



MINUTES

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RBM Meeting – Geneva, Switzerland, 17 Feb 2009

2009 Annual Meeting

Of the RBM Malaria Advocacy Working Group – MAWG

1. MAWG Members in Attendance

	RBM Partner organization	Country of origin
1	Academy for Educational Development - AED	United States of America
2	Cameroon Coalition Against Malaria	Cameroon
3	Deutsche Stiftung Weltbevölkerung - DSW *	Germany
4	Friends of the Global Fund - Europe *	France
5	Global Health Advocates	Switzerland
6	Global Health Council	United States of America
7	Lutheran World Relief	Burkina Faso
8	Johns Hopkins University - Center for Communication Programs	United States
9	Malaria Consortium	United Kingdom
10	Malaria No More	United Kingdom
11	ONE Campaign *	United States of America
12	Path Malaria Vaccine Initiative	United States of America
13	PSI	Kenya / United States
14	RBM Partnership Secretariat	<i>Multilateral</i>
15	Red Cross / EU Office (European Alliance Against Malaria)	Belgium
16	Stop Malaria Now	Germany
17	UN Secretary-General - Office of the Special Envoy on malaria *	<i>Multilateral</i>
18	USAID *	United States of America
19	Vestergaard-Frandsen	Switzerland
20	Voices	Mali
21	World Health Organization - WHO	<i>Multilateral</i>
22	World Vision	United States of America

* RBM Partners part of the MAWG but not in attendance at the 2009 Annual MAWG Meeting

Observer: Alliance for Malaria Prevention - AMP

2. Core responsibilities of the MAWG

The responsibilities of the MAWG have been summarized as follows:

1. Coordinating efforts and messages around select global malaria advocacy opportunities, which are identified as “key priorities” by the MAWG core group, a small group which is open to all active RBM Partners.
2. Information-sharing through the MAWG listserv, regular conference calls, and other mechanisms;
3. Serving as an advocacy resource/counsel to address emerging needs and requests (i.e. connecting relevant Partners, providing feedback on strategies and materials that relate to advocacy, etc.)

*For the purpose of clarification, the role of the MAWG is **not** to:*

1. Lead public relations or external communication activities
2. Mobilize resources, but rather to advocate in support of resource mobilization
3. Draft materials unrelated to MAWG key priorities.

3. Presentations and open debate around key agenda items

MAWG involvement in RBM resource mobilization efforts

A majority of Partners shared the view that the MAWG cannot advocate efficiently for resource mobilization as there is presently no partnership-wide resource mobilization strategy in place. Specifically, Partners indicated the MAWG could create an advocacy strategy to support the resource mobilization strategy once it is developed, but MAWG cannot be tasked with mobilizing resources for the Partnership.

It was also noted that many organizations are already tasked with raising funds for themselves. If the MAWG gets involved in resource mobilization this would likely create a conflict of interest.

Secretariat pointed out that the HWG had a budget for activities, which enables it to meet its objectives. MAWG members pointed out, however, the tremendous difference in the scope of work for the various working groups, and since the work of the MAWG complements the day to day work of its partner members, the MAWG will not seek to raise separate funds.

It was decided that MAWG would operate on the in-kind contributions of its members and is not seeking any separate funding for the RBM Partnership.

Consensus recommendations

A consensus emerged around the idea of informing the Board that the MAWG will be ready to provide advocacy support to a Resource Mobilization unit that develops a partnership-wide resource mobilization strategy. However, the MAWG cannot accept a mandate to mobilize resources.

Update from the Secretariat

Partners were reminded about the relevant decisions taken by the RBM Board at its last meeting in Nov. 2008 in New Delhi, in particular about the advocacy opportunities surrounding the AMFm issue.

The Secretariat informed the MAWG that the Partnership will move from annual to a bi-annual workplan in 2009, effective as of 2010. The new workplan will focus on the implementation of the GMAP and take into account the regional strategies specified in the plan.

