

The Advocacy Accelerator

Sustainable Health Financing Through Civil Society Leadership

As domestic fiscal pressures grow in many low- and middle-income countries, sustainable health financing depends increasingly on national commitment and accountability. The Global Health Advocacy Incubator's (GHAI) Advocacy Accelerator equips civil society to drive this shift – using the power of advocacy to achieve lasting budget and policy reforms for health.

At this critical moment of changing international health financing landscape, GHAI's Advocacy Accelerator is charting a sustainable path forward through domestic budget advocacy.

**– Vandana Shah, Vice President,
Health Systems Strengthening, GHAI**

A Practical Model for Sustainable Health Financing

The Advocacy Accelerator is a 10-month practical learning program that strengthens civil society organizations' (CSO) capacity to influence domestic health financing based on GHAI's decades of expertise. It combines hands-on learning, expert mentorship and peer exchange to build skills in budget analysis, campaign design and government engagement. Through a proven methodology centered on building political will through capacity strengthening and technical support, participants develop context-specific advocacy plans that connect evidence to policy and budget change.

The participating CSOs benefit from practical expert-led learning modules to develop and execute context-specific advocacy plans. All participants have two or three mentors based in their regions, with whom they meet regularly for expert technical and advocacy advice. These targeted advocacy-focused capstone projects are developed with support from the mentors.

The program draws on GHAI's proven budget advocacy framework, which outlines a four-step process for effective budget advocacy that includes planning a campaign, conducting the campaign, strengthening accountability and building sustainability. The framework is informed by the experience of countries that have successfully increased government funding.

Demonstrated Impact



Two participants from the Accelerator program at a workshop in Nairobi, Kenya, December 2025.

Accelerator participants are applying these skills to advance sustainable financing across key health areas – health security, noncommunicable diseases, mental health and injury prevention – and achieved measurable results, from the creation of new health budget lines and improved disbursement practices to the formal recognition of CSOs as credible partners in public financing discussions. Through evidence-based campaigns and constructive engagement with ministries of health and finance, Accelerator participants have influenced national plans, strengthened government accountability and contributed to more transparent, responsive and equitable health budgets across multiple countries.

The pilot program (previously called the Advocacy Academy) had teams from Ethiopia, Nigeria, Tanzania, Kenya, Uganda, South Africa and Zambia.

Outcomes from the 2024-2025 cohort of the Accelerator include:



Kenya: Development and government adoption of a One Health Strategic Plan for the Tharaka Niki County;



Uganda: Timely disbursements of funds for epidemic preparedness;



South Africa: CSOs recognized by government as authoritative partners on budget advocacy;



Ethiopia: Establishment and renewal of Kalu Woreda's first-ever epidemic preparedness budget line; and



Zambia: Recognition by key policy decision-makers and invitation to analyze the health budget and make recommendations.

Expanding Reach & Relevance

Building on early successes, the Advocacy Accelerator has expanded its geographic and thematic scope while maintaining a strong focus on domestic resource mobilization for underfunded health priorities. The 2025-2026 cohort includes 24 advocates from 12 CSOs across 11 countries, selected from 618 applications.

Through mentorship, peer learning and applied policy projects, participants are developing and implementing tailored budget advocacy strategies suited to their national contexts. The Accelerator equips them with practical skills in budget analysis, stakeholder engagement and policy influence, helping transform technical evidence into compelling advocacy that strengthens public financing systems.

By fostering collaboration among advocates and government institutions, the Accelerator is demonstrating how civil society leadership can drive sustainable, country-led health financing reforms. By applying lessons from current and past participants, the program continuously refines its approach and extends its relevance across health areas where sustainable financing remains a challenge.

"One key takeaway for me is the importance of connecting technical knowledge with real-world impact. The program didn't just provide information; it equipped me with tools I can actually apply."

- LOPECO Foundation, South Africa

The Global Health Advocacy Incubator's Accelerator provides a practical framework that can be adapted to different country contexts, supporting evidence-based advocacy and promoting more transparent and accountable health budgets. All resources for the Accelerator are also hosted on HATCH, GHAI's bespoke free e-learning platform. The Accelerator is supported by Bloomberg Philanthropies. Additionally, Resolve to Save Lives (RTSL) is providing support for this year's health security track.



Graduates from the 2024-2025 cohort of the Accelerator program holding their certificates of completion, April 2025.

About GHAI

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The Global Health Advocacy Incubator uses the power of advocacy to tackle critical public health challenges across the globe – including food and nutrition policy, injury and overdose prevention and building resilient and equitable health systems. We are an initiative of the Campaign for Tobacco-Free Kids, which is the leading advocacy organization working to reduce tobacco use and its deadly consequences in the United States and around the world. Our vision is a healthier and more equitable future for all.