## Building Effective Networks: Strategies for Partnership Mapping and Stakeholder Engagement in NPHIs

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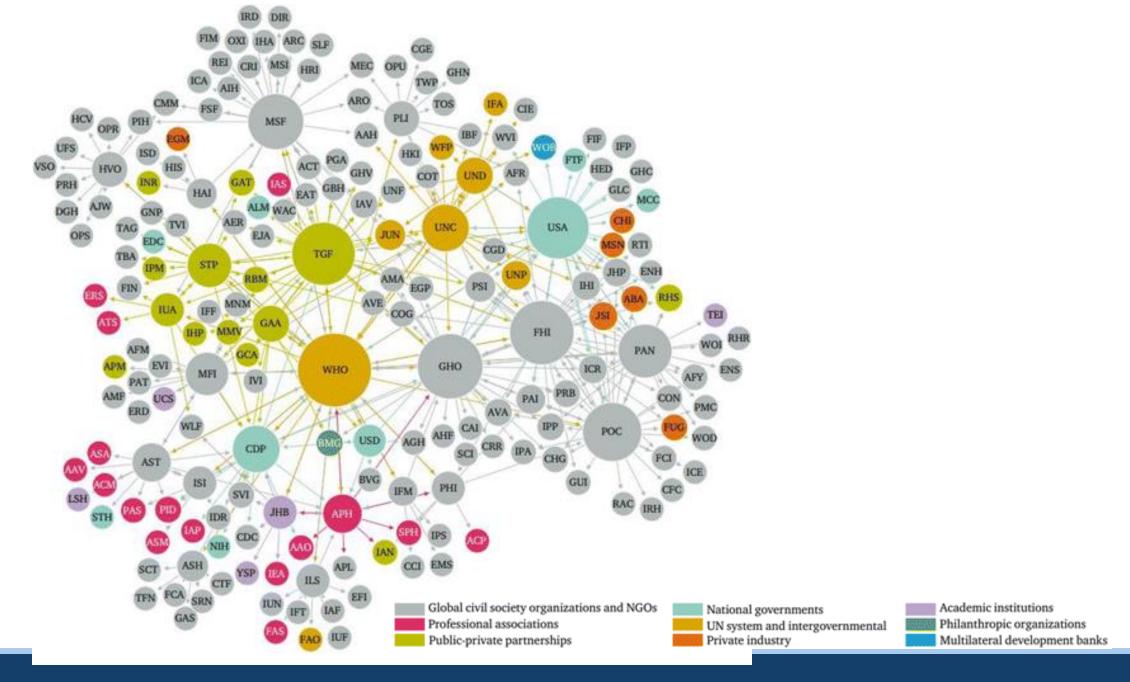
#### Partnerships

'With rare exceptions, all of your most important achievements on this planet will come from working with others—or, in a word, partnership.'

- Dr. Paul Farmer

'There can be no doubt: partnership and collaboration are a critical way forward to support country leadership in addressing the overlapping challenges and crises that are preventing millions of women, children and adolescents to survive and thrive.'

- Dr. Juan Pablo Uribe, World Bank



#### Importance of Strategic Engagement

#### Risks of not Engaging

- X Unclear, unrealistic, or vague goals
- X Uncertainty of project outcomes
- X Reactive vs proactive operations
- X Siloed thinking
- X Duplication of efforts and resources

#### Benefits of Engagement

- ✓ Well defined goals and outcomes
- ✓ Increased trust and confidence between parties
- Proactive planning and operations with stakeholders and internally
- ✓ Collaborative thinking and planning

## Building Capacity for **NPHIs**

Project Framework Outcome: Protecting and improving the health of people and their communities

Strategic Communications

Financial Strategy and Diversification

Partnership Mapping and Strategy Development

Strengthening of Change Management **Governance Functions** 

Workforce Strategy

Strategic Planning

Assessment and Mapping of Public Health Functions

## The Mapping Process – JHU's Approach



Step 1 -Identify Stakeholders

What stakeholders are involved in partnerships at the NPHI?



Step 2 -Define Linkages

How are stakeholders linked to the NPHI? What do they contribute?

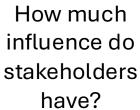


Step 3 -Examining Influence



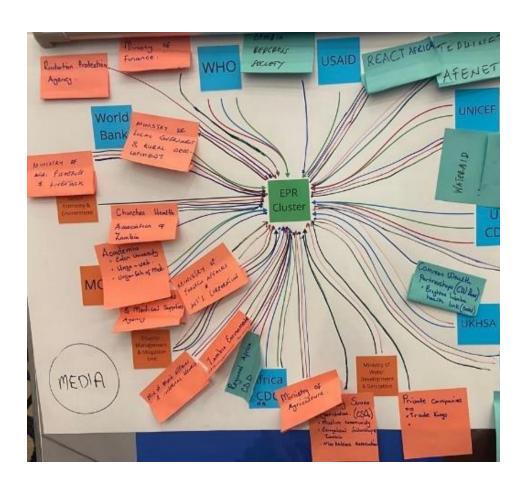
Step 4 -Establishing Goals

What are our partnership goals and strategic objectives?





## Step 1 – Identify Stakeholders (Net-Map)



Mapping tool to understand, visualize, discuss, and improve influence networks

#### Helps NPHIs answer:

- Who can influence our success?
- Who is influential and how? Who are the core actors?
- What are their roles? What are their goals?
- What are potential coalitions, cut-points, and bottle-necks?
- How can we be more strategic?

