

Advocacy, Communication and Social Mobilization Draft

Note for the Record

Core Group conference call Global Advocacy for Resource Mobilization 6 March 2007

Present	Apologies
Paul Sommerfeld, Chair	François Bonnici, WEF
Susan Bachellor, USAID	Joanne Carter, Results US
Ann Fanning, Stop TB, Canada	Ann Cronin, CDC
Dan Lowenstein, GHS	Mick Matthews, GFATM
Beatrijs Stickers, KNCV	Tim France, HDNet
Paul Thorn, Author	Lee Reichman, Uni of New Jersey
Emily Mintz representing Results	Sheila Davie, Results UK
	Bertrand Kampoer, Media Consultant
Secretariat: Carole Francis	

The Core Group held a conference call on Tuesday 6 March 2007 to review and sign off of the draft workplans for the Media and Events, Patient Advocacy, Business Engagement and XDR-TB Task Forces.

The Core Group reviewed the workplans and provided the following comments:

Chair, Core Group and Secretariat workplan

Paul Sommerfeld went through the key components of the workplan which include those areas of work agreed at the Core Group meeting in November 2006:

- Development of the Global Advocacy website
- Production of the ACSM newsletter
- Provision of ACSM support to other working Groups
- Development of advocacy materials
- Research into target countries and institutions:
- Fostering Champions and monitoring workplan activities

Comments

Paul Sommerfeld noted that Rotary and Advocacy with investment pools (hedge funds, venture capitalists etc) were missing and should be added. In a subsequent conversation he agreed that his travel support costs of US\$10,000 would not need to be renewed until 2008.

The Core Group decided that a full Core Group meeting in April / May in Geneva was unnecessary. However, each Task Force was advised to hold a small meeting of decision-makers to detail the

products that they will produce, focal points, the indicators and monitoring process for the Task Force activities.

Business Engagement

François Bonnici provided an overview of the workplan, the principal areas of work will be:

- engaging healthcare companies in TB activities,
- prioritizing companies with workplace programmes to engage in TB activities,
- building business platforms for global regional and local level advocacy
- hosting a private sector meeting linked to the April Stop TB Partnership Coordinating meeting with company executives to increase awareness and commitment to global TB efforts
- holding face to face meetings with high level executives in Europe / USA /India between May and November

The Secretariat suggested, that following conversations with Jean-François de Lavison and François Bonnici, we should specify that the India component was to improve advocacy among the India diaspora. The Core Group agreed that advocacy in the Indian diaspora was an important constituency in the UK, USA and Canada and this component of the workplan should be developed.

The Core Group signed off on the workplan.

Media and Events

Tim France was unable to attend so the Secretariat presented the workplan.

The principal areas of work are:

- development of a Task Force resource mobilization plan
- development of a Common Messaging Platform
- building media-friendly materials including photos, bios, factsheets and websites (including an uploadable part of the website for patients and communities and weblinking with PANOS trained journalist site.
- increasing media coverage of TB including development of the media contact list, and resource people from difference Working Groups
- Developing a calendar of key events
- Planning activities around the three most significant opportunities of the year WTBD, WAD and the Union conference.
- Developing a letter-writing campaign

Comments

The Core Group commented that the workplan was quite full and suggested that Focal points should be identified to carry out each piece of work and indicators should be developed to measure the efficacy of workplan activities.

The Core Group signed off on the workplan.

Patient Advocacy

Bertrand Kampoer could not participate in the call. However, the key areas of activity are:

- improving community access to better services and information, including facilitation of the use of the Patient's Charter, providing information for patients.
- promoting the Run4Life marathon campaign
- increasing community leadership for TB in policy, program, research and funding including creation of a forum for patients and interested parties in target countries
- providing support for national patient advocacy groups

Comments

The Core Group felt that many of the areas of work under this workplan were already being undertaken - such as roll-out of the Patient's Charter and asked for clarification.

Paul Thorn provided background on the TB Café component of the **Increasing community leadership**, which is intended to provide adherence support to TB patients in target countries. The Core Group agreed that this was an important area of work and should be supported.

The Core Group felt that the Run4Life project could raise the visibility of the Task Force, but suggested careful monitoring of the impact of this project.

The Core Group signed off on the workplan.

ACSM for XDR-TB

The Secretariat presented the ACSM for XDR-TB Task Force workplan. The key areas of activity are:

- journalist briefings, development of a roster of journalists and a press pack for journalists
- preparation of Red Top Updates
- identification of countries for improved communications
- preparation of information for patients, health care workers, employers and unions, civil society and NGOs

The Secretariat stated that THD have agreed to cover the costs of the workplan.

The Core Group signed off on the workplan.