



ROLL BACK MALARIA PARTNERSHIP
FORUM V
Cameroon, Yaounde, 18-19 November 2005

Advocacy

Facilitators:

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Use a Spectrum of Approaches

- Develop advocacy strategies to address awareness, accountability and fund-raising
- Identify high-profile champions and celebrity advocates such as sportsmen, musicians, politicians and actors
- Raise public awareness at global and country levels through high impact actions (eg Africa Malaria Day, and add a World Malaria Day, World Swim for Malaria, Drive against Malaria)
- Encourage pride (eg in industry)
- Use opportunities for northern partners to see the problem for themselves



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Consensus

- Engage politicians (eg The Gambia)
- Develop networks for malaria advocacy
- Create linkages among regional economic communities and African Union and bring them in as advocates
- Develop neighbouring country partnerships (eg, Swaziland, Mozambique and South Africa)
- Public sector and multilaterals need to break down suspicion against private sector
- Reach consensus among research community on strategies
- Convey consensus for communication



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Products and Tools

- Evidence
- Economic and business case (eg by involving regional economic communities and strategies as well as national politicians)
- Success stories
- Clear Plan and Strategy
- Packaging information and use appropriate language
- Global resource for keeping and dissemination of success from all source



Creating Capacity and Using Collective Action

- Give voice to enable effective community action
- Sustained
- Consistency
- Involve different approaches working together
- Develop networks, eg linking schools and malaria programmes (Gambia)
- Strengthen capacity of media to act as advocates
- Strengthen capacity of local groups (traditional leaders, community radio, soccer players)



Accountability and Commitment

- Fund civil society activism
- Sensitise parliamentarians to raise the profile
- Focus on creating favourable environment for private sector and civil society involvement (emphasis on constructive dialogue)
- Maintain pressure for continuing political will
- Track performance of multilateral institutions as well as national governments to ensure accountability and consistency