

Roll Back Malaria Advocacy Working Group 2008-09 Work Planning & Priorities

On 17 January, an “executive team” of partners representing the RBM advocacy working group (MAWG) met in London to outline a set of global priorities to guide partner advocacy activities over the coming year. This document outlines those priorities, as well as key partners that will collaborate to execute these and other activities of the MAWG.

Process

The executive team (ET) considered the following input in establishing MAWG priorities:

- Advocacy requests and expectations of the RBM Board, as presented at the November 2007 board meeting;
- Proposed activities and advocacy requests of the pending Global Malaria Business Plan;
- Priorities outlined by MAWG partners who responded to a December 2006 request for input on 2008-09 activities; and
- The 2007 MAWG work plan.

The ET identified a set of criteria to guide the selection of global priorities. Those criteria were:

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|------------|--|
| Conceptual | <ul style="list-style-type: none">▪ Stops mothers and children from dying▪ Cost-effective▪ Return on investment▪ Increases access (particularly among the rural poor)▪ Contributes to 2010 targets▪ Potential for impact on long-term eradication |
| Practical | <ul style="list-style-type: none">▪ All regions – Africa, Europe, US – can contribute activities▪ Resources (human, financial) are available▪ Immediacy |

MAWG Scope of Work

As interest and engagement on malaria has increased, so has the call for “advocacy.” The Board, RBM working groups, partners and external stakeholders are increasingly looking to the MAWG to promote the malaria agenda at global, regional and national levels as well as within specific sectors. The efforts of MAWG partners are currently “in kind.” Significant resources will be needed if the MAWG is to engage on the full menu of requests it currently faces.

The ET has outlined parameters in which the MAWG, under current structure and resources, will operate. A majority of activities are those already being carried out by MAWG partners under their respective work plans. This work planning process has allowed key partners to better coordinate activities and resources. Activities beyond those outlined in this document and subsequent task team discussions will be contingent upon additional human and financial resources.

<insert continuum figure from London discussion>

MAWG partners look forward to raising awareness, building stakeholder interest and providing the advocacy materials that partners and elites, including the RBM board, can use in their outreach on these priorities.

Global Advocacy Priorities

Resources (current & future) and policy (those already in place & needed) will continue to be the MAWG's global priorities. Task teams will take each of these areas and further define priorities within each, identifying activities / opportunities to work together to maximize impact. Each task team includes a communications/marketing expert that will help to shape top-line advocacy messages to be used by all partners.

RESOURCES

- Current --- "\$1.5 billion": The MAWG will work to ensure that current investments are delivered and impact is communicated back to key audiences.

Task Team: Richard, Jessica, Matt, Louis, Enid, Peter, Amanda (CORE), Pru, Michel, Sally, Peter C., Bonnie, Nicole

- This task team will also consider the GFATM, G8 and regional relations with the African Union.
-- AU: Jessica, Louis, Matt, Marcus, Wilfred, Nicole

Key issues: 1) Aid effectiveness, 2) are NGOs getting access?, 3) accountability, 4) transparency, 5) performance, 6) build developing country capacity.

Needs: 1) Baseline data, 2) track where money goes

Events/Activities/Opportunities: **GFATM:** 1) HWG Rd 7 signed & delivered - MAWG to support, 2) Rd8: strengthen local NGOs, 3) TRP messaging; **G8:** to be considered by task team.

Partners:

- Africa: Encourage national level voice in global conversations
- Europe: 1) EC advocacy re: GFATM, World Bank, WHO technical assistance, 2) **GHA** TA to local NGOs
- US: 1) US Congress advocacy re: GFATM, PMI, World Bank, WHO technical assistance, 2) **VOICES, CORE** technical assistance re: strengthening local NGOs
- Secretariat: communicate with other RBM working groups, WHO-GMP, BCG to secure reliable global estimates

Product(s): 1) Global need document (taking into account factors such as degree of coverage, geographic scope); 2) Return on investment series

Note: Global need estimates will remain at \$4.1 billion (\$3.2b for implementation + \$0.9 for R&D) until update estimates identified.

- Future --- “\$1.5 billion+”: The MAWG will motivate 1) existing stakeholders to increase investments and 2) new stakeholders to invest in malaria activities.

Task Team: Pru, Kevin, Lisa, Louis, Bonnie, Peter M., Sally, Michel, Kate, Nicole

Key issues: Link to development (business case)

Needs: 1) list of potential public & private donors

Events/Activities/Opportunities: **GFATM:** replenishment conference; **New donors:** explore Japan, Middle East

Partners:

- Africa: ---
- Europe: EC advocacy to increase GFATM contributions
- US: Congress advocacy to increase contribution to 33%
- Secretariat: strategy for Board approach to TICAD, new donors

Product(s): Analysis of new donors (will then become strategy document)

Note: ---

POLICY EFFECTIVENESS

- The MAWG will advocate for policies that make maximize malaria policy effectiveness. Partners will expose policies that currently (or could) help or inhibit the delivery of malaria interventions.

