

'Track Changing Initiative' Updated Guide Work Plan, Jan 2021

Vision - To achieve global solidarity which we define as -

- Out of compassion and pursuit of justice... an action to care, listen and help each other... that promotes connectedness and equity throughout the world

Theory of change

- The way we communicate the issues we work on, impacts the way people understand, accept, engage and act on them
- Currently the dominant "aid" narrative is damaging and ultimately undermining efforts to achieve health for all in a just world without discrimination.
- This is because it perpetuates damaging stereotypes contributing to undermining global solidarity, and distracts us from demanding action on the root causes of poor health and poverty by not bringing them into discussion. It also fails to engage people in the issue of poverty and poor health as indicated by declining acts of public support, especially in the 'global north'.
- Finding alternatives we can use to change how we talk about poverty and poor health is a way of moving towards global solidarity and social justice.
- We recognise that this is **one part** of a much bigger strategy for change because when done in isolation there is a risk of new language/narratives being co-opted from their original purpose and meaning (as we have seen through the years with words like "empowerment" and "participation" being co-opted by actors like the World Bank and IMF).
- This is not an anti-aid narrative, but is about recognising that aid is only one piece of the puzzle for achieving health for all.
- We are encouraged to see a growing recognition of the need to shift language in the development sector, and some positive moves towards doing this. However, we are concerned at the lack of global south civil society and community involvement in these initiatives, and that many of them do not go far enough (for example, many initiatives work to address damaging stereotypes in the 'aid' narrative, but not to bring the causes of poverty into their comms). .

Action Plan

Note: timescales are approximate and subject to change²

Short-term	1. Complete a collaborative report that will make a strong, principle-based argument to international donors/NGOs on the need to find an alternative to the 'aid' narrative. It will also propose key communications principles by which they should abide.
Medium Term	1. Use the report for advocacy in our own networks. This will look different for each of us but could include report distribution, hosting meetings, sharing with donors etc...

	<ol style="list-style-type: none"> 2. Run a consultation process on alternative language to the word 'aid". This will be hosted by the TCI, but financially and administratively supported by Health Poverty Action (a member of the TCI)
Longer-term	<ol style="list-style-type: none"> 1. Conduct collaborative and participatory research into alternative ways of communicating poverty, inequality and poor health. A clear research plan would need to be developed. NOTE: The TCI might work with Health Poverty Action in delivering this work. 2. Publish findings of this research 3. Advocate that organisations adopt alternatives to 'aid' narrative - mitigating against the risk of language co-option.
On-going	<ol style="list-style-type: none"> 1. Advocacy on the need to find alternatives to the 'aid' narrative 2. Regular team meetings and reporting of advocacy progress 3. On-going network building on the issue of language
'Car park'	<p>These are activities we would like to come to in time:</p> <ol style="list-style-type: none"> 1. Seek funding for the work of the TCI to ensure sustainability

Completed Activities:

- Kampala Initiative Declaration - feed in terms and definitions
- Webinar - to feed back our plan to those engaged with Kampala Initiative (especially those interested in our thematic area) and get their inputs/feedback before continuing with the plan
- Continued discussion/reflection - set up a google doc where we can continue to explore and share problematic terms, terms that better reflect reality, and vocabulary that reflects our aspirations towards global solidarity
- Create a website presence for the TCI on the MMI website including TOR
- Finalise our action plan
- Expand the group/invite new members - to ensure regional representation