Module 6: Policy & Advocacy Using Inclusive Data

Inclusion Data Quest

WE ARE OPEN

Module Objective

To equip participants with s**trategies to harness inclusive data for evidence-based policy advocacy,** enabling them to overcome institutional resistance, influence budgetary allocations, and transform data collection into actionable governance reforms that address systemic inequities.

Agenda

1. Increasing data demand
2. Translating Data into Policy
3. Advocacy for Data Integration
4. Overcoming Institutional Resistance
5. Advocating for Inclusive Data (Funding)
6. Data to Policy: case studies

1. Increasing data demand

Data Use

- High quality data plays a critical role in informing policy decision-making in support of sustainable development, county management, trade, and any other governance objectives.
- At the county level, data is crucial in influencing budget processes and ensuring that resources are allocated according to needs as well as to highlight which areas and sectors need urgent attention.
- Data is also used for community engagement, especially as a reference point when determining which projects should be prioritized.
- **Without accurate and reliable data, it's difficult to articulate who is left behind and develop favourable policies.** For example women and girls are left behind the most, particularly when they face multiple forms of discrimination due to age, disability, refugee status, ethnical background, religion, poverty, and many other factors.
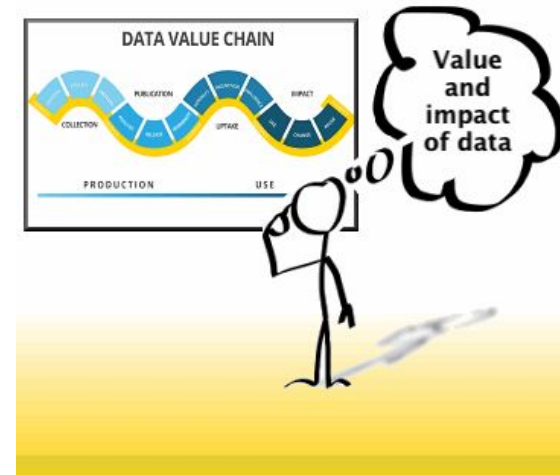
Data Demand Side

Data supply is not enough. The lack of understanding on the value of data implicitly means that demand/advocacy for publication of data is low. **Citizens' data literacy levels will drive the demand for data - and its use to solve specific problems**. These are broken down as follows:

➜ **Institutional:** MCDAs should focus on the data that is actually needed to solve specific problems; and which should be made open and regularly maintained *(cost/benefit analysis on data investments)*
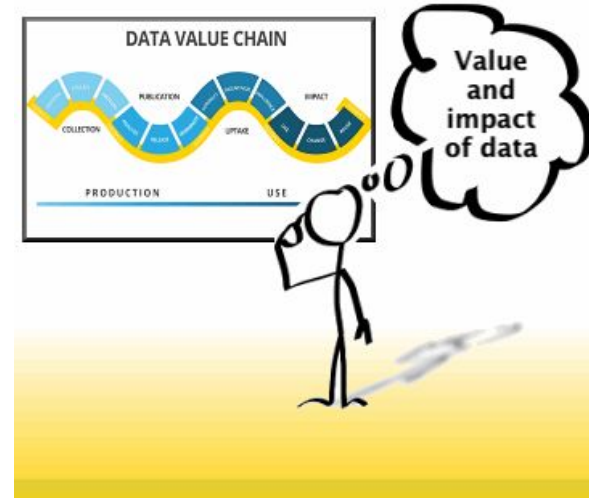
Data Demand Side

➤ **Technical:** the level of technological modernity refers to whether the process techniques and ICTs in place is the one commonly in place today, or is significantly older or newer. For example, **how do we expect citizens to access online data if the majority do not have smartphones or laptops?** This means that other SMS-based alternatives should be implemented. However, caution should be exercised to ensure that the **focus is not on technology but on tech as an enabler**.

➤ **Individual:** Data literacy should extend to ordinary citizens so that they take personal advantage of the use of ICT and information. Consequently, the media, academia, CSOs and other infomediaries should complement the government to ensure that citizens are empowered to take action based on information.

Let's Pause

- Citizens' data literacy levels will drive the demand for data - and its use to solve specific problems.

The lack of understanding on the value of data implicitly means that demand/advocacy for publication of data is low.

What levers have affected your work at:
1. Institutional level?
2. Technical level?
3. Individual level?

2. Translating data into policy

Why does this matter?

