



**ADVOCACY ADVISORY COMMITTEE
to the Coordinating Board of the
STOP TB PARTNERSHIP**

TERMS OF REFERENCE

Background

The Stop TB Partnership was established in the year 2001 and is hosted by the World Health Organization in Geneva, Switzerland. It consists of more than 700 international organizations, countries, donors from the public and private sectors, and nongovernmental and governmental organizations that are working together to eliminate TB. The Partnership's Global Plan to Stop TB (2006-2015) sets a roadmap for halving TB prevalence and deaths by 2015, compared with 1990 levels.

The McKinsey external evaluation of the Stop TB Partnership recently recommended strengthening and expansion of the Partnership Secretariat staff to take on more of the advocacy work and coordination than was possible previously. The McKinsey evaluation also recommended that the Coordinating Board reconsider the need, role and function of the Advocacy, Communications and Social Mobilization Working Group (ACSM-WG).

At its meeting in October 2008, the Coordinating Board of the Partnership decided to disband the ACSM-WG, moving the Country-Level Sub-Group to be the ACSM Sub-Group of the DOTS Expansion Working Group, and replacing the Global Advocacy Sub-Group with a committee directly advising the Board and secretariat to be known as the Advocacy Advisory Committee.

The full decision of the Coordinating Board is appended to these Terms of Reference and form part of them.

Advocacy Advisory Committee

With the intention of strengthening and clarifying advocacy activity at the heart of the Partnership, the Committee's role will be both to advise the Board and Secretariat on advocacy strategies and to help the Partnership encourage and engage the broad network of advocacy-active Partners and Working Groups.

The Advisory Committee will also provide guidance on building and strengthening the Advocacy Network. The Advocacy Network will be a way to engage partners and the route for sharing advocacy information and initiatives across the Partnership. Additional to the frequent electronic contact by emails and phone, there will be an annual meeting of interested partners of the network on a yearly basis.

Proposed structure, role and functions of the Advocacy Advisory Committee and of the Advocacy Network

- The **Advocacy Advisory Committee** will be composed of approximately 6 to 7 members who bring a wide range of advocacy skills, experience, and expertise, either from within or from beyond the TB community. All Partners will be invited to recommend individuals who might serve on the Committee. Final selection will be made by the Executive Committee of the Coordinating Board with a view to achieving a balance of skills, gender and geographical representation.

- The Committee will provide advice to the Coordinating Board and the Secretariat on Advocacy strategies and issues including progress on resource mobilization for the Global Plan. This will include advice on annual advocacy plans as well as strategies around specific issues or events.
- The Committee will assist the Secretariat and the Partnership in engaging the broader advocacy community. This will include advice on annual meetings of the Advocacy Network as well as help with disseminating information and enlarging the network.
- The **Advocacy Advisory Committee** will meet the Secretariat once or twice per year and be available for periodic conference calls or email exchanges in order to:
 - Advise on the preparation of a draft annual advocacy strategy for the Secretariat to be presented to the Board for approval;
 - Advise and input on the resource mobilization strategies for the Global Plan to Stop TB;
 - Advise on the preparation of an annual meeting of the Advocacy Network¹ where participation will be encouraged by the broader network of advocates, Working Groups and Partners from both the north and south;
 - Review, comment and advise on the development and use of tools for information flow between, and engagement of, advocacy partners.

Areas of expertise sought in potential members of the Advocacy Advisory Committee:

1. Extensive experience in Policy and Coalition Advocacy and Resource Mobilization
2. In-depth knowledge of influencing policy and practice
3. Formulating Communication Campaigns
4. Strategic Planning

It is hoped to recruit members who between them have experience of advocacy in several regions of the world and offer a range of advocacy-related skills.

Length of Term

- A review of the degree to which the Advocacy Advisory Committee is proving to be a useful addition to the Partnership will take place during the autumn meeting of the Coordinating Board in 2010. It will be assessed on the degree to which it has:
 1. Contributed to increased resources for the Global Plan
 2. Been efficient and functional in implementation
 3. Facilitated engagement of the broader TB advocacy community
- Thus the members of the Advocacy Advisory Committee will serve an initial trial period to be reviewed in 2010 and would thereafter be appointed for terms of two years. At that time, a system will be agreed between the secretariat and the committee for members departures to be staggered in order to ensure rationalization and preservation of institutional memory in the committee.