Out of the nine thematic topic areas presented in the GMAP, three will need to be expanded in order to meet the 2010 targets. Specifically, these topic areas include (1) resource mobilization, (2) communication and behavior change methodologies, and (3) humanitarian crises.

Linkages between these topic areas should be increased, in particular through the coordination mechanisms that are responsible for the respective three topics. As the 2010-11 workplan will take concrete shape over the coming months, the MAWG will be requested to provide input to this issue.

Update from the AMP Communicators' meeting

The observers from the Alliance Against Malaria Prevention (AMP) presented the outcome of the recent Communicators' group meeting. In particular they pointed out that the group will develop a set of datasheets showing commodity delivery status of each African country and highlight success stories for Partners' use. It was also noted that dissemination was not part of AMP's communicators group priorities.

Consensus recommendations

A consensus emerged around the fact that the MAWG needs to be able to communicate key data, such as a gap figure to potential donors. The Secretariat was requested to research current global funding figures for malaria and to verify this data to the extent possible.

The figure currently used by Partners is **USD 1.5 bn** (global funding available for malaria). However, this figure is not likely to be accurate.

Update about regional advocacy opportunities and priorities

Africa

Voices Mali key issues:

- Scale-up of ACT, nets and SP (drugs for pregnant women) to achieve universal coverage.
- commodities delivery
- 15% of national budgets to be allocated to health (Abuja 2000 commitment)
- improve private-public sector partnerships
- improve health information and coordination at national level
- improve communication about malaria at community level
- impress upon decision-makers that the majority of HIV patients die from malaria and TB

Focus on:

- ECOWAS Parliament, CEN -SAD, (Colonel Muammar al-Gaddafi)
- African Nations' Football Cup
- West African Monetary Union (WAMU)
- African Union

Advocacy goal for Africa

Remind AU and WAMU Parliamentarians of the Abuja commitments.

Propose a plan for gradual increase of allocations for malaria.

Debate

Nigeria runs a 15% campaign. Regional work on this issue could benefit from the work of the MAWG. Contact details will be circulated by Global Health Advocates.

AMP noted that the rapid increase in resources for procurement to endemic countries is creating frictions between these countries and Partner organizations, specifically about who should control the procurement process. Countries seem to prefer to lead the procurement process. However, there appears to be a certain potential for fraudulent use of resources and loss of GFATM grants. The Executive Director of the RBM Partnership may be well positioned to assume a diplomatic role in this sensitive process.

Partners agreed that the MAWG needs to have a good understanding of what is happening with GFATM funds and VPP (voluntary pool procurement system).

MAWG members suggested establishing a focal point for gathering such information and intelligence, and for liaising with all relevant groups to help the group understand and stay abreast of developments at country level. As the specific mandate of the SRNs is to cope with bottlenecks, they may be particularly well positioned to follow this question.

Representatives from PATH called upon the MAWG to address messaging needs on a vaccine that is currently in development. It is scheduled to be available by 2012-2013. Its efficiency will be 50-54%. The vaccine is currently entering Phase 2; its release is pending the approval of Phase 3. It will be up to countries to decide whether to introduce the vaccine or not. For this reason, various advocacy efforts have already started at country level. As advocacy work on vaccine is already a priority within Africa, it should be made a priority of the MAWG that may consider taking these efforts up to the global level.

Consensus recommendations

RBM EXD to send specific messages to African Health Ministers to ensure that the procurement process remains transparent and in line with international procurement guidelines.

AMP to share specific messages with the Secretariat that EXD could deliver to MOH in Africa.

SRN focal points are invited to gather all relevant disbursement information at the country level and to send regular updates to the MAWG.

GHA to become the MAWG focal point on advocacy for vaccines and to request GSK to prepare a one-pager on vaccines.

Europe

European Alliance Against Malaria

EAAM will cease working at the end of June. A follow-up mechanism may be put in place (currently in discussion).

In June 2009, the European Parliament election will take place and a new Commission will be mandated.

