
Strengthening the Strategic Approach to Advocacy

Part 4: Transforming the Conversation

Joel C. Spicer

Washington DC, 31 March – 1 April 2011



Outline: Transforming the Conversation

- We've introduced two of the three approaches needed to strengthen the strategic approach to TB advocacy:

1. Optimize the TB advocacy architecture
2. Open new avenues of engagement

This session will cover the third piece:

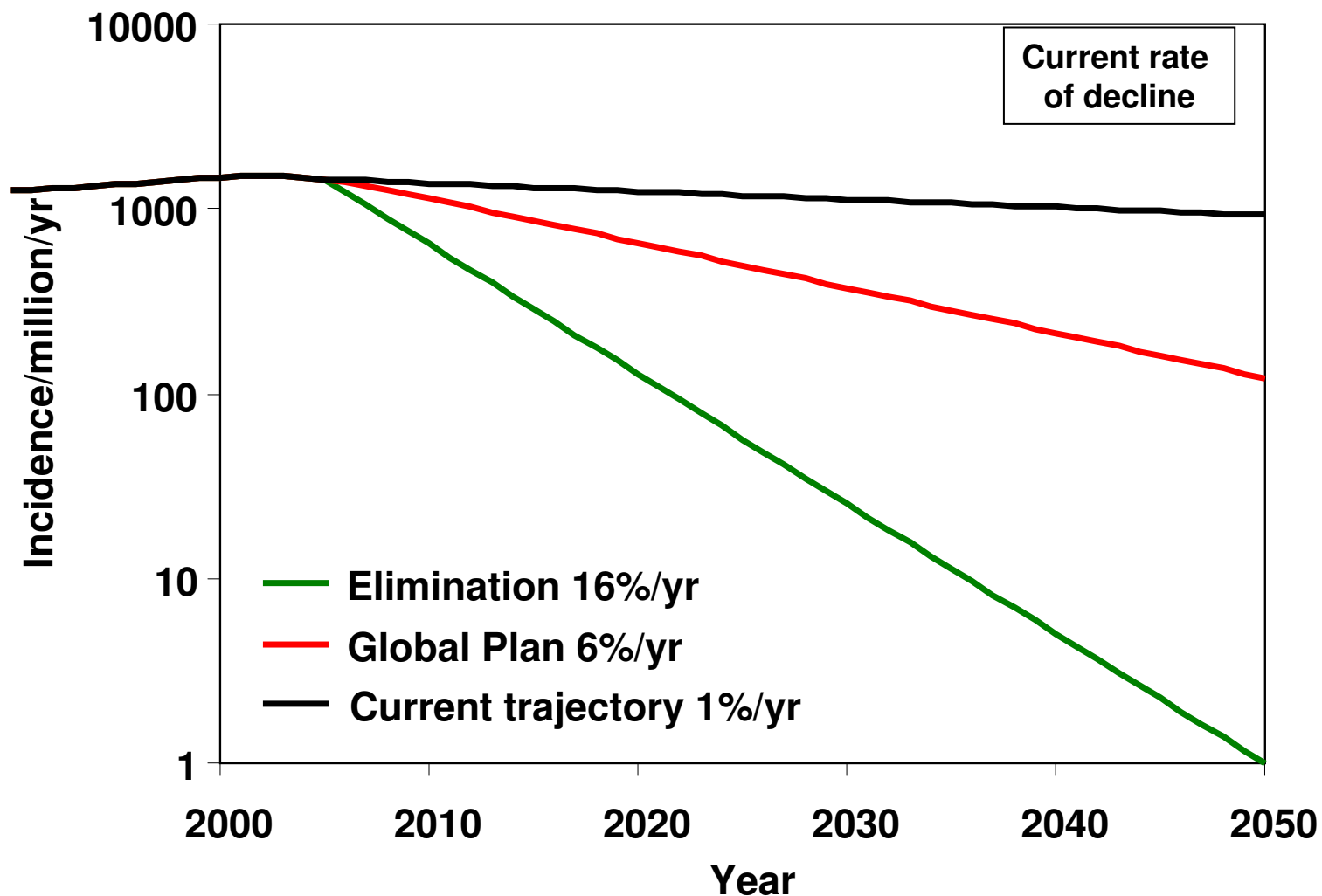
3. Transform the conversation: TB messaging is not capturing the attention of people of influence and not bringing enough of a sense of hope, inspiration, or urgency to the fight. This must change.
 - a) Update Since the last Coordinating Board – Framing the discussion
 - b) The need for change → How Bold can / should we be?
 - c) Opening the discussion space: head in the sky, feet on the ground

Update: on Messaging: The E-word, the Z-word (not EZ...)