Representation

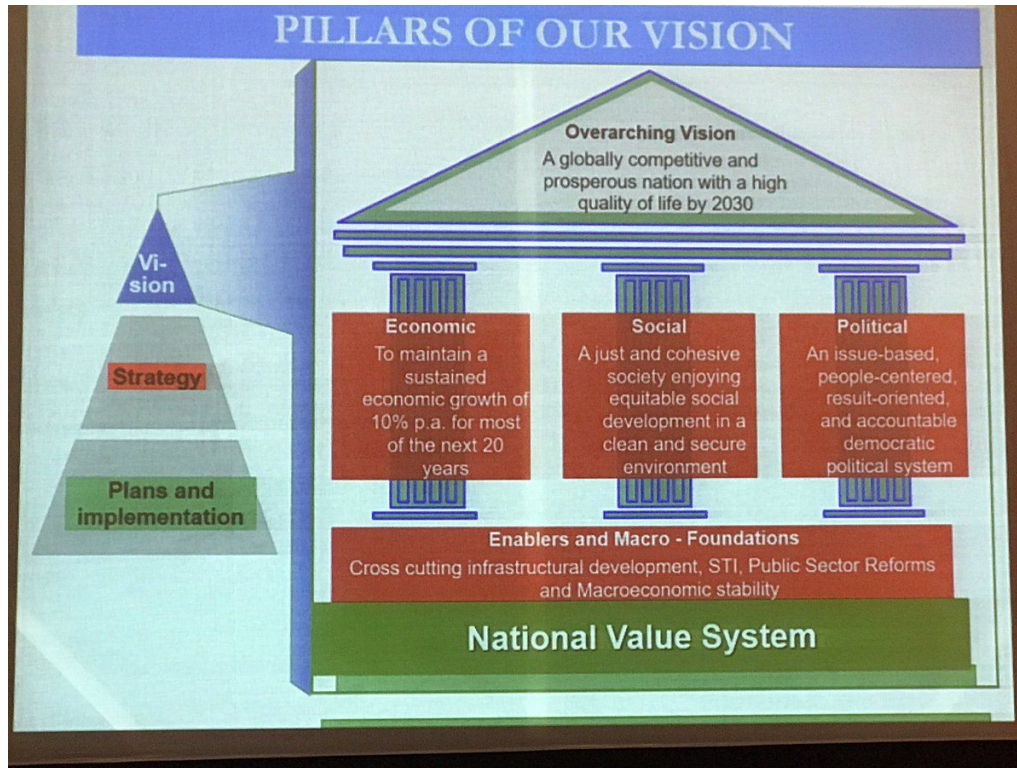Captures diverse populations often ignored in mainstream data.

Equity

Informs fair resource allocation and policy decisions.

Accountability

Enables tracking of progress towards social justice goals.

Kenya's Vision 2030

- **Economic:** Prioritizing industrialization, ICT, and infrastructure to boost growth and job creation
- **Social** sectors in an economy refer to areas of activity that prioritize social and environmental well-being eg. health, education, gender, social security, sports, etc. to improve living standards and inclusivity.
- **Political:** Strengthening governance, rule of law, and devolution to enhance public participation and accountability.

Why does this matter
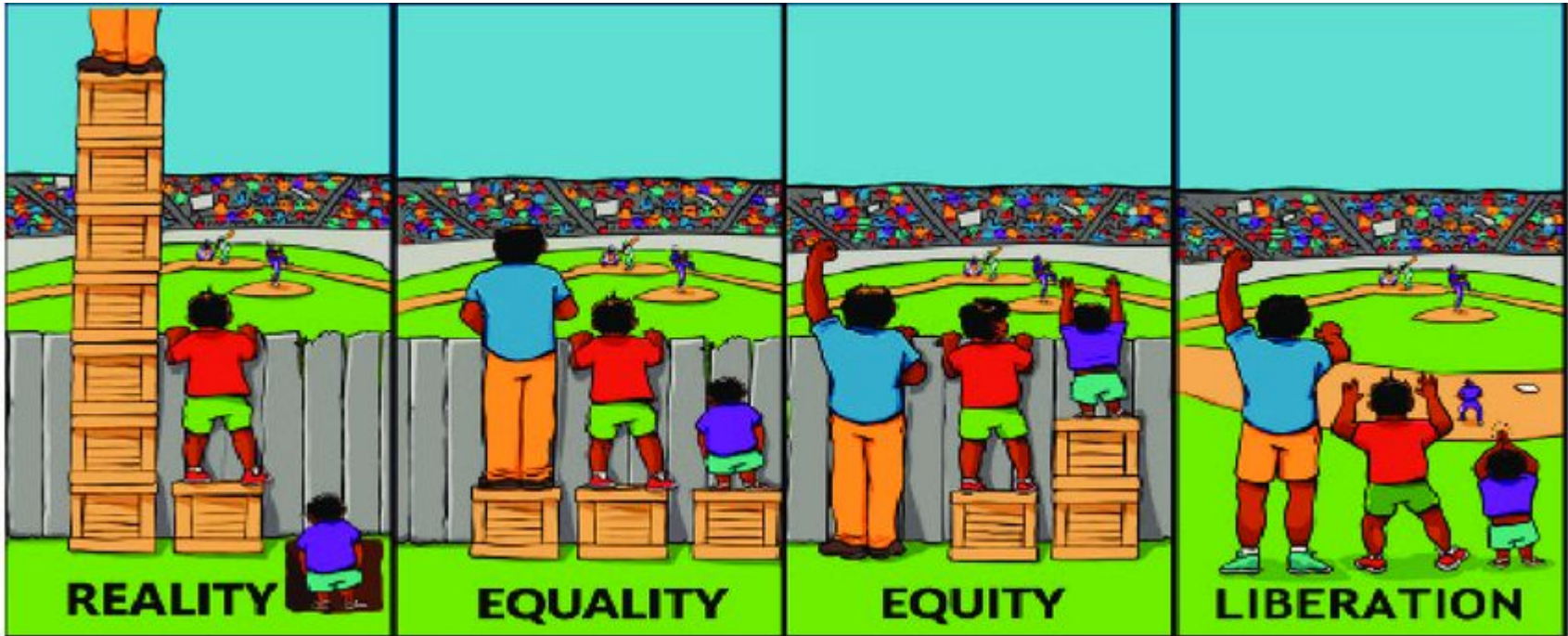
https://www.youtube.com/watch?v=iIjw7z6kwXs from 7.54 to 11.00

