



## GFAN Speakers Bureau



supporting your  
Global Fund advocacy!

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- ▲ Our 10 speakers are available now for your Global Fund resource mobilization advocacy
- ▲ Our speakers have been affected by HIV, TB and/or malaria and can speak to a variety of issues related to these epidemics
- ▲ Online or in-person, we'll work with you and the speaker to support your message and work

## What is the GFAN Speakers Bureau?

*[For full details and biographies of our speakers, visit our website](#)*

Our Speakers Bureau is a register of advocates who are committed to sharing the messages to fund the Global Fund, to create policy changes for positive enabling environments and to increase domestic investments in health and to encourage collective engagement in their advocacy to governments and decision-makers. The principle is that **people who have seen the impact of the Global Fund in their lives are the most impactful spokespeople for the Global Fund**. Each of our speakers are currently or have in the past accessed Global Fund-supported programs and are active advocates in their own communities for prevention, treatment and/or care for one or more of the three diseases.

As GFAN members are constantly seeking opportunities to solidify and increase either donor funding to the Global Fund Secretariat or domestic funding for HIV/AIDS, tuberculosis and malaria, being able to call upon trained spokespeople is a key to the success of their advocacy. We have been providing trained speakers to our members since 2010 and with encouraging successes. *[We offer our partners ongoing access to speakers that can provide the voice of affected communities at their events and discussions with decision-makers, the public and media.](#)*

## Can one of your speakers attend my event, speak to the media, etc.?

If you're an organization working on HIV, TB and/or malaria advocacy, we can work with you to see if your request is appropriate for our bureau and which of [our speakers](#) can participate. We are also open to general requests from the media.

Contact [Amy Coulterman](#) for inquiries.

### *What can you expect from us?*

1. GFAN will act as the focal point for requests for the speakers and with the interested advocate(s) assess which speaker or speakers is most suited.
2. GFAN will seek out opportunities to have speakers present and work with local advocates where present to coordinate visits.
3. Virtual opportunities to speak or have a speaker's voice (through pre-recorded messages or video/teleconference) at events will also be pursued.
4. GFAN will encourage advocates to share all such opportunities and to use Speakers at them.
5. We make cost-sharing arrangements with host organizations for all speaker trips.
6. We will work with hosts to refine the Global Fund messaging that you need to hear from a Speaker.
7. We can provide pre-made images, photos, presentation materials and communications support.

### *What do we ask from you?*






1. We need sufficient details on your event and your needs so that we can evaluate the event(s) and which speaker(s) would be best suited to attend.
2. We request and encourage a commitment to sharing outcomes of participation and visits with us, on our GFAN mailing list, online (social media and/or websites) and with your media contacts.
3. You will need to cost-share the expense of the advocacy trip (arrangements vary).

### **Tools you can use (current and upcoming)**

- High quality [videos and photo stories](#) of several of our Speakers (plus toolkit)
- Frequent [blog posts](#)
- Regular event toolkits
- Campaign-specific messaging

## 2017-2018 Speaker Profiles

	<p><b>Timur Abdullaev (Uzbekistan)</b></p> <p><b>Perspectives:</b> tuberculosis; person living with HIV (PLHIV); Eastern Europe &amp; Central Asia</p> <p><a href="#">Read his story</a></p>
	<p><b>Clara Banya (Malawi)</b></p> <p><b>Perspectives:</b> person living with HIV (PLHIV); multi-drug resistant tuberculosis (MDR-TB); malaria; women and girls; vertical transmission; Africa</p> <p><a href="#">Read her story</a></p>
	<p><b>Anton Basenko (Ukraine)</b></p> <p><b>Perspectives:</b> person living with HIV (PLHIV); hepatitis C; harm reduction; people who use drugs (PUDs); Eastern Europe &amp; Central Asia</p> <p><a href="#">Read his story</a></p>
	<p><b>Mirriam Banda Chisamba (Zambia)</b></p> <p><b>Perspectives:</b> malaria; mothers and children; Africa</p> <p><a href="#">Read her story</a></p>
	<p><b>Erika Castellanos (Belize)</b></p> <p><b>Perspectives:</b> person living with HIV (PLHIV); transgender people; people who use drugs (PUDs); sex workers; Latin America &amp; the Caribbean</p> <p><a href="#">Read her story</a></p>

	<p><b>Serge Douomong Yotta (Cameroon)</b></p> <p><b>Perspectives:</b> HIV; key populations; men who have sex with men (MSM); youth; Africa</p> <p><a href="#">Read his story</a></p>
	<p><b>Maura Elaripe (Papua New Guinea)</b></p> <p><b>Perspectives:</b> person living with HIV (PLHIV); tuberculosis; malaria; women; Asia &amp; the Pacific</p> <p><a href="#">Read her story</a></p>
	<p><b>Loyce Maturu (Zimbabwe)</b></p> <p><b>Perspectives:</b> person living with HIV (PLHIV); tuberculosis; youth; vertical transmission; Africa</p> <p><a href="#">Read her story</a></p>
	<p><b>Maurine Murenga (Kenya)</b></p> <p><b>Perspectives:</b> person living with HIV (PLHIV); malaria; women and girls; vertical transmission; Africa</p> <p><a href="#">Read her story</a></p>
	<p><b>Resty Nalwanga (Uganda)</b></p> <p><b>Perspectives:</b> person living with HIV (PLHIV); multi-drug resistant tuberculosis (MDR-TB); youth; women and girls; Africa</p> <p><a href="#">Read her story</a></p>

## How to Host - Communications Strategies & Guidelines

This section deals with communications expectations and advice for organizations who are hosting a GFAN Speaker. You can organize all communications related to a Speaker visit with [a member from our team](#).

