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- Our 12 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 on-going access to Speakers that can provide the voice of affected communities at their events and discussions with decision-makers, the public, and the 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 Tara Hogeterp 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

2018-2019 Speaker Profiles

Timur Abdullaev (Uzbekistan)

Perspectives: tuberculosis; person living with HIV (PLHIV); Eastern Europe & Central Asia

Read his story

Clara Banya (Malawi)

Perspectives: person living with HIV (PLHIV); multi-drug resistant tuberculosis (MDR-TB); malaria; women and girls; vertical transmission; Africa

Read her story

Anton Basenko (Ukraine)

Perspectives: person living with HIV (PLHIV); hepatitis C; harm reduction; people who use drugs (PUDs); Eastern Europe & Central Asia

Read his story

Erika Castellanos (Belize)

Perspectives: person living with HIV (PLHIV); transgender people; people who use drugs (PUDs); sex workers; Latin America & the Caribbean

Read her story

Mirriam Banda Chisamba (Zambia)

Perspectives: malaria; mothers and children; Africa

Read her story

Rachel Boyindjo (Togo)

Perspectives: VIH/sida; paludisme; tuberculose; transmission verticale; l'Afrique

Sa histoire

Serge Douomong Yotta (Cameroon)

Perspectives: HIV; key populations; men who have sex with men (MSM); youth; Africa

Read his story

Loyce Maturu (Zimbabwe)

Perspectives: person living with HIV (PLHIV); tuberculosis; youth; vertical transmission; Africa

Read her story

Maurine Murenga (Kenya)

Perspectives: person living with HIV (PLHIV); malaria; women and girls; vertical transmission; Africa

Read her story

Resty Nalwanga (Uganda)

Perspectives: person living with HIV (PLHIV); multi-drug resistant tuberculosis (MDR-TB); youth; women and girls; Africa

Read her story

	Marie Solange Ngoueko (Cameroun) **Perspectives:** paludisme; l'Afrique Sa histoire

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.

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, slide decks, 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 (ideally 3 high-quality images from each event), video or audio recordings.
- ☐ Report back

Report back	This can be in the format of: • sharing online articles about the event;

	• a post on your website about the event; and/or • an email to the GFAN mailing list explaining the event. We will need **at least one English-language report back** (for example, if your media articles are in another language, you can provide a blog post in English which you can put on your and/or the GFAN website).
Terms of use: Photos and Logo	We encourage you to use the GFAN logo and Speaker photos on **promotional materials** (posters, announcements, news releases) for the event(s) the Speaker will attend. Please *do not* use the GFAN logo on any **presentation materials** that have not first been reviewed by the GFAN Secretariat (such as slide decks or official meeting reports). All photos we provide you **must be attributed to the "Global Fund Advocates Network"**, whether in print or online, when used by you, partners or media. You will **allow GFAN to use the photos you provide** in any online or print materials and GFAN will respect any attribution requirements you request.
Presentation materials	If our Speaker needs to present a **slide deck**, GFAN will provide the template s/he will use and work with the Speaker and you to create a great presentation.
Media & online outreach	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. We can share info and communications on our Twitter and Facebook accounts, as well as on our website.

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

2016-2018

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 successful trips each to Germany and the US to meet with parliamentarians with the support of DSW.

Loyce visited Canada twice - first for the announcement of Canada's commitment and later for the Replenishment Conference. She joined Prime Minister Trudeau, former Global Fund ED Mark Dybul, and Melinda and Bill Gates on stage.

Clara attended the 2018 UK Conservative Party Conference where she spoke to Parliamentarians at the invitation of STOPAIDS and Malaria No More UK.

Timur took part in the Civil Society Hearings ahead of the High-Level Meeting on Ending Tuberculosis. Anton attended the High-Level Meeting and had a chance to speak to Parliamentarians and global health leaders.

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 were featured in several media outlets. Watch her full speech (at 27:50).

Media highlights

We documented the stories and lives of 3 Speakers through video and photos. We plan to release 2 additional video stories and 2 photo stories in early 2019.

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 such as the Global Fund's Results Report, AIDS 2018, the UNHLM on TB, and GFAN's Get Back on Track Report.

malaria head on

The Global Fund to Fight AIDS, TB and Malaria is saving lives from deadly yet preventable diseases; 17 million so far to be exact. Having seen and experienced these diseases first hand – I can categorically say that aid is working.

I first learnt about The Global Fund during a difficult time in my life; in 2002 when I was diagnosed with HIV whilst pregnant. Back then the

particularly during the rainy season. Every day the village would echo with cries from families mourning the loss of a child; tragic, needless deaths.

I had malaria three times alone when I was pregnant. Fortunately I was diagnosed early and received treatment quickly, but only because I knew pregnant women are more susceptible to malaria as immunity is lower, what symptoms to look out for and how to get

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, and print in part with the help of our partners, ICAD, and RESULTS Canada.

Examples of Events Speakers Attended and Participated In.

- trips to capitals for advocacy activities
- public or invited audience events
- one-on-one meetings with decision-makers
- speaking engagements to Parliaments
- Conferences attended on behalf of campaigns
- Participation in webinars

- Africa Civil Society Platform
- NYC screening: How to Survive a Plague
- RESULTS US World TB Day & tour
- World Malaria Day Launch activities
- Launch of the Replenishment Process / Preparatory Meeting for Replenishment
- European Parliament panel
- Addressing UK, Canada, and Netherlands Parliamentarians
- GFAN members meeting
- Canadian parliamentarians, RESULTS, and ICAD members
- RESULTS Conference in DC, meetings with Congress and Senators
- Denmark Access to Life exhibit
- Global TB Caucus Meeting
- Financing for Development