

Sample Stakeholder Engagement Plan

Program issue **Develop plan (including M&E plan) to scale-up PMTCT programs throughout health system**

Proposed activity **Convene stakeholders to identify priorities based on available data and develop action plan**

Date **November 2006**

Stakeholder organization, group or individual	Potential role in the activity	Engagement strategy How will you engage this stakeholder in the activity?	Follow-up strategy Plans for feedback or continued involvement
Government sector			
Division of Maternal and Child Health, MOH	Share information related to the division strategy for maternal health and identify opportunities to leverage resources and promote collaboration.	Involvement in a key stakeholder meeting aimed to sensitize stakeholders currently involved in providing maternal health services.	Will be involved as a key stakeholder group during annual PMTCT program review meetings, help monitor the new PMTCT program outcomes.
National AIDS Control Committee	Facilitate the stakeholder meeting, prepares for meeting by identifying data sources and preparing an agenda that allows for the sources to be discussed.	The NACC is the lead in this activity. It will be important for the NACC to involve more specifically the PMTCT coordinator, clinical care coordinator and National AIDS Program coordinator.	The NACC is responsible for following up with the stakeholders prioritized.
Medical Statisticians responsible for PMTCT, HIV, MCH on the national level	Prepare data related to PMTCT to be presented during a preliminary stakeholders meeting. Responsible for working with the MOH and NACC to determine the data needs for designing a PMTCT program.	Identify a point person to work with in discussing NACC data needs for PMTCT and the appropriate format.	Include point person in NACC discussions regarding program progress. Explore formalizing a relationship (if there is not one) between the MOH statistics office and the NACC. Involve as presenters at preliminary meeting, and in subsequent monitoring efforts.
Medical staff from pediatric and antenatal clinics at the regional and district levels	Prepare case studies in the form of presentations and facility data to represent ongoing PMTCT pilots for stakeholders meeting; participate in program planning process.	Involvement in a key stakeholder meeting aimed to sensitize stakeholders currently involved in providing maternal health services.	Select participants that are service providers will be invited to subsequent PMTCT planning meetings.

Political sector			
Parliamentary Committee on Population and Health	Will approve the PMTCT plan as a part of a broader Parliamentary Program to address MCH.	Involvement in key stakeholder meeting to garner interest for expanding PMTCT program.	Provide updates on planning process and request review of final draft of PMTCT program.
Parliamentary members that advocate for MCH/ HIV Issues	May serve as advocates at all levels (in Parliament, government, mass media) for improved and expanded PMTCT services.	Involvement in key stakeholder meeting to garner interest for expanding PMTCT program.	Provide updates on planning process and request review of final draft of PMTCT program.
Deputy Governor for Social Issues in State where PMTCT programs have been piloted and expanded	Provide insight into pilot project, lessons learned, and advocate for improved and expanded PMTCT services.	Involvement in a key stakeholder meeting aimed to sensitize stakeholders currently involved in providing maternal health services.	No planned involvement beyond initial stakeholders meeting.
Commercial sector			
Private health facility managers	Provide data and information on their efforts to provide PMTCT services as well as the clinical protocols that they operate under; participate in program planning process.	Involvement in a key stakeholder meeting aimed to sensitize stakeholders currently involved in providing maternal health services.	Select participants that are service providers will be invited to subsequent PMTCT planning meetings.
National Federation of Women Business Leaders	Provide any data/ information the federation has produced related to PMTCT, serve as advocate for the program, and potentially financially supplement effort.	Involvement in a key stakeholder meeting aimed to sensitize stakeholders currently involved in providing maternal health services.	No planned involvement beyond initial stakeholders meeting.
Non-governmental sector			
National Family Planning Association	Provide data and information on FP, including efforts to provide FP to PLWA; participate in planning process as key service provider.	Involvement in a key stakeholder meeting aimed to sensitize stakeholders currently involved in providing maternal health services.	Select participants that are service providers will be invited to subsequent PMTCT planning meetings.
PLWA Organizations	Provide information to stakeholders about PLWA and patients' rights; serve as watchdog to ensure rights of PLWA seeking PMTCT services.	Involvement in key stakeholder meetings.	No planned involvement beyond initial stakeholders meeting.

International NGOs	Provide relevant data or information produced by the NGO to stakeholders, advise planning process and possibly implement programs.	Involvement in key stakeholder meeting to garner interest for expanding PMTCT program.	Continue to engage in planning process by inviting to planning meetings and requesting data and other assistance.
Other civil society target audiences			
Journalists	Inform public using data and information about PMTCT program and about planning process.	Opportunity to cover key stakeholder meeting and process of developing PMTCT program.	Provide accurate and relevant data and information to engage mass media.
University researchers/ professors	Present relevant data or information produced by the university to stakeholders; advise planning process and conduct any necessary research per request of stakeholders.	Involvement in key stakeholder meeting to garner interest for expanding PMTCT program.	Request assistance and/or subcontract future research efforts to inform planning and M&E.
International donors			
GFATM	Observe process, provide advice, and incorporate plan into internal donor funding and planning cycle.	High level of interest in attending key stakeholder meeting.	Continue to engage in planning process by inviting to planning meetings and requesting data and other assistance.
USAID	Observe process, provide advice, and incorporate plan into internal donor funding and planning cycle.	High level of interest in attending key stakeholder meeting.	Continue to engage in planning process by inviting to planning meetings and requesting data and other assistance.