- South Africa Coordinating Board (October, 2010) – attention on advocacy
- Since then: extensive feedback from advocacy partners, discussions with WHO, and noted comments from some donors, ministers of health and others.
- Excitement and also apprehension. Fear of putting out a goal or message we might not reach.
- This is not a presentation about whether it's a good idea or not to go for Elimination.
- Draft discussion paper in the Advocacy Framework 2011 – annex - "Transforming the Conversation the World is Having about TB" – Options to strengthen global TB advocacy.
- Discussion is good. Passion is essential.

"I hope her passion will spread like wildfire, for the enemy, tuberculosis, is regrouping and becoming more ferocious. This enemy can only be tamed by a passionate and truly energised group of warriors, and I am glad that Lucica will be among the generals in this war."

Full implementation of Global Plan: 2015 MDG target reached but TB not eliminated by 2050



Helping our partners talk about TB...

BY 2015 WE CAN:

Eliminate malaria as a public health problem in most malaria-endemic countries

Prevent millions of new HIV infections

Dramatically reduce deaths from AIDS

Virtually eliminate transmission of HIV from mother to child

Contain the threat of multidrug-resistant TB

Achieve significant declines in TB prevalence and mortality

Further strengthen health systems




Investing in our future

The Global Fund

To Fight AIDS, Tuberculosis and Malaria

ship

TB Advocacy: Striking the right balance

Our Technical Mind	Our Advocacy Mind	Our HYBRID Reality
<ul style="list-style-type: none"> • Elimination Phase / Zero TB deaths is not possible 	The Stop TB Partnership needs a new message, new messengers ...and new relevance.	Status quo must change: Head in the sky, feet on the ground
<ul style="list-style-type: none"> • 'does not pass the laugh test' 	TB advocacy at the moment is very timid, there is no passion to be felt, our messages sound often like a broken record, we have to be more imaginative.	Hollow slogans won't help but we need to be bolder and more ambitious in our advocacy.
<ul style="list-style-type: none"> • we will squander our hard-earned credibility 	Frankly, TB advocacy is too weak to mobilize new resources. We should adopt the weak's strategy: utilize opportunities with larger and stronger constituencies.	We need a compelling narrative that's based on fact
<ul style="list-style-type: none"> • we will be laughed at or criticized by the scientific and academic community 	We can't keep talking to ourselves if we want to move this to the next level.	Boldness and transformation are needed and – It must be technically credible
<ul style="list-style-type: none"> • Whatever we move forward with in advocacy must be underpinned by a technically credible approach 	I don't think the TB community is bold enough in its requests. There's also the issue of falling back into very scientific discussions, where we need help, perhaps from brand/messaging experts.	We must have the power to drive evidence-informed demand 

"Zero TB/HIV Deaths" is Already Out There.