- Focus on 2010 targets, show key success and why investment in malaria pays
- Translate the GMAP into concrete needs and objectives that the EU Commission and Member States should achieve- report prepared by Malaria Consortium
 - R&D: follow-up of DG Research White Paper on poverty-related diseases
 - Monitor the implementation of EU MDG Action Plan/ ODA Targets/ Policy Coherence for Development (PCD)/ Aid effectiveness
 - Follow-up of the Programme for Action on HIV TB and Malaria and EU Council conclusions

- Work on DOHA – financing for development debate : push for EU states in support of AMFm
- G8 and report prepared by Malaria Consortium
- Spanish Presidency 2010: try to have malaria control as a priority
- Work around GFATM replenishment – work in Spain to organize several meetings
- March – Madrid press conference on malaria with Pedro Alonso, exhibition on malaria.
- G8 focus
- Work at Brussels level and in country with other networks (Action For Global Health, Countdown 2015 regarding the EU mid term budget and 10th EDF review
- Several parliamentarians study tours will be organized
- Many events around WMD in Paris, London, Berlin, Strasbourg and Madrid

Stop Malaria Now (DE)

- Focus: African and EU countries (Germany, Italy, Poland, Spain and Switzerland). G8, G20, elections in Germany, elections of the European Parliament, and WMD
- Priorities: research and development of new drugs, procurement and delivery, and the GMAP, advocate for increase of national budgets for health and increase in development aid.

Malaria consortium (UK)

- Focus: Researching and developing an advocacy tool on malaria, including basic facts, important mechanism in the EU architecture that can help advance the malaria process.
- Forging links between EU Parliament and the African Union.
- Work with the African coalition
- MC is working with the Action for Global Health network – a Europe-wide network. At a recent conference in London there were discussions about a 15% commitment. This was a precedent (10% of national budget to be invested in agriculture, commitment in Maputo). In this advocacy case, value for money was successfully demonstrated.
- Preparing a GMAP report: What could Europe's contribution to the GMAP be. Draft will be ready for WMD 2009.
- WMD in London: Parliamentary event on April 23, followed by a corporate briefing and the launch of a photo exhibit.

Malaria No More (UK)

- Focus on awareness raising with the public and highly influential people.
- Supporting existing initiatives and working with high level political and other business and other leaders.
- Part of the Gates foundation One campaign. Work with other RBM Partners on 2010 World Football Cup.
- The Pope will be visiting Cameroon – MNM working with ambassador to the Vatican to send messages to the Vatican's office.

Consensus recommendations

EAAM to compile a key activity plan for regions that can help identify synergies, and to share two key planning documents through the MAWG core group: "Policy objectives and asks" and "EAAM Compiled grid"

Malaria Consortium to share advocacy tool on malaria for G-8 outreach, as well as Report what Europe's contribution to the GMAP could be.

EU planned activities in EU to be shared by all relevant Partners through core group list.

North America

Johns Hopkins University - Center for Communication Programs (USA)

- No new commitments from President Obama since Sept. 25, 2008. Positive signs exist from the new Administration such as Admiral Ziemer staying on.
- There is also a Congressional Malaria Caucus now. The malaria community in DC will focus on growing the Caucus in the upcoming months and reaching out to new Members of Congress.
- Pres. Obama committed to Global Health infrastructure by 2020. Implication: vehicles will be created for introducing health systems legislation. This can possibly affect the PMI funding. There is talk about a major health bill originated on the House side. This Bill may have significant impact on malaria initiatives: it focuses on maternal and child health and will envelop other diseases like malaria as well.

Global Health Council

- PMI funding: FY 09 – not much increase of funding for malaria.
- Objective: USD 5bn over 5 years, i.e. more than USD 1.5bn that were originally committed to malaria. The funding has been authorised but not yet appropriated. This means that the US Government needs to provide USD 3bn over the next 3 years. A significant work needs to be done in the US to ensure that this money is appropriated.
- EU strategy is to mention malaria to other sectors – an approach that could be replicated in advocacy work in the US.