Translating Data into Policy

What

- We can transform data insights into actionable policies through **evidence-based storytelling and stakeholder engagement**.
- Ensure data accessibility and usability for policymakers through simplified summaries and interactive tools.

How?

- Use **policy briefs** to highlight data-driven recommendations (e.g., linking maternal mortality rates to clinic shortages).
- Engage policymakers and citizens via **data storytelling** to connect statistics to lived experiences.
- Align findings with existing policy frameworks (e.g., SDGs, county development plans).

https://www.youtube.com/watch?v=zSs7EtcAa1s
From 0.00 to 2.45

Let's Pause

1. How can you tailor data narratives to resonate with the specific incentives of different duty-bearers/policymakers (e.g., cost savings vs. electoral impact)?
2. What metrics would you use to evaluate the real-world impact of a data-driven policy as touching citizens?

3. Advocacy for data integration

Advocacy for Data Integration

What

- Champion the inclusion of intersectional data (gender, disability, income) in decision-making processes.
- Address systemic barriers to data interoperability and standardization.

How

- Partner with grassroots organizations to amplify marginalized voices in data collection.
- Advocate for **mandatory disaggregation** within the NSS (official/non-official stats)
- Highlight success stories
- Involve marginalized groups in data interpretation and decision-making (e.g., participatory budgeting councils).
- Design interventions with replication in mind (ie. extending to other counties)

Let's Pause

- Citizens' data literacy levels will drive the demand for data - and its use to solve specific problems.

1. How might you advocate for data standardization in a sector where legacy systems (that is, systems processes, that are in place and have been in place incline towards only **what is known**, what has been **traditionally funded** by taxpayers, donors, etc) dominate?
2. What risks arise from failing to integrate gender or disability data, for example, into public health programs?

4. Overcoming institutional resistance

Resistance to change

Individual resistance occurs when citizens resist change based on their unique perceptions, personalities, and needs. Factors like job security, habit, and economic factors massively influence individual resistance.

Organizational/Institutional resistance is an organization's tendency to resist change and want to maintain the status quo. Institutions that suffer from organizational resistance become inflexible and cannot adapt to environmental or internal demands for change. Some signs of organizational resistance include internal power struggles, poor decision-making processes, unconfident leadership, and bureaucratic organizational structures.

https://www.youtube.com/watch?v=iIjw7z6kwXs from 14.03 to 17.54

Overcoming institutional resistance

What

- Address skepticism by demonstrating data's value and building trust.
- Diagnose and address root causes of resistance (e.g., fear of accountability, technical gaps).

How

- Use **pilot projects** to showcase success (e.g., data-driven malaria reduction in Nandi).
- Frame data as a tool for efficiency (e.g., reducing redundant spending).
- Build alliances with "champions" inside institutions to drive cultural shifts.

Let's Pause

1. How could you identify and leverage "champions" within a resistant institution to drive cultural change?
2. What incentives (e.g., recognition, funding) would most effectively encourage departments to adopt inclusive data practices?

5. Advocacy for inclusive data (funding)

Funding challenges

- **Insufficient Budgets:** Funding often overlooks marginalized communities' data needs.
- **Fragmented Support:** Lack of coordinated investment limits comprehensive data efforts.
- **Short-term Focus:** Grants often prioritize immediate returns over sustainable impact.