¹ The Advocacy Network will meet once a year and provide the means for partners to coalesce around activities such as: Determining and Implementing a Calendar of priority events; participating in innovative ways of communication such as "Open-Mic" sessions (providing partners the opportunity to set the agenda of discussions), use and improvement of the Centre for Resource Mobilization website; contribute to the development of training courses on Political Advocacy for National TB Programmes and other partners.

Selection procedure

1. All Partners will be invited to make nominations
2. All nominations received by the deadline will be reviewed by the Secretariat and Executive Committee of the Coordinating Board for relevant expertise, experience, gender and geographical representation.
3. The Executive Committee of the Coordinating Board will then make the final decision as to which candidates are invited to join the Advocacy Advisory Committee.

Proposed timeline and process

1. Call for nominations 05 December 2008
2. Nominations shall be made by any Partner sending in a c.v. of the person concerned, together with a cover letter explaining the particular suitability of the candidate.
3. Deadline for submitting nominations to the Secretariat: **09 January 2009**
4. Selection Committee to vote by: Executive Committee Conference call (in February)
5. First Advocacy Advisory Committee meeting: March 20, 2009

Decision by the Stop TB Partnership Coordinating Board, 29 October 2008

**Stop TB Partnership
Advocacy Advisory Committee**

The McKinsey external evaluation of the Stop TB Partnership recommended a restructuring of the Partnership bodies involved in global advocacy, including a strengthening and expansion of the Partnership Secretariat staff to take on more of the advocacy work and coordination than was possible previously. At the same time, the McKinsey evaluation also recommended that the Coordinating Board reconsider the need, role and function of the existing Global advocacy component of the ACSM group.

In order to ensure that the Partnership engages as much of the advocacy community as possible and benefits from expert advocacy advice on an on-going basis as well as on specific issues, the Global Advocacy component of the ACSM working group will evolve into an Advocacy Advisory Committee to advise the Board and Secretariat on advocacy strategies and help the Partnership engage a broader network of advocacy partners.

1. The Advocacy Advisory Committee will consist of 6-7 advocacy experts. The broader advocacy community, members of the Coordinating Board and other interested partners will be invited to recommend individuals who could serve on this committee.
2. Final selection will be made by a subgroup of the Board with regard to achieving a balance of skills and geography.
3. The role of the Advisory committee will be primarily twofold:
 - **Provide advice to the Coordinating Board and the Secretariat on advocacy strategies and issues including progress on resource mobilization for the Global Plan.** This would include advice on annual advocacy plans as well as strategies around specific issues or events.
 - **Assist the Secretariat and the Partnership in engaging the broader advocacy community.** This would include advice on annual meetings of a larger advocacy network as well as help with disseminating information and enlarging the network.
4. The advisory committee would meet with the Secretariat once or twice per year and be available for periodic conference calls or email exchanges in order to:
 - Advise on the preparation of a draft annual advocacy strategy for the Secretariat to be presented to the Board for approval;
 - Advise on the preparation of an annual meeting of the advocacy leaders from the Working Groups and others from both the north and south;
 - Review, comment and advise on the development and use of tools for information flow between and engagement of advocacy partners.
5. One or more representatives of the Committee should also participate in Coordinating Board meetings to offer advice and input on advocacy strategies and issues. The Advisory Committee would not have a formal Board seat, however would play a critical and active role in advising the Board.
6. A review of this approach will be undertaken for the Spring 2010 Coordinating Board meeting (in about 18 months) and will be assessed on the basis of the degree to which this approach:
 - Contributed to increased resources for the Global Plan
 - Is efficient and functional in implementation
 - Facilitates the engagement of the broader advocacy community.

The current chair of the ASCM Working Group will be mandated to work with the Secretariat to facilitate the transition and the move towards the creation of the Advisory Committee.