

## Way Forward

### Measles Initiative Partners

- Goal: Reduce measles deaths by 90% by 2010
- Coordinate teleconference press conferences to release numbers
- Clear targets for communications
- Clear mandate, small/focused group of 5 partners, with input from partners on the ground
- Global group offers countries support, but leave up to countries to advocate around their campaigns, focuses primarily on 'bigger picture' and small number of key campaigns
- Regular call, approx ev 2 weeks
- Standard operating procedures, checklist for communication between field and global partners, key messages
- In-country staff are responsive to campaigns
- All money raised for measles initiative goes into the same bank account, partners are empowered by consensus to spend money
- Advocacy timeline
- ARC is the lead for the group, org calls, keeps group on track
- WHO, as partner, advocates with Dr Chan to have her communicate on behalf of the partnership, support the partnership as opportunities arise, important in context of numerous disease areas vying for attention

- **Issues**

- Which partners are included in campaign logo, boilerplate materials?
  - Can be used to encourage partners to contribute more
- Which components of malaria prevention are we focusing on? Who are the core partners for each component?
- How to ensure that messages goes up and down
- Interface between global partners and in-country partners, ensuring actions are MOH led

## Way Forward

- **What is our goal? To contribute to public health impact, to save lives, in the countries where we work**
- **What are our objectives? What are the common partnership goals for 2008 that we want to promote ?**
  - Support Ministries of Health
    - to carry out effective, successful, transparent campaigns, related communications, Hang Up monitoring/eval to show success
    - To motivate leadership, participation, even under "resource poor" environments
  - Determine the "story we need to tell"
    - communicate back to the partnership what we need to do that
  - Showing that resources are effective, "the money works"
    - Collecting the data to "tell the story"
    - Can be part of the larger MCH story
  - Develop common and consistent messages
    - Gap is \$x at the global level
    - How much does a bednet cost? Need to tell a consistent story
    - How many people can be covered by x dollars
  - Contribute to resource mobilisation for
    - Continued campaigns
    - Rd 8, last chance for 2010 objectives
    - Individual organizations to contribute back to the partnership
    - Want to empower partners to raise the funding needed to meet the overall target
    - This may need to be a delineated task force, requires specific skills, focus

**What would a "happy communicator family" look like?  
At the global level, at the in-country level**

- A forum for partners to come together on a regular basis, and as specific needs and/or specific partner interests arise
- Leadership from chairs per task forces, possibly rotating
- Coordinating efforts with other comms/advocacy group, eg MAWG/RBM
- Clarity of purpose among partners
- Being involved in telling the WHOLE story – hang up, keep up, as part of total package of malaria control
- Partners feel empowered to move forward on common objectives
- Clear lines of communication between in-country and international partners and within each group
- Understanding in-country contributions as we plan international
- We have effective communication tools
- Merge communicator process into overall partnership process
  - Possible spin off of specific needs calls into comms specific calls
  - Importance of everyone having the same information at the same time

- **What are the mechanisms we want to use in moving forward?**
  - TOR
  - More regular calls
  - Global partners, in-country partners
- Developing key messages, identifying audiences, tailoring messages by audience
- How might the global press release differ from the in-country press release
- Outcomes of Mali meeting – suggestion to have a comms focal point
  - Some contexts may require a focal point dedicated to coordination of comms, "social logistics"
  - Some context already have solid partner support, which is better placed to coordinate, interface with the global partners
  - How to determine: let this emerge out of the overall planning process

**GIVE MARCY FEEDBACK ON THE TOOLKIT**