

# advocacy for immunisation

## STAKEHOLDER LANDSCAPING AND INFLUENCE MAPPING

Complete as many of these as you can

## WORKSHEET 3/THINK MODULE

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### Key Stakeholders

GOVERNMENT MINISTRIES AND OFFICIALS*	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL ** OF INFLUENCE	LEVEL OF INTEREST AND/OR MOTIVATION	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
The Minister of Health						
The Deputy Minister of Health						
The EPI manager						
Senior advisors						
Other senior policy makers						

\*The names of ministries and groups may vary in your country. Add the correct names and titles used in your country. These are provided as guidance only.

\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

THE MINISTRY OF FINANCE	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL ** OF INFLUENCE	LEVEL OF INTEREST AND/OR MOTIVATION	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
The Minister of Finance (Chief Legislator)						
The Deputy Minister of Finance						
Policy advisors and officers Health portfolio manager						

\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

HEAD OF STATE	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL ** OF INFLUENCE	LEVEL OF INTEREST AND/OR MOTIVATION	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
Prime minister/president						
Senior advisor(s)						

\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

LEGISLATURE/PARLIAMENT	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL ** OF INFLUENCE	LEVEL OF INTEREST AND/OR MOTIVATION	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
Members of parliament who are influential in health policy and legislation						

\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

SUB-NATIONAL GOVERNMENT OFFICIALS	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL ** OF INFLUENCE	LEVEL OF INTEREST AND/OR MOTIVATION	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
Provincial, state, government officials who have authority for health and/or immunisation						

\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

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## WORKSHEET 3/THINK MODULE

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### Key Stakeholders

OTHER MINISTRIES WITH RELEVANT INTEREST OR AUTHORITY IN HEALTH AND/OR IMMUNISATION*	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL** OF INFLUENCE	LEVEL OF INTEREST AND/OR MOTIVATION	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
First Lady						
Medias						
Singers, musicians, actors, high-level athletes, etc.						
For example: Social Services						
Education						
Family and Community						
Sanitation						

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\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

KEY HEALTH AND IMMUNISATION BODIES*	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL** OF INFLUENCE	LEVEL OF INTEREST AND/OR MOTIVATION	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
Members of the National Immunisation Technical Advisory Group (NITAG), also known as the ITAG, NCIP or NIP						
Members of the Inter-agency Coordination Committee (ICC)						
Members of the Health Sector Coordinating Committee (HSCC)						

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\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

DONORS AND INTERNATIONAL ORGANISATIONS	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL** OF INFLUENCE	LEVEL OF INTEREST AND/OR MOTIVATION	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
Gavi Senior Country Manager						
Donor country representatives						
UNICEF representative						
WHO representative						
Other UN agency representative						

\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

### Key Stakeholders

CIVIL SOCIETY ORGANISATIONS AND FAITH-BASED ORGANISATIONS	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL** OF INFLUENCE	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
Gavi CSO Constituency platform members*					
Other CSOs or FBOs working on immunisation, maternal and child health, child welfare, etc.					
Other CSO/FBO platforms working on maternal and child health, child welfare, etc.					
Health or medical associations or organisations					
Paediatricians associations					
Nurses, midwives and healthcare workers					
Pharmacists					

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\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

OTHER INFLUENTIAL PEOPLE AND VOICES	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL** OF INFLUENCE	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
Academic and experts					
Religious and community leaders					
Business leaders, celebrities					
Close confidantes, Advisors					

