



Malaria Advocacy Working Group

Proposed Workplan July 1, 2007 -- June 30, 2008



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I. Background

The Malaria Advocacy Working Group (MAWG) — approved at the November 2006 RBM Partnership Board Meeting — provides advice to the Partnership Secretariat and the RBM Board on advocacy strategy and facilitates effective advocacy activities at global and national levels. The MAWG coordinates with other working groups to ensure that technical issues and developments are collected and included for advocacy planning purposes. In addition, the MAWG coordinates with RBM Partners and working groups in disseminating information on financial commitments, disbursements, and changes in RBM core indicators to set the stage for increased accountability.

Goal

This workplan for 2007- 2008 details proposed activities for the MAWG to support the RBM Partnership in achieving its goals as detailed in the Global Strategic Plan for 2005 to 2015 to reduce the burden of malaria on endemic countries. The workplan will be updated every 6 months to reflect new initiatives and changes in the global advocacy environment. A Task Force to address the 4th Objective - *Promote approaches which increase community use of malaria control interventions* - is being developed and it is expected that activities will be integrated into the MAWG Workplan by the next RBM Board Meeting , November 2007.

Objectives

The MAWG's four main objectives are to:

1. Increase resources for malaria prevention, treatment, and research.
2. Support effective policies in endemic countries and globally.
3. Increase awareness of malaria as a global priority by promoting RBM partnership.
4. Promote communication approaches which increase community use of malaria control interventions.

Objective 1: Increase resources for malaria prevention, treatment, and research.

The MAWG will work to support the achievement of the following three targets over the next several years:

- Increase donor resources for scaling up malaria prevention, treatment, and operational research to US \$2.6 billion annually by 2010.
- Increase the allocation of endemic country resources for scaling up malaria prevention, treatment, and operational research to at least US \$0.5 billion annually by 2010.
- Increase R&D resources for new drugs, vaccines, diagnostics, vector control measures, and implementation research to US \$1 billion annually.

In 2007, to address the objective of increasing funding, the MAWG will focus primarily on the US President's Malaria Initiative (PMI), the Global Fund to Fight

AIDS, Tuberculosis and Malaria (GFATM), the Group of Eight (G-8), and European Union institutions and member states.

Objective 2: Support effective policies in endemic countries and globally.

The MAWG will focus on the following two targets to achieve this objective at both the country and global level:

- Promote effective policies and approaches to support scale up of malaria control.
- Remove barriers to effective implementation.

To advocate clearly and appropriately on policy issues will depend largely on clear policies emanating from the other groups, such as the Procurement and Supply Chain Management Working Group, the Global ACT Task Force, the Malaria in Pregnancy Working Group, and others.

Objective 3: Increase awareness of malaria as a global priority by promoting RBM partnership.

- The MAWG developed a key messaging platform and disseminated it to all partners.
- As part of ongoing efforts to make malaria a global priority and to strengthen the RBM Partnership, a two-fold branding campaign will be initiated to 1) promote the value of active participation to RBM partners, and 2) to promote the work of RBM partners in fighting malaria to the public.
- The MAWG will organize joint activities around events of collective importance such as World and Africa Malaria Day, the G-8, GFATM Round 7 and 8 country support, and the upcoming major release of new data, ensuring common messaging and a unified strategy.

Objective 4: Promote communication approaches which increase and sustain community use of malaria control interventions.

- Establish a task force of agencies and groups involved in behaviour change communication (BCC) and participatory and other approaches to formulate appropriate goals and objectives.
- Share best practices and collate and disseminate materials which can increase use of commodities.

II. Malaria Advocacy Working Group Workplan, 1 July 2007 – 30 June 2008.

Objective 1. Increase resources for malaria prevention, treatment, and research.