World Vision

- Faith-based communities: how to use the networks for advocacy.
- WG forum around Nigeria: high burden country, infrastructure weak. A good place to start. Focus of recent meeting: mobilize these networks on malaria specifically.
- A database has been put together to identify and map out the faith-based networks and integrate them in advocacy, community behavior change and information activities.

Other remarks

- US Congress has put funding towards a war supplemental bill. There may be an opportunity to insert a funding line for the Global Fund into the bill but a strategy is not concrete at this point

Consensus recommendations

MAWG to come up with messaging around linkages between malaria and maternal and child health.

MAWG to help ensure linkages with HWG's priorities in DRC and Nigeria and the World Council of Churches, specifically on the ACT development initiative: a malaria working group in the US was set up to gather Lutherans, Methodists and Episcopalians to raise funds for malaria.

4. Presentation of RBM Toolbox by MACEPA

MAWG to identify advocacy tools that have been used successfully. Country-level colleagues in particular should send recommendation to MAECPA. Programme managers of malaria national programs would also be a good resource. MACEPA could possibly plan a training for the SRNs so that they could take it up with endemic country national programs.

VOICES pointed out is already has developed resources in the context of Ghana.

Consensus recommendations

MAWG to further address the validation process of advocacy tools.

5. Summary overview of priority areas for each RBM Partner organisation

Alliance for Malaria Prevention - AMP

- Calendar of this group's priority activities
- What is the best way to feed key messages from AMP and HWG into MAWG advocacy – establish a mechanism

Academy for Educational Development - AED

- Commodity use should be a key advocacy priority.
- The Communications WG has been revived. One of our weakest points have been communicating at country level.
- N.B.: Countries were challenged by the GF's TRP on allocating funds to communication and were requested to show evidence that BCC yields results.

JHU/VOICES

- Universal coverage; reaching the MDGs
- Improve public-private partnership
- Combine HIV – malaria

Path/Malaria Vaccine Initiative (MVI)

- Awareness-raising for success of vaccine trials
- Proper messaging – vaccine introduction should
- strengthen coordination at country level
- appropriate use of funds: making the money work
- R&D

World Vision

- Accountability for the quick scale-up
- Local sustainability
- Focus on increasing global resources – develop strategies for appropriations

Vestergaard-Frandsen

- Studying linkage b/n malaria and HIV
- Relationship and partnership with groups like MNM
- Issue of disposal and recycling of nets that are already in countries
- Data for advocacy work
- Streamline efforts of different initiatives on governmental and country level.

Malaria Consortium

- Access to malaria commodities
- Appraisal of the shift towards maternal and child health
- Value for money

Malaria No More

- Resources
- Greater political leadership in Africa
- Utilisation of commodities

RBM Partnership Secretariat

- Effective use of EXD time allocated for global malaria advocacy
- Implementation of the GMAP
- Inviting new donors to RBM Board meetings and to engage them in the RBM process
- Adapting to the global health climate – keep malaria on the development agenda

Global Health Advocates

- Making the money work
- Linkages among malaria and other issues

World Health Organization

- Insecticide-resistance; drug resistance
- Resource mobilisation
- Global technical assistance gaps

European Alliance Against Malaria

- Resource mobilisation: demonstrate value for money
- WMD: joint messages and actions
- GMAP roll out: translate it into concrete actions related to the MDGs

After identifying the common themes among these many priorities, the MAWG identified the following three key priorities for 2009:

1. **Advocate for increased funding for malaria / Value for Money**, to reach the 2010 and MDGs targets – Coordinating global activities related to the G-8, G-20, and Global Fund Replenishment;
2. **Supporting efforts towards SUFI** with advocacy and “making the money work” – Addressing needs to improve and share data, supporting and championing research and development, and advocating for the full roll-out of the GMAP;
3. **Increase awareness through World Malaria Day** – developing key current messages based on the 2009 theme.

Annexes

- Agreed Priority Areas 1-3
- Recommendation from the MAWG to the RBM Board, dated 10 Feb 2009.