Advocacy for inclusive data funding

What

- Secure resources for equitable data systems and capacity building.
- Leverage cross-sector partnerships to diversify funding sources

How

- Pitch to donors using **equity impact statements** (e.g., funding gender-disaggregated surveys).
- Leverage global frameworks (e.g., UN's Leave No One Behind) to justify needs.
- Formulation of Technical Working Committees that incorporate experts from these fields.
- Allocate funds for **community-led data collection** (e.g., training local enumerators).

Additional Strategies

1 Highlight Data Gaps

Show how exclusion harms policy effectiveness.

2 Demonstrate Impact

Use evidence and case studies to prove value.

3 Forge Alliances

Build coalitions across sectors for stronger voice.

Examples of Innovative Funding Models

1

Public–Private Partnerships

Combines resources for wider data coverage.

2

Community Investment

Empowers local groups to set data priorities.

3

Performance–based Grants

Incentivizes long-term, measurable outcomes.

Let's Pause

- Citizens' data literacy levels will drive the demand for data - and its use to solve specific problems.

1. How might you pitch inclusive data projects to private sector partners unfamiliar with equity-focused work?
2. What safeguards are needed to ensure multi-year funding commitments translate into actionable outcomes for marginalized groups?

Influencing Budgetary Decisions

What

- Leverage data to reallocate funds toward equity-focused programs
- Align data narratives with political and fiscal cycles to maximize impact.

How

- Create **cost-benefit analyses** (e.g., ROI of investing in rural clinics).
- Use **heatmaps** to show disparities in resource allocation (e.g., education spending vs. dropout rates).
- Lobby for **participatory budgeting** to involve communities in fiscal planning.

Let's Pause

1. How would you demonstrate the long-term fiscal benefits of investing in preventive healthcare using existing datasets?
2. What political trade-offs might arise when redirecting funds from high-profile projects to equity-focused initiatives?

Data to policy: Case studies

The Kisumu & Siaya Counties Case Study

HEALTH CARE SERVICE DELIVERY REPORT:
A detached approach to study patient satisfaction on health service delivery

Oct '22 - CIAG-K present concept note for health study
They desired to undertake a situational survey of public healthcare in Kisumu & Siaya

Dec '22 to Mar '23 - Refining the concept
Aligned concept to focus on policy outcomes, infused methodology on sampling and validated it with KNBS

Apr to Jul '23 - CSO Data Governance Training
Training 19 CBOs from 11 counties covering data 4 development and data rights

May '23 to Sept '23 - Data collection, Data analysis, report writing
Countywide data collection, analysis, iterations on report writing

Oct to Nov '23 - Report validation
Draft report was validated with both state and non-state stakeholders

May '24 - Launch and Dissemination
Undertaken through workshops with county executive, community townhalls, local and national media stations, social media, and posters in each facility visited

June '24 - Memorandum Submission
Drafted and submitted a memorandum to Kisumu and Siaya Counties

June '24 - Commitments by Kisumu
CECM Health Kisumu county pledges to leverage report and memos to mobilize additional budget for FY 2024/25

Results Advocacy

Study Reveals Gaps In Healthcare Systems Kisumu

KNA2   June 7, 2024   Counties, Health, Kisumu   0

- Community and County Government engagements around the data in May '24
- Media mentions of the project and activity
- Secured commitment from County Executive to leverage reports for additional funding for the FY 2024/25

Lessons Learnt

- Different counties/Countries are at different levels when it comes to data availability, quality and capacity building; these hugely impact implementation pace.
- We've learnt that the CBO and non-state actor engagements can be just as important as county executive engagement.
- **Political will almost always be a critical success determinant**
- Without strong partnerships with community organizations (CSOs and CBOs) it is difficult to advance governance topics
- Allocating budgets to data availability, quality and capacity (institutional, technical and individual) remains a challenge
- Institutionalization of data (supply and use) remains a challenge.
- More FGDs are required in order to explain why some subcounties, facilities outperform others.

Key Takeaways from Module 6

- **Transform data into actionable policies** by aligning insights with stakeholder priorities through evidence-based storytelling, policy briefs, and tools like interactive dashboards.
- **Advocate for intersectional data integration** (gender, disability, income) by addressing systemic barriers, partnering with grassroots organizations, and mandating disaggregation in government surveys.
- **Influence budgetary decisions** by timing data narratives with fiscal cycles, modeling cost-benefit scenarios, and lobbying for participatory budgeting to prioritize equity-focused programs.
- **Overcome institutional resistance** through pilot projects, framing data as an efficiency tool, and building alliances with internal champions to drive cultural change.
- **Secure sustainable funding for inclusive data systems** by leveraging cross-sector partnerships, equity impact statements, and global frameworks like the UN's "Leave No One Behind" agenda.