Priority Issue 2007- 2008	Strategy	Targets	Products/activities	RBM partners/ structures	Estimated total/ contribution from MAWG partners	Gap
GFATM	<p>Secure final funding of \$724 million for FY 2007.</p> <p>Support \$1.4 billion for FY 2008.</p> <p>In UK, GFATM issues addressed as part of MC broader activity on financing mechanisms.</p> <p>In EU and member countries, fully fund Barroso commitment.</p>	<p>US Congress, Administration, EU, Germany, France, Spain, UK, G-8, private sector.</p> <p>100 million euros for 2007 – 2010.</p>	<p>US: Develop success stories and train spokespeople; produce video testimonies for Hill briefings, one-on-one visits with members/staff, media outreach, op-eds, editorial boards, letters to editors.</p> <p>Engage private sector: build the business case for malaria, engage with GBC, others.</p> <p>UK: Publication and dissemination of parliamentary report on financing mechanisms.</p> <p>EU: Lobbying Portugal and France.</p>	<p>US: Friends of the Fight, Global Health Council, JHU, MACEPA.</p> <p>UK: MC, UK Coalition Against Malaria, APPMG, Global Health Advocates.</p> <p>Europe: French Coalition, European Alliance, Malaria No More Netherlands, RBM Secretariat.</p>	In kind	
GFATM	Improve the rate of malaria proposals funded in high-burden countries	GFATM Board, Technical Review Panel, donors and partners.	Increase, improve malaria reps on GFATM board through personal contact with high-level individuals.	JHU MACEPA WHO GHA		

Priority Issue 2007- 2008	Strategy	Targets	Products/activities	RBM partners/ structures	Estimated total/ contribution from MAWG partners	Gap
		Round 7 and 8 approval = 60%	HIV delegates targeted for malaria issues and program complementarities. Promote the work of the HWG and advocate for quality TA and ongoing country support.	HWG RBM Secretariat JHU: Lusaka Meeting JHU: Consultant	In kind	
PMI	Secure final funding for FY 2007. Begin pushing for support FY 2008 allocation including possible increase for a total of \$440 million.	US Congress, Administration	Congressional briefings, one-on-one visits with members/staff, media outreach.	Friends of the Fight Global Health Council JHU	In kind	
G-8	Develop plan for G-8 outreach in France to hold G8 accountable for 2007 recommitment.	G-8 Members	Set up MAWG Task Team for briefings of French NGOs / journalists, one-to-one meetings between Fr. Gov't and RBM Exec Dir :	European Alliance JHUCCP RBM Secretariat French Coalition Friends of the Fund Europe	In kind	
Endemic countries	Increase resources allocated to malaria by country	MOH, MOF, country leadership	Assist existing coalitions and projects with advocacy efforts; identify potential for	JHU CORE MC	In kind	

Priority Issue 2007- 2008	Strategy	Targets	Products/activities	RBM partners/ structures	Estimated total/ contribution from MAWG partners	Gap
	governments (15% of national budget to health).	CCMs	new coalitions in countries in need; conduct national journalist training; inclusion of journalists in all country-level advocacy. Targeted advocacy to increase malaria representation on CCMs.	CAMs MACEPA (these partners cover Mali, Ghana, Kenya, Mozambique, Zambia, Benin [from late 2007], Cameroon, and Ethiopia)		
Research	Increase money allocated to malaria research.	Bill & Melinda Gates Foundation, donors including the EU.	TDR and Malaria Consortium to develop clear messages on the need for research. Promote new findings on issues such as home management, access, new drugs, infant formulas, and vaccine development.	TDR MMV MC MIM MVI Private sector Pharmas	In kind	
New funders	Identify new sources of funding.	Japan, China, OPEC Foundation, Kuwait	Personal and institutional contact and follow up .	Malaria Consortium World Bank JHU MACEPA RBM Secretariat and Exec Director.	In kind	

Objective 2. Support and promote effective policies in endemic countries and globally.

