

## **Proposed strategic engagement in the 2010 MDG Summit**

### ***Context***

The year 2010 will mark a turning point in taking stock of the collective efforts to eradicate poverty in the context of sustainable development and to ensure that by 2015 all the Millennium Development Goals (MDGs) will be achieved worldwide. UN Secretary-General (UN SG) Ban Ki-moon has called on world leaders and all stakeholders to attend the UN MDG summit on 20-22 September 2010 to boost progress towards achieving such important milestones.

Several task forces and working groups have been put together by the UN (e.g., MDG Task Force, Interagency MDG Task Force, MDG Gap Task Force, MDG Africa Working Group) to plan the summit. Preparatory meetings will be held and a series of thematic papers on each of the MDGs will be prepared in advance of the summit. MDGs 4, 5, and 6 will be featured together in one thematic paper.

It is clear that the summit will be highly competitive in terms of visibility and agenda setting. There is a strong movement for the summit to focus on MDG 1 (End Poverty and Hunger), MDG 7 (Environmental Sustainability), MDG 4 (Reduce Child Mortality), and MDG 5 (Improve Maternal Health). Furthermore, in their January 2010 meeting the Health 8 (H8) Organizations agreed to a paper outlining what has been achieved in meeting the health MDGs, where more progress is needed, and describing 10 Action Areas to be prioritized by the H8 agencies. While these are critical and important areas to highlight, it is clear that MDG 6 may risk not being equitably profiled at the MDG Summit.

In a proactive manner, the Executive Committee at its teleconference of 4 March 2010 suggested that a high level panel focusing on MDG 6 be placed on the agenda of the summit itself. Following up on this, the Executive Secretary met with several key officers in New York UNHQ in March and learned that a specific panel on MDG 6 would be difficult as the agenda of the summit had already been fixed and 1 panel was already dedicated to health encompassing MDGs 4, 5 and 6. The rationale behind this format was a decision of the MDG Taskforce which considered the progress on MDG 6 as substantive and considered a joint health related panel as more equitable. During various meetings held high-level UN officials, it was also learned that countries would have on average 3-5 minutes to showcase results made at the country level with respect to the MDGs.

### ***Opportunity***

The last decade has also seen an increase of innovative approaches and funding mechanisms designed to empower all stakeholders and scale up efforts to combat HIV, TB and Malaria, while reducing poverty (MDG 1) and economic hardships which affect communities on a global scale. The Global Fund and UNITAID have become major players by making available the necessary funding to accelerate control efforts at country

level, so that achievement and sustainment of MDG 6 is realized. In addition, renewed efforts to accelerate research and development for TB, Malaria and other neglected diseases are proving effective and new tools which are progressively rolled out in the field. More importantly, endemic and donor countries are stepping up their political, financial, and technical commitment to tackle such diseases.

Investments in MDG 6 have helped accelerate progress towards the overall MDGs by contributing directly to MDGs 4, 5, 6 and 1, and indirectly to the others. In addition, major contributions have also been made to MDG 4 and MDG 5 by reducing the largest causes of mortality among women and children. This is particularly the case in sub-Saharan Africa, where HIV, TB and malaria are responsible for 52 percent of deaths among women of childbearing age and malaria alone accounts for 16 to 18 percent of child deaths.

These achievements present tremendous opportunities to turn the tide against the diseases under the umbrella of MDG 6 as well as impacting other health related MDGs (e.g. MDG 4 and 5). It is, therefore, more evident than ever, that there is an urgent need to highlight the successes made and to call for scaling up of the much needed commitment and resources, to achieve and sustain MDG 6 as a whole. The MDG Summit presents us with the perfect platform to do so.

### ***Strategic Outline***

In order to work towards ensuring that TB will be highlighted and profiled at the Summit, as well as other achievements related to MDG 6 (including their contribution to the achievement of MDG 1, 4 and 5), the following strategy is proposed:

- i) Nourish strategic alliance with key partners (Global Fund, RBM, UNAIDS, Unitaid) to ensure TB messaging will highlight collaborative successes and joint achievements on tuberculosis,
- ii) Engagement of champions and leaders to reach out and influence the Summit's agenda preparation (e.g., UN SG Special Envoy on TB recently met with SG and president of General Assembly in NY), as well as strategic use of the UN SG Special Envoy and Goodwill Ambassador Craig David leading up to and during the Summit. Craig David has recently been invited to champion the MDG Summit as a part of a call by the Secretary General to Goodwill Ambassadors to proactively participate in the Summit.
- iii) Partnering and engaging exemplary leaders showing endemic/donor countries successes and achievements in their progress towards achieving the MDGs.
- iv) In this context, WHO's current work on critical papers will further help provide further evidence and messaging to showcase TB at the MDG Summit. The papers will highlighting the impact of TB control in saving lives directly related to MDG 6 and how this has also contributed to progress being made on MDGs 4 and 5.

## **Planned Outputs**

1. Based on the proceeding intelligence, it will clearly be difficult to hold a joint panel on a specific MDG. However, as a panel has been placed on the agenda focusing on Health, there is an opportunity to champion a Head of State or the UN SG Special Envoy to Stop TB to be part of the Health MDG Panel and ensure TB is showcased.
2. A satellite event during the MDG Summit to launch the revised Global Plan to Stop TB will also be planned as a side event. The updated plan will take stock of progress to date and emphasize how new emerging challenges have dramatically changed the funding requirements which would enable to make the final drive towards the 2015 targets. It is proposed this event involves UN Secretary General, UN SG Special Envoy to Stop TB, Head of State of one of the BRIC+2 countries (e.g., Brazil, Russia, India, China South Africa, Indonesia), a key partner (development organization) and a high profile member of Civil Society and/or affected communities.

An example of the proposed launch event, and subject to inputs from the Coordinating Board, may include some of the following potential names:

1. UN Secretary-General, Mr Ban Ki-Moon
2. Dr Jorge Sampaio, *UN Secretary-General's Special Envoy to Stop TB*
3. Prof Michel Kazatchkine, *Executive Director, The Global Fund to Fight AIDS, TB and Malaria*
4. Dr. Margaret Chan, *Director General, WHO*
5. Mr Michel Sidibe, *Executive Director, UNAIDS*
6. Bill Gates, *Co-Chair, the Bill & Melinda Gates Foundation*
7. *Head of State of an endemic country (e.g. South Africa, India, Indonesia, Rwanda)*
8. Voice of civil society and/or affected community

*The Coordinating Board is welcomed to suggested other potential names to be explored by the Secretariat and other Partners.*

3. Two papers: one on the impact and lives saved as a consequence of TB Control from 1995 to 2008. This paper will also including the contributions of TB Control on MDGs 4 and 5 as well as models projecting impact up to 2015 based on current trends; a second paper will be a joint collaboration with the Global Fund which will show the impact of Global Fund financing on TB and funding scenarios in line with the newly revised Stop TB Global Plan.
4. Strategically champion 10 to 15 Heads of State to ensure those countries showcase progress made with respect to TB during their allotted 3-5 minutes during the agenda of the summit.
5. Targeted messages and appearances leading up to and during the MDG Summit by the UNSG Special Envoy, Jorge Sampaio, and Craig David, Stop

TB Partnership Goodwill Ambassador, to ensure TB is showcased at the summit.

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