UNAIDS | 2011-2015 STRATEGY

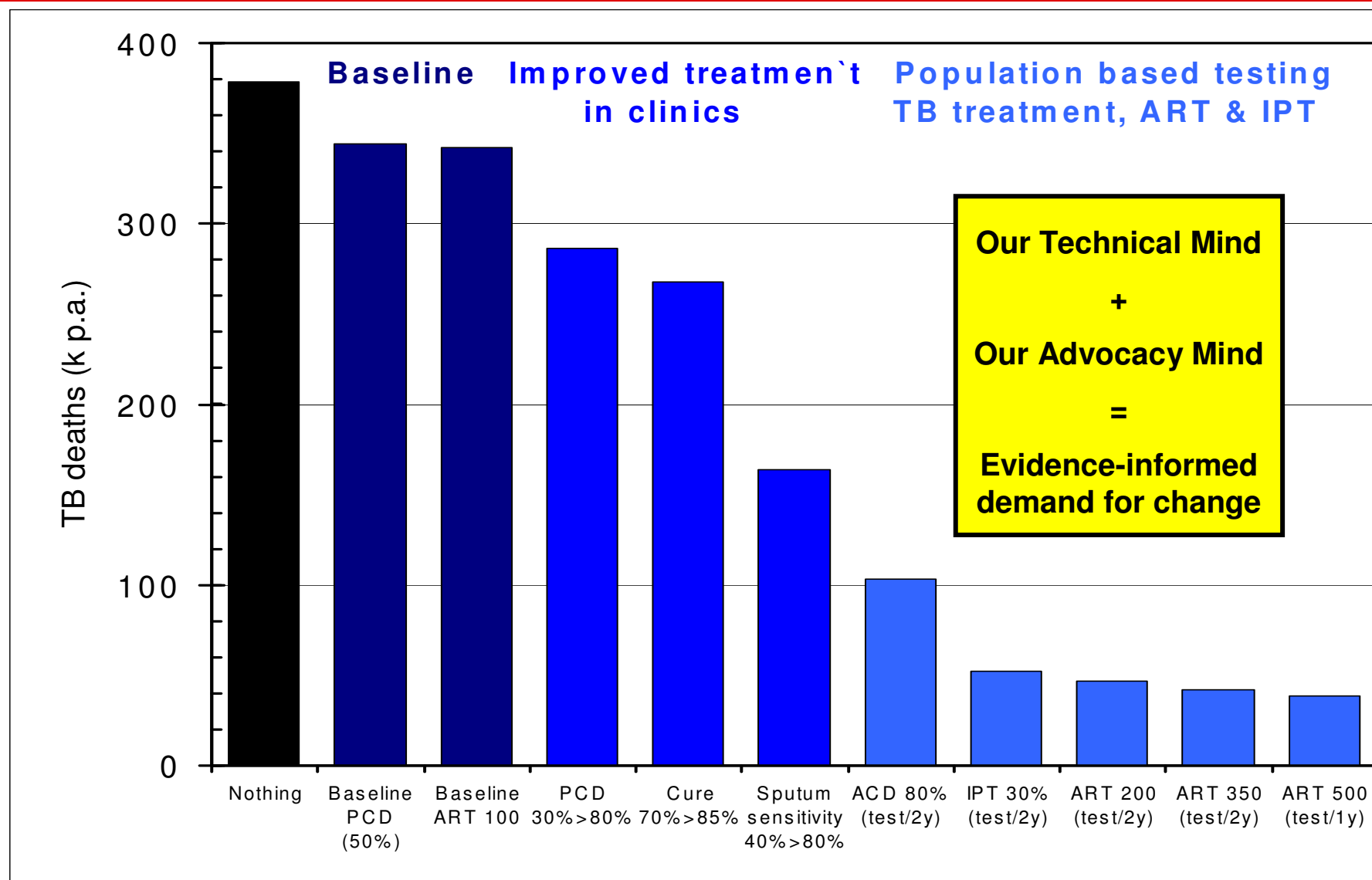
GETTING TO ZERO

- Zero new infections
- Zero discrimination
- Zero AIDS-related deaths
- **TB/HIV Deaths cut by 50 % by 2015**
- "Zero TB/HIV Deaths" ?
- TB has delivered results that justify more boldness and passion