Priority Issue 2007 – 2008	Strategy	Targets	Products/activities	Partners/ Structures	Estimated Total / Contribution from MAWG partners	Gap
Global level						
Endemic countries	Advocate for improving performance of existing funds, i.e., GFATM.	MOH, MOF Targets: 80% of countries performing to high level GFATM. GFATM Phase 2 renewals = 100%.	Raise awareness among African Ambassadors to the US of the importance of good GFATM performance. Identify examples of GFATM implementation bottlenecks in Ministries of Finance. World Bank officials discuss identified bottlenecks with individual Ministers of Finance at IMF/WB Spring meeting.	Coalitions against Malaria in Ethiopia and Cameroon. JHU, MACEPA International Finance /BASF RBM Secretariat USAID World Bank	In kind In kind	
Other key boards	Increase malaria representation on boards and delegations.	UNITAID, AU, NePAD	UNITAID: MC to provide feedback following UNITAID update meeting. AU: Need to involve CAM-Ethiopia. MC to ask for update regarding malaria representation and delegation to AU.	MC RBM Sec	In kind	

Priority Issue 2007 – 2008	Strategy	Targets	Products/activities	Partners/ Structures	Estimated Total / Contribution from MAWG partners	Gap
Country Level						
Quality of Implementation Assistance	Promote implementation assistance	Development agency decision-makers, MOH/NMCP, MOF, Lawmakers, HIV/TB advocates	Create materials for target audiences; develop success stories; identify champions; op-eds/letters to editors; legislative visits UK: need to discuss with MC technical staff	JHU RBM Secretariat MACEPA	In kind	
Procurement and supply chain management	A: Advocate for PSM prioritization and funding at government level (15%). B: Harmonize donor procurement systems, approaches, guidelines. C: Improve quality of commodities.	A: MOH/NMCP, MOF, NGOs, AU, NePAD, G-8 B: RBM PSM WG, development agency decision-makers C: Global, local media.	A: Message to PSM of the need for information. B: Message to PSM of the need for information. C: Op-eds, etc. Link with other health areas (HIV, RH, etc) and other organizations such as Clinton.	World Bank BASF JHU RBM Secretariat	In kind	

Objective 3. Raise the profile of malaria on development agendas.

Priority Issue 2007 – 2008	Strategy	Targets	Products/activities	Partners	Estimated total/ contribution from MAWG partners	Gap
Message platform/ RBM brand	Develop consistent messaging about RBM products, working groups, SRNS, and malaria. Develop branding strategy based on messages.	All external audiences.	Brand and messages to use with media, policy-makers, potential partners.	JHU GFATM FH RBM Secretariat	US\$40,000 for external support to develop brand building strategy.	US\$40,000
Upcoming events and opportunities	Prioritize events for joint MAWG member activity; Includes: <ul style="list-style-type: none"> • AMD • WHA • G-8 • Data releases • Global Fund Round 7 	Varies.	Calendar with assigned roles/responsibilities (next section); Task teams for large events, data releases: <ul style="list-style-type: none"> • CHOGM • <i>RBM Board in Ethiopia</i> • Zambezi River of Life Project • <i>Joint World AIDs Day and Malaria advocacy event</i> 	All		
Information sharing	Develop communication tools.	MAWG members	Intranet, listserve	RBM Sec	In kind	

Priority Issue 2007 – 2008	Strategy	Targets	Products/activities	Partners	Estimated total/ contribution from MAWG partners	Gap
Integration of global health priorities	Link with other health advocates to maximize efforts.	Partnership of Maternal and Child Health, Stop TB, World AIDS Campaign, EU Health Network.	Develop fact sheets on systems strengthening, linkages between health areas (i.e., between malaria and RH, HIV, child health, gender).	All		
Strengthen country level inputs into MAWG	Increase membership of country level reps.	Six additional members	Identify new members and fund attendance at MAWG annual meetings .		US\$60,000	US\$60,000
Celebrity spokes-persons engaged as malaria advocate.	Ensure best possible media opportunities for RBM Goodwill Ambassadors.	All external audiences.	Three RBM Ambassadors at 3-4 high profile events each year.	RBM Sec MAWG	(Note:RBM Sec budget covers travel and expenses. US\$ 130,000 for two years).	
Provision of Secretariat Functions for MAWG	50% staff time to support MAWG activities		Communication, setting up teleconf, TAs preparation, e-updates, liaison with members and chairs; meeting prep.		RBM Sec requires additional 50% FTE to carry out this function.	US\$ 40,000