Task Team: Richard, Jessica, Matt, Nicole, Pru (to focus on information needs)

- Complex emergencies sub-team: Bonnie, Kevin, Louis
- Linkages: Peter M, UNICEF (TBC), Louis, Peter C., Emmanuel, Marcus, Nicole

Key issues: 1) large countries, 2) complex emergencies, 3) ACT subsidy, 4) access, 5) sharing best practices (e.g., drug policy coordination, community-based management of fever), 6) resistance, 7) M&E underfunded in countries

Needs: 1) WHO policy statement re: community use of ACTs, case management, 2) mechanism to gather and disseminate local policy “best practices”, 3) common message re: policy effectiveness

Events/Activities/Opportunities: ---

Partners:

- Africa: AU and national level advocacy re: removal of bottleneck policies, particularly around procurement & supply chain management; communicate country level issues to Secretariat (e.g., Ghana IRS)
- Europe: Donor advocacy based upon specific policies that could be strengthened (e.g., GFATM 7-10% allowance for M&E); link this activity to aid effectiveness theme
- US: 1) Outreach to WHO-TDR for potential consensus meeting on community-based management of malaria; 2) donor advocacy based upon specific policies that could be strengthened; 3) **VOICES, CORE, GHC**: work with in-country NGOs to compile field experience
- Secretariat: to establish a library of malaria policies; outreach to RBM working groups for technical details and to identify what policies need modification, need to be established i.e. IRS in Africa .

Product(s): 1) messaging document re: policy effectiveness, 2) “Political will is...” document targeting developing country governments, 3) document re: AU promises made vs. delivered (to be discussed by task team)

Note: Re: messaging – discussed “sustainability” justification that includes resources, access, next generation of researchers & donors, effective implementation, lives saved; also discussed message for external community: cost effectiveness, performance and internal community: make \$ work better

RESEARCH & DEVELOPMENT

- The MAWG will work to integrate R&D priorities into the mainstream malaria advocacy platform.

Task Team: Wilfred, Sally. To be invited: Anna, Jaya, Jamie (TDR)

- This task team will identify the current gaps in R&D, develop a statement re: capacity for evaluation and testing and present most reliable resource needs.

Key issues: 1) donor harmonization for research, 2) strengthening in-country capacity, 3) developing next generation of malaria researchers, 4) raising R&D profile in African countries

Needs: 1) R&D messaging for basic malaria advocacy script

Events/Activities/Opportunities: Swedish CIDA donor harmonization conference (April), EU meeting for poverty-related diseases (10-11 June), MIM (10-12 March)

Partners:

- Africa: ---
- Europe: encouraged to focus on Germany, Spain and UK which has ability to increase investments.

- US: continue to integrate Department of Defense, NIH and CDC requests and reports into advocacy platform
- Secretariat: ---

Product(s): 1) resource needs document, 2) messaging re: roll-out, pipeline & new tools, discussion of use of existing strategies.

Note: ---

Regional & Sector Priorities

EU: The EU will focus on the governance bodies of the Global Fund, RBM Partnership, UNITAID, World Bank, AmFM (ACT subsidy). EU partners will also give advocacy priority to funding, access, R&D and tracking commitments (aid effectiveness) and health systems (Secretariat to support with paper on Health Systems and Malaria) .

Africa: Promoting sustained commitment at global, regional and national levels; increased community access and quality on-the-ground. African partners are also promoting the appropriate application of health systems policies; promoting effective and transparent collaboration between ministries, civil society and donors. African partners are interested in engaging the African Union. This interest is shared by the EU and US. African colleagues are interested in advocacy training

North America - US: The US will continue to promote increased resources, particularly through the continuation of the President's Malaria Initiative (PMI). The US will also continue its efforts around the Global Fund and World Bank. Since last year, the US has included an R&D request in its funding advocacy. Partners will collaborate again on World Malaria Day. Partners will also explore health systems strengthening and promote a strong malaria provision in the pending reauthorization of the U.S. Leadership Act Against AIDS, TB & Malaria (PEPFAR); **Canada** – explore relations with RESULTS-Canada, Spread the Net campaign, Red Cross and CIDA. Municipal governments are also becoming more involved in bed nets.

Private Sector: Partners will continue to work with the World Bank to ensure that there is a set-aside for malaria within the IDA-15 envelop; partners will also continue to track procurement bottlenecks and commodities quality control

Immediate Activities & Other Updates

- World Malaria Day: approved at 2007 World Health Assembly; on April 25; PAHO observed on 6 November; current theme ideas: access, linkages for impact. Task team will confirm theme: Bonnie, Wildred, Katie, Lisa, Amanda, Claire Hoffman (through Marcus)
- 2008 = 10th anniversary of RBM – task team pending to coordinate global activities
- BCG will be in touch re: topics and MAWG inputs into global malaria business plan

MAWG Governance

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- Leadership: Thanks to Wilfred Mbacham (Cameroon) for his service to the MAWG during 2007. Congratulations to Peter McOdida (Kenya) who will join Nicole Bates (US) in her second term as MAWG co-chair. Co-chairs will serve two-year appointments. One new chair will be elected each year.
- The Secretariat (Michel and Katie) will serve as the points of contact for MAWG task teams.
- Future MAWG meeting participation will follow the model of this meeting, *i.e.*, only partners who respond to requests for input will be invited.

Next Steps - Finalizing 2008 MAWG Priority Plans

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- January 30 – core team comment on summary document
- February 1 – summary document distributed to meeting participants
- February 8 – comments due
- February 11 – summary email to MAWG about meeting and priorities
- February 29 – task team call #1: groups will have identified a team lead (Secretariat may have to take lead in meantime) and specific activities, timeline, etc. within theme
- March 7 – final Priority Planning document ready for Board; post to web site

