



Stop TB Partnership

SUMMARY SHEET

AGENDA NR. 1.11 - 9.0.D	SUBJECT	Strengthening the Strategic Approach to TB advocacy - part 3: VIPs and Ambassadors
FOR INFORMATION <input type="checkbox"/>	FOR DISCUSSION <input checked="" type="checkbox"/>	FOR DECISION <input checked="" type="checkbox"/>

BACKGROUND (INCLUDING PROBLEM STATEMENT):

The Stop TB Partnership has engaged with a few Goodwill Ambassadors to raise awareness of TB among the general public. The program has grown since its establishment in 2007 and there is a need to discuss and agree on the strategic objectives for the coming years, including target audiences, management, capacity and scope. It is proposed that a revised strategy is presented at the next Coordinating Board meeting for discussion and input to identify the way forward.

SUMMARY/OUTLINE OF THE SESSION:

Over recent years, the Stop TB Partnership has engaged with a few Goodwill Ambassadors including:

- o Anna Cataldi
- o Luis Figo
- o Craig David.

The Goodwill Ambassadors have engaged in various activities on behalf of the Stop TB Partnership, including awareness raising with the general public and exposure to the media. In light of the changing of global advocacy needs, the social and economical environment and the resources (human and financial) available for Advocacy in the Stop TB partnership, as well as the need for ensuring transparency and ensuring that we deliver results, the development of a new Stop TB Partnership Framework for engaging with VIPs and Ambassadors is requested. The presentation will highlight some of the achievements and costs implications of our work within this area and will propose that the board mandates the Secretariat to develop a Framework for further engaging VIPs.

DECISIONS REQUESTED FROM THE COORDINATING BOARD:

- The board mandates the Secretariat to develop a Stop TB Partnership Framework 2012 - 2013 for engaging with VIPs and Ambassadors.

FINANCIAL IMPLICATIONS:

For 2011:

- Staff time (available)
- 50,000 USD for a consultation with the Partners
- 50,000 USD to engage a consultancy company for identifying possible new-different VIPs (following the recommendations from the Framework)

EXPECTED SOURCE(S) OF FUNDING:

- Available

NEXT STEPS



Stop TB Partnership

ACTION REQUIRED: Organize a consultation with Partners and develop a framework 2012-2013 for engaging with VIPs and Ambassadors.
RESPONSIBLE AGENCY/OFFICER: V. Cammarota
TIMEFRAME: Immediately