III. Proposed calendar of MAWG events and activities.

Month	Activity or event	Location	Focal point / partner attending
JANUARY 2007	Germany takes on G8 and EU presidencies		
	9: IRS Technical Update (online learning session)		
	10-11: RBM Malaria Advocacy Working Group (MAWG) Meeting	London	
	19: CARN Meeting	Libreville	
	20-26: World Social Forum	Nairobi, Kenya	
	24-28: World Economic Forum	Davos, Switzerland	
	UNICEF/WB HQ visit to Mozambique	Mozambique	
	End of January: WARN Meeting		
	30-31: Government Leaders Forum	Edinburgh	
FEBRUARY 2007	7-16: Commission on Sustainable Development, promoting full employment and decent work		
	8-9: Special Executive Session of GF	Geneva	
	27-28: Malaria Measles Meeting	Washington DC	
	26-9: March UN commission on the status of women		
	TBA: MERG Report	Zambia	

Month	Activity or event	Location	Focal point / partner attending
	TBA: Inter-Faith Roundtable	Washington DC	
MARCH 2007	3: Call for GF proposals Round 7		
	6-7: Replenishment conference GF	Norway	
	7-14: Anglican HIV/AIDS Meeting	Jo'burg, South Africa	
	8: International Women's Day		
	12: Global Business Coalition/Brookings Institution Private Sector Forum on Malaria	Washington , DC	
	24: World TB day		
	27: Marathon Athletics (sponsored by Rolex)	Mombassa, Kenya	
	15: APPMG Financing Report	London, UK + Jo'burg S A	
APRIL 2007			
	8: World Health Day – (theme is Health & Security: Outbreaks & Crisis)		
	7-12: Malaria in Pregnancy working group	Geneva	
	9-13: African Union Ministers of Health Meeting	Jo'burg, South Africa	
	13-14: IMF Spring Meeting	Washington DC	

Month	Activity or event	Location	Focal point / partner attending
	23-27: CORE Annual Meeting	Maryland	
	25: Africa/World Malaria Day	London, Geneva , Washington	
	25-27: GF 15 th Board Meeting		
	17: Inter-Parliamentary Taskforce Meeting		
MAY 2007	UK Malaria Awareness Week		
	15: International Day of Families		
	10-11: RBM Board Meeting	Geneva	
	14-16: HIV malaria joint activist/advocacy workshop	Lusaka, Zambia	
	25-29: 5 th Euro Congress on Trop. Med. and Int'l. Health	Amsterdam	
	14- 19 World Health Assembly - possible participation Commonwealth Health Ministers Mtg on eve of WHA	Geneva	
	TBA: InterAction Annual Meeting		
	29-June 1: Global Health Council Annual Meeting	Washington , DC	
JUNE 2007	6-8: G8 in Germany Mobilization around G8		
	3-6: Technology, Entertainment, Design (TED) Global	Arusha, Tanzania	
	10-15: 19 th IUHPE World Conference on Health Promotion and Health Education	Vancouver	

Month	Activity or event	Location	Focal point / partner attending
	13-15: World Economic Forum on Africa	Cape Town, South Africa	
	20: World Refugee Day		
	24: Day of the African Child		
JULY 2007	Portugal takes on EU Presidency		
	4: Deadline for GF Round 7 Proposals		
	7: Roundtable in France – Half-way point to MDGs	Paris	Dr Coll Seck to attend
	18: All-Party Parliamentary Malaria Group	London	Dr Coll Seck to attend
	20: Technical Proposal on Global ACT Subsidy		
AUGUST 2007			
	15: EU/UK Parliamentary Field Visits Spanish Parliamentarian Field Visits	TBC TBC	EU Alliance
	27 – 29: AFRO Regional Meeting	Brazzaville	POs Ministerial Briefing on Global ACT Subsidy
	Parliamentary Study Tour	Nigeria	MC
SEPTEMBER 2007	12-19: Malaria Vaccines for the World, Royal Society of Medicine	London	Dr Coll Seck speaking
	UK Party Conferences	UK	Malaria Consortium
	2 nd Replenishment Conference GFATM	Berlin	