## Step 2 – Define Linkages (Net-Map)

- Funding Financial support for projects, programs, and/or initiatives
  - i.e., program/project funding; reagents; laboratory supplies
- Information Access to or the transfer of information, including data
  - i.e., raw data; database sharing; research; best practices
- Technical Technical assistance and/or recommendations offered around specific programs
  - i.e., specific support to EPR, LSN, SDI, etc. programs/projects
- Capacity Support to improve skills, resources, and abilities to operate and respond
  - i.e., training; logistics; human resource capacity

## Step 3 – Examining Influence

Ability to support NPHI financially or with other resources to achieve their goals and objectives

Stakeholder INVESTMENT

High Investment +

Low Influence

**Align Strategies** 

Low Investment

+

Low Influence

**Networking** 

High Investment +

High Influence

**KEY PLAYER** 

Low Investment

+

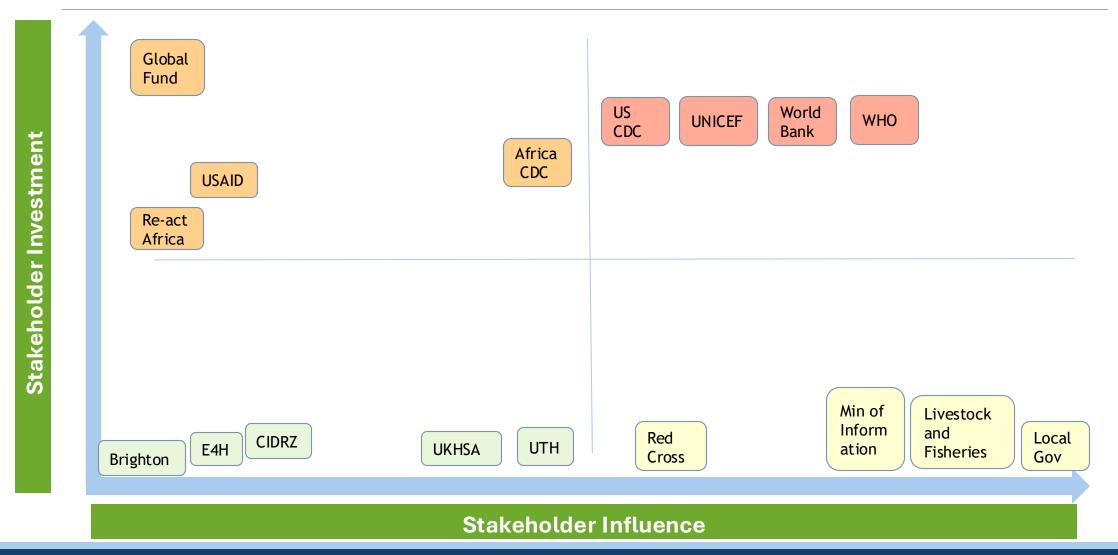
High Influence

Collaboration and Co-implementation

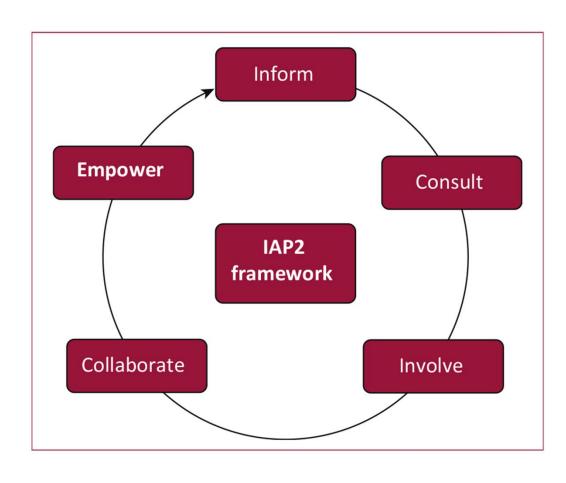
#### Stakeholder INFLUENCE

Ability to resist NPHI strategy

## **Example Matrix**



#### Step 4 – Establishing Engagement Goals



- International Association of Public Participation (IAP2) Framework
- Inform: provide stakeholders with information
- Consult: obtain stakeholder feedback
- Involve: understand and consider stakeholder goals and concerns
- Collaborate: participation of stakeholders in planning and design
- Empower: stakeholders have decision making power – need to ensure they are informed
- COMMUNICATION IS KEY

#### Outcomes



Network map of current and potential NPHI partners



**Understanding of stakeholder priorities** 



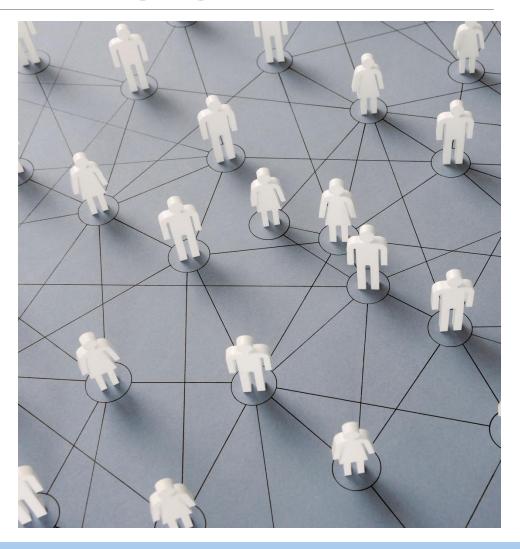
Strategy for communicating to various types of partners/stakeholders



A draft strategic Partnership Action Plan

### Partner and Stakeholder Engagement

- Focus on strengthening relationships with stakeholders and partners to influence a variety of outcomes through:
  - Consultation
  - Communication
  - Negotiation
  - Compromise
  - Relationship Building



# Thank You