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# MDG Summit

## Proposed Strategic Engagement

Marcos Espinal, Executive Secretary

Hanoi, 5 May 2010

## Background

- An MDG Summit led by the Secretary General of the United Nations, will take place on 20-22 September

## Objectives

- Showcase progress and achievements made on TB
- Make the case for increased and continued commitments

# Challenges

- Important opportunity to show success and progress on TB interventions and as a result, the positive impact on other MDGs
- There is only one joint high-level panel for health (MDG 4, 5 and 6)
- Each country only has 3-5 minutes to highlight MDG progress and challenges
- The window to profile TB at the event is small therefore we are organizing a satellite event to launch the Global Plan update

The Secretariat is preparing strategy and action plans to engage partners and key stakeholders

# Opportunities

- We are trying to get UN Special Envoy to Stop TB and/or champion Head of State to advocate for TB at the joint Health MDG panel discussion
- WHO is expected publish a paper in June on the health impact of TB control from 1995 to 2008, the contributions of TB control to MDGs 4 and 5 and the projected impact until 2015 - this will give us the evidence base to help profile TB at the Summit
- Engage with 10 to 15 country delegations to ensure TB is part of their highlighted progress during their 3-5 minute interventions at the Summit
- Craig David, new Stop TB Ambassador has already been invited to be an MDG Champion at the Summit

# The Global Plan Update Launch

- A satellite event to launch the Global Plan update will be planned during the Summit
- The event could include high level and influential decision makers such as:
  1. UN Secretary-General
  2. UN Special Envoy to Stop TB
  3. Head of State of an endemic country
  4. Head of State of a donor country
  5. Head of Multilateral Agency
  6. The voice of civil society

# Strategic Approach

## Advocacy

- Develop strategic advocacy messages to be used before and during the Summit
- Develop a communication's plan for the event and launch of the Global Plan

## Strategic Alliances with key partners

- Work with key Stop TB Partners to maximize impact and ensure common TB messaging during the Summit and the planned side events

## Engage influential leaders

- Champions and celebrities
- Permanent UN missions of 10-15 endemic countries
- Ministries of Health and Heads of State
- Multilateral Agencies
- Civil Society
- Partners

## Strategic Approach (continuation)

### **Build momentum and support towards the Summit at the:**

- World Health Assembly (WHA), 17-22 May
- General Assembly MDG meeting, 14-15 June
- 2010 FIFA World Cup joint events with partners and Goodwill Ambassadors, 11 June to 11 July
- International AIDS Society (IAS) Conference, 18-23 July

## How the Coordinating Board can help

- **Use your network to inform and influence high level participants in the Summit**
- **Use your network to identify key leaders for the satellite event to launch the Global Plan**
- **Provide suggestions on how best to take advantage of these opportunities**



## Decisions Requested

1. **Feedback on the proposed suggested actions**
2. **Endorse the strategic approach to the Summit**
3. **Should the Secretariat use a communications company for the summit event and launch of the Global Plan?**