\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

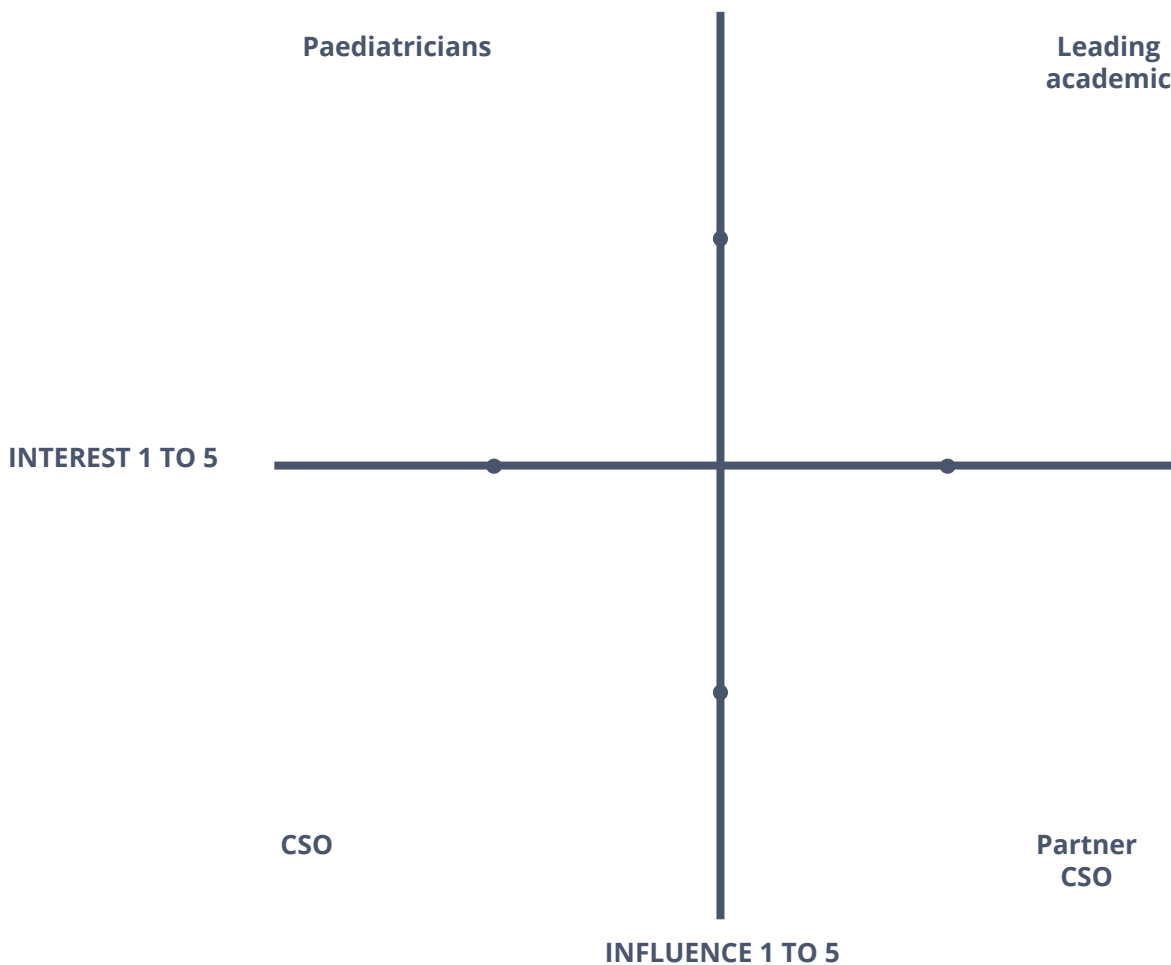
OPPOSITION VOICES	NAMES AND TITLES	ROLE IN DECISION MAKING	LEVEL** OF INFLUENCE	CONTACT DETAILS	CURRENT OR POSSIBLE FUTURE PARTNER
Anti-vaccine campaigners					

\*\* Level of influence: 1 (not much), 2 (some), 3 (influencer), 4 (high influencer), 5 (decision-maker)

## ➔ Influence Mapping

When you have listed the organisations and names of all your stakeholders, you should work to determine how influential and interested they are in your cause. That will help you to decide who to work with, who might be a messenger or champion for immunisation and vaccines, and at whom to direct your efforts to persuade and influence.

1. Above on this worksheet for Stakeholder Landscaping and Influence Mapping, you will have assigned a ranking of 1 to 5 for 'influence', and similarly 1 to 5 for 'interest' for each stakeholder.
2. On a large piece of paper or on a wall, draw a graph as below and map where your stakeholders fall for interest vs. influence.
3. Those who fall in the top right quadrant should be key stakeholders to target for advocacy and communications, or to partner with. Those in the top left-hand quadrant should be targeted with advocacy and communications to increase their awareness and engagement as they are influential.



### NOTES:

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