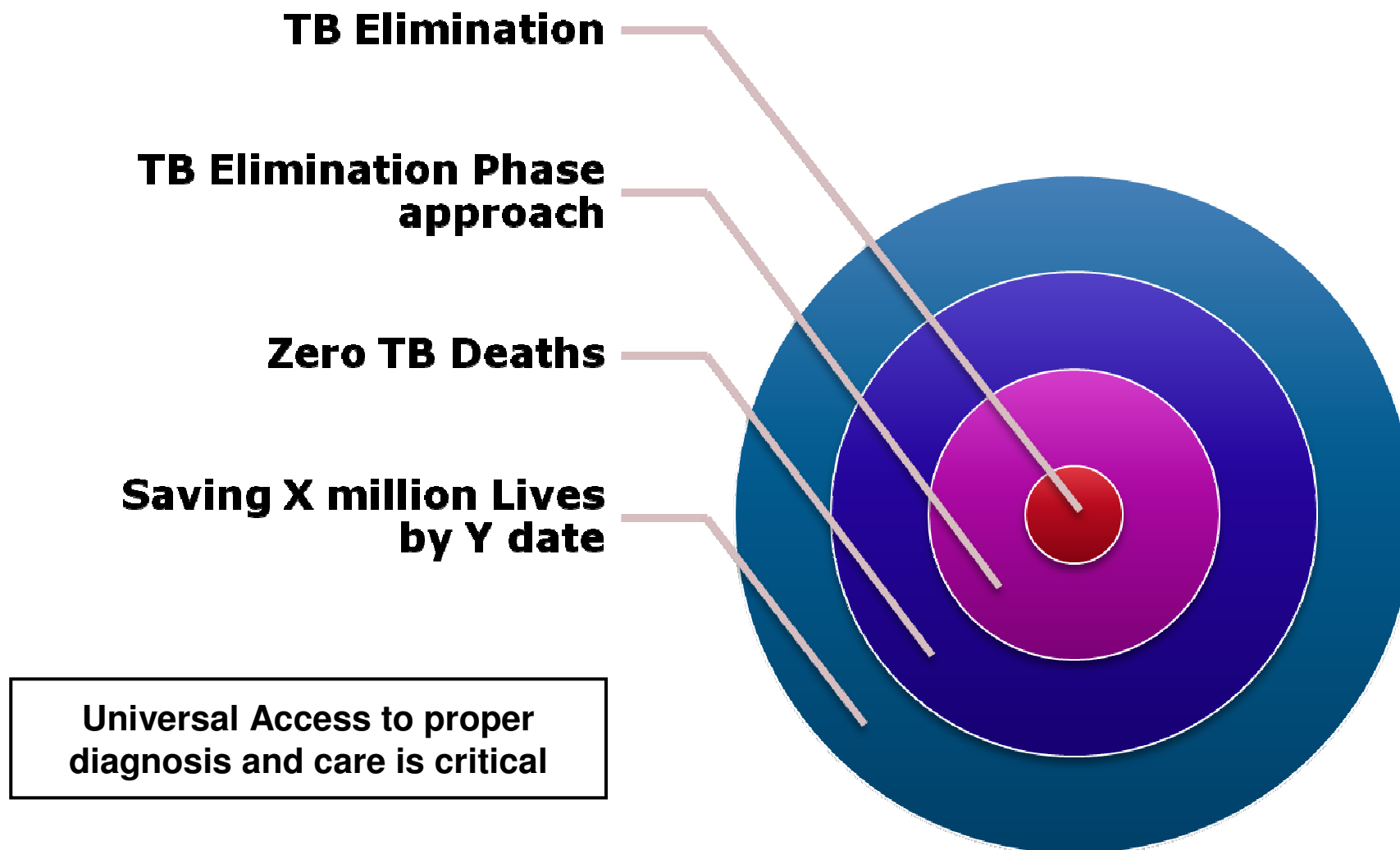
- The Global Fund has saved 6.5 million lives.
- 4.1 million of them are from TB investments
- TB receives 17% of the overall funding

Stop TB Partnership

Modelling Accelerated Reduction in TB/HIV deaths



Messaging Opportunities?



Advocacy Blocks: Unblocking Advocacy?

TB Elimination Phase Approach

Zero TB Deaths Platform

Eliminating
TB in the
USA

TB
Elimination
in South
African
Mines

Latin
American
TB
Elimination
Initiative

Zero TB
Deaths in
HIV+

Zero TB
Deaths in
Prisons

Zero TB
Deaths in
country X

Saving Lives Campaign

Cut TB /HIV
deaths by
50% by 2015

Cut TB deaths
deaths by
50% by 2015
in X,Y,Z

1 million lives
by 2015

2 million lives
by 2020

3 million lives
by 2025

Conclusion

- **We've discussed the framework approach 2011 under development by the Secretariat. The approach is to sharpen advocacy focus, look at advocacy more holistically (i.e. a 'new message' by itself, is not enough) – the Partnership needs change in 3 strategic areas:**

If TB Advocacy were a gun – we'd want to know:

- 1. what's the quality of this weapon, is it a musket or a high-powered automatic rifle? (advocacy architecture)**
- 2. How can we make it more powerful - can it hit the target with enough force to matter? (transforming the conversation)**
- 3. But also – what are we shooting at, and why? (expand engagement for RM)**
- 4. Finally – do we have enough ammunition (getting serious about TB advocacy)**

Summary

Three areas of focus	Issues
1) Optimize TB Advocacy Architecture	<ul style="list-style-type: none">•AAC•VIP/Ambassador
2) Open new avenues of engagement	<ul style="list-style-type: none">•Global advocacy / Resource mobilization and policy impact•Identification of new targets
3) Transform the Conversation	<ul style="list-style-type: none">•Draft discussion paper•<u>Retreat on Advocacy*</u>

Decision Requested by the Board:

The Board :

- **Endorses Secretariat's plans for a retreat on strengthening TB messaging to take place following the Washington Board meeting.**



END

**Kiya Lebua !
Siyabonga !
Thank you !**

What is advocacy?

Advocacy is
strategic communication that aims to create the
political accountability and social pressure needed to
move resources
shape policies and
remove socio-cultural barriers
to achieve a desired
outcome.

- K.Klaudt

Will talking about it make a difference?

Malaria: The Gates Effect