Month	Activity or event	Location	Focal point / partner attending
OCTOBER 2007	2 : A to Z New LLIN factory opening	Arusha, Uganda	Sumitomo: President Tanzania / CEO Yonekura / Royal RBM Ambassador - site visits with Press
	16- 18 Gates Malaria Forum	Seattle, Washington, USA	
	17: International Day of Eradication Against Poverty use theme for media & advocacy outreach		
	17 : Nets For Life Launch	Blantyre , Malawi	Nets for Life
	19-21: World Bank Fall Meeting	Washington, DC	
	18 Women Deliver Conference	London	MC
	23 - 30 Madagascar measles/malaria campaign (distribution of 1.3 million nets)	Madagascar	GHA: RBM Ambassador Yvonne Chaka Chaka
	29-4 Nov EU Alliance Annual Meeting	Mali	
NOVEMBER 2007	7 - 9 European Development Days	Lisbon, Portugal	EU Alliance / RBM Sec
	9 th SADEC Malaria Week		
	10 : ASTMH	Philadelphia , USA	Dr. Coll Seck to deliver speech for the Commemorative Fund Lecture at ASTMH.
	14-16: Global Fund 16 th Board Meeting	Kunming, China	Decision on Round 7 Grants for malaria
	19 Commonwealth Heads of Government Meeting	Kampala, Uganda	Opp. to get UK Royals involved in Malaria. Heads of State of Commonwealth Countries

Month	Activity or event	Location	Focal point / partner attending
	20: Universal Children's Day		
	28 - 29 RBM Board 13 th Meeting	Addis , Ethiopia	
DECEMBER 2007	World AIDS Day joint APPMG & APPGA reception	London	MC
	International Day for Economic & Social Development		
	5: Nets For Life Launch	Nigeria	Nets For Life
	10: Human Rights Day (UK: Lecture organized)		
	14: Pos Washington event to Commemorate 1 st Malaria Summit in US		
JANUARY 2008			
	France takes on EU and G8 Presidencies		
	US Congressional Lawmakers Country Visit	Zambia/ Angola	Nets For Life / Episcopal Church
FEBRUARY 2008			

Month	Activity or event	Location	Focal point / partner attending
MARCH 2008	8: International Women's Day	London	MC event with Womenkind Worldwide
APRIL 2008			
	25: World Malaria Day / Africa Malaria Day	Global	
MAY 2008			
	WHA	Geneva	
JUNE 2008	16: Day of African Child	London	MC event with UNICEF
	G8		
JULY 2008			
	TBC International Aids Conference	Mexico City	

III. MAWG Advocacy Tools, Activities, and Task Teams.

Tool/Activity	Partner	Contact
Success Stories	JHU, MACEPA	Meg DeRonghe
Fact Sheets	JHU, MACEPA	Meg DeRonghe
Message Training	JHU/FH	Claire Sheahan
Videos		
Toolkits		
Site visits for lawmakers, media	JHU, Friends of the Fight, MC, EU Alliance, GHA	Natasha Bilimoria, Louis Da Gama, Marie-Christine Ashby, Matt Lynch
AMD Toolkit		AMD Task Team
MAWG Intranet, listserv	RBM Secretariat	Katie Gates

Task Teams

Communications Team

Pauline Wamulume (WHO /AFRO), Susan Lassen (Nets for Life) , Peter Omondi, Noam Perski (Global Fund) , Lisa Goldman (Sumitomo) , Malama Muleba (Zambia Malaria Foundation) , Mikkel Vestergaard (Vestergaard), Sunil Mehra (Malaria Consortium), Claire Sheahan Fleishman Hillard) , Katie Gates (RBM Sec), Cristina Herdman (PATH).

Broadening MAWG Representation Team

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Funding Team

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New Donors Team

Matt Lynch(JHUCCP), Natasha Bilimoria(Friends of the Fund US), Susan Lassen (Nets for Life).