For all of us it takes a lot of time and money to arrange a speaker at your event – so let's put this investment to good use!

What we can provide you:

- ☐ Logo and bio photos
- ☐ Presentation materials
- ☐ Support for press releases, media outreach, social media, blog posts, presentations
- ☐ Preparation for interviews

What we need from you

- ☐ Anticipated audience size and demographics
- ☐ Goals for the event(s)
- ☐ Messaging you want to promote
- ☐ Audiovisual needs (photos, slidedecks, etc.)
- ☐ Expectations for any possible media interviews, 'meet & greets', one-on-one meetings, etc. as well as writing of blog posts, thank you letters, etc.
- ☐ Mention of GFAN in promotions and media
- ☐ Photos from each event (at least 3 high quality images from each event)
- ☐ Report back

<b>Report back</b>	<p>This can be in the format of:</p> <ul style="list-style-type: none"><li>• sharing online articles about the event;</li><li>• a post on your website about the event; and/or</li><li>• an email to the GFAN mailing list explaining the event.</li></ul> <p>We will need <b>at least one English-language report back</b> (for example, if your media articles are in another language, you can</p>
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	provide a blog post in English which you can put on your and/or the GFAN website).
<b>Terms of use: Photos and Logo</b>	<p>We encourage you to use the GFAN logo and speaker photos on <b>promotional materials</b> (posters, announcements, news releases) for the event(s) the speaker will attend. Please <i>do not</i> use the GFAN logo on any <b>presentation materials</b> that have not first been reviewed by the GFAN Secretariat (such as slidedecks or official meeting reports).</p> <p>All photos we provide you <b>must be attributed to the “Global Fund Advocates Network”</b>, whether in print or online, when used by you, partners or media. You will <b>allow GFAN to use the photos you provide</b> in any online or print materials and GFAN will respect any attribution requirements you request.</p>
<b>Presentation materials</b>	If our speaker needs to present a <b>slidedeck</b> , GFAN will provide the template s/he will use and work with the speaker and you to create a great presentation.
<b>Media &amp; online outreach</b>	<p>Whether you arrange a press release, prepare and arrange media interviews before or after the event or want to write a blog post, we can help you engage the Speaker, support the writing, offer images and provide messaging.</p> <p>We can share info and communications on our <a href="#">Twitter</a> and <a href="#">Facebook</a> accounts, as well as on our <a href="#">website</a>.</p>



## Ideas for using the Speakers Bureau

Conference calls, in-person visits, blog articles, newsletter content and co-writing editorials – these are just a few examples of venues you can use our Speakers for.

### Past examples

#### 2015-2017

The speakers took around two dozen advocacy tours across the continents and met with numerous parliamentarians, media and grassroots advocates. They attended high-level meetings, Global Fund replenishment announcements, parliamentary briefings and round-table discussions and were featured in around 100 news articles and multimedia pieces.

#### Advocacy tours highlights



Maurine took two successful trips each to both Germany and the UK to meet with parliamentarians with the support of [DSW](#), the [Global Fund](#) and [Malaria No More UK](#).





Loyce visited Canada twice - first for the [announcement](#) of Canada's commitment and later for the [Replenishment conference](#). She joined Prime Minister Trudeau, ED Mark Dybul and Melinda and Bill Gates on stage.



Clara took part in a high-level event in Italy on the Global Fund with parliamentarians, [Friends of the Fund Europe](#) and [l'Osservatorio AIDS](#).



With the support of [Salud por Derecho](#), Erika met with several media outlets and parliamentarians in Spain.



Erika, Anton and Maurine took part in the Civil Society Hearings ahead of the High-Level Meeting on Ending AIDS.



Loyce was a feature speaker at the High-Level Meeting on Ending AIDS. Her image and testimony was featured in several media outlets. Watch her [full speech](#) (at 27:50).

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## Media highlights



We documented the stories and lives of 4 speakers through video and photos.



Loyce took on a tour of the United States with [RESULTS](#) and was featured in several media outlets, including NPR.



Shareable images were made for key events and dates like the Women Deliver conference and World TB Day.



Maurine was featured in a Guardian UK supplement for World Malaria Day thanks to [Malaria No More UK](#).



While in Canada, Loyce took part in interviews for tv, radio & print in part with the help of our partners, [ICAD](#) and [RESULTS Canada](#).

## 2012-2013

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| <ul style="list-style-type: none"><li>• 9 trips to capitals for advocacy activities</li><li>• 21 public or invited audience events</li><li>• 38 one-on-one meetings with decision-makers</li><li>• 2 Parliaments spoken at</li><li>• 3 Conferences attended on behalf of the campaign</li></ul> | <ul style="list-style-type: none"><li>• Africa Civil Society Platform</li><li>• NYC screening How to Survive a Plague</li><li>• RESULTS US World TB Day &amp; tour</li><li>• Launch of the Replenishment Process</li><li>• European Parliament panel</li><li>• UK Parliament event &amp; GFAN members meeting</li><li>• Canadian parliamentarians, RESULTS &amp; ICAD members</li><li>• RESULTS Conference in DC, meetings with Congress and Senators</li><li>• Denmark Access to Life exhibit</li></ul> |
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