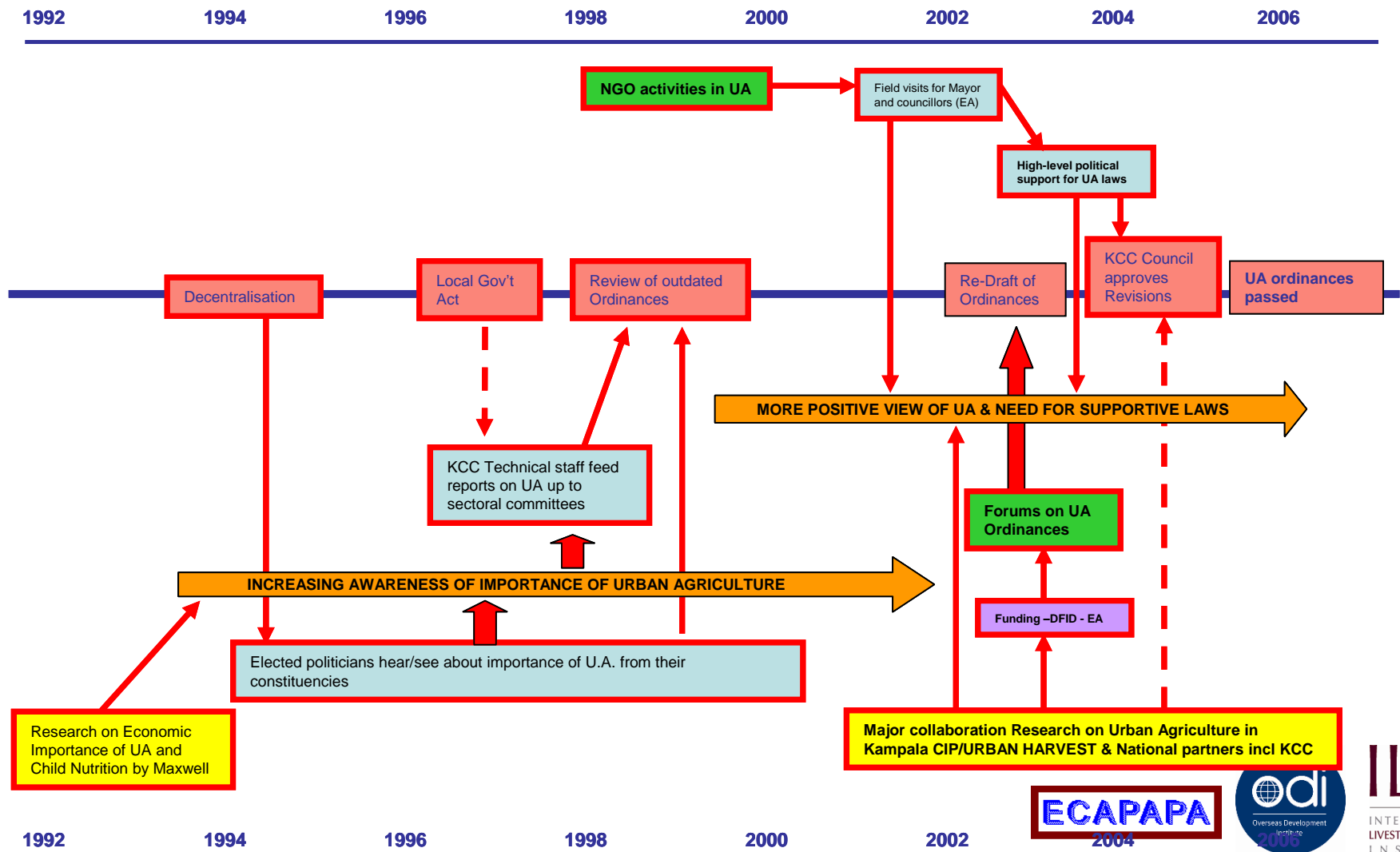
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Key policy and political events

- Decentralisation – 1993
 - Accountability
 - Extension officers within Kampala City Council
- PEAP/PMA - 1997
- Local Government Act – 1997
- Review of outdated Ordinances – 1999
 - ‘stalled’ in 2001
- Strong political support from Mayor after 2004

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Kampala urban agriculture ordinance timeline - simplified



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Key stakeholder voices as part of evidence-based change

- Women urban farmers at Maxwell's meetings
- Regular field visits of decision-makers (facilitated)
- Regular involvement of urban farmers at research communication meetings

Identifying opportunities and channels

- Use strategy development tools to identify
 - Examples using RAPID-based approaches (ROMA)
 - Equally applicable to other strategy development approaches – most share common features
 - Outcome Mapping links
 - Sustainable change can come from incremental changes in the **behaviour** of key groups and individuals, not just in their ‘outputs’.
 - Behaviour is closely linked to attitudes, and attitudes can be significantly affected by powerful and moving stories, especially when linked to evidence.

Problem definition - 1

- Complex practice/policy change or simple?
 - Many stakeholders with influence at different levels?
 - Opportunities for reaching lower levels?
 - Could actually be better routes to higher level?
- Systemic factors (understanding context)
 - Democratic process, accountability, responsiveness of key decision-makers
 - Elected decision makers (National/local)

Problem definition - 2

- Systemic factors (cont'd)
 - Civil service
 - strategy/policy developers and technical implementers
 - Strategic, following objectives/targets, but frequently have own incentives (positioning, promotion)
- External factors
 - Example of donor support for constitutional review consultation structures

Strategy development stage

- You now:
 - Understand context, stakeholders and links
 - Have identified key messages & key audiences
 - Have identified desired behaviour change
- Using this knowledge:
 - Is this desired change, in this political/sector context, likely to be influenced by direct/indirect voices of poor SHs as part of communicating evidence?
 - What are the risks
 - To the argument? To the individual?

Getting the right balance

- Strong, robust, ‘formally’ articulated evidence presented with authority of researcher
 - Able to explain details, implications, defend research in contested areas
- Passion and ‘right’ of disempowered stakeholders telling their own stories
 - Able to root the evidence, statistics, big numbers, into the real world of an individual’s life and livelihood

Some mechanisms for linking

- Facilitating attendance at meetings
- Supporting field visits for decision-makers
- Audio recordings
- Video



Identifying most appropriate voices to use

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Risks and Ethical considerations

- Group work:
 - What risks could there be in directly/indirectly using the voices of poor/disempowered stakeholders as part of research uptake?
 - Risks to what? Risks to whom?
 - Can you give any examples of questionable use of this approach, and any actual harm?
 - What can be done to identify and manage such risks?

Risks and Ethical considerations

- Duty of care
 - Duty of preventing harm
 - Duty to allow own voices to be heard?
- Approaches for informed consent
- Full awareness of what is planned for any material or event?
- Awareness of what might happen to material (widespread electronic sharing?)

Another aspect of risk – Case study

- MMR vaccination
 - Lancet paper 1998
 - Link between MMR vaccine and autistic disorders and bowel disease
 - Strong media reporting with many affected families repeatedly giving their stories
 - Vast majority of research/researchers did not support this
 - But conservative in arguing vs passionate parents
 - Significant drop in MMR use
 - Significant increase in cases of measles & mumps
 - Wakefield struck off medical register 2010
 - Lancet fully retracted paper from published record
 - Still widespread suspicion of vaccines; long memory