

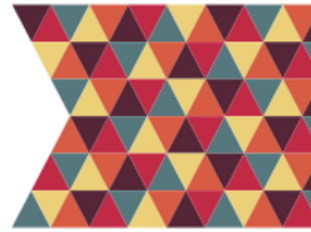
GFAN Call: Communications 19 June 2019

Call notes:

1. Welcome

2. Global Fund Secretariat Communications Update (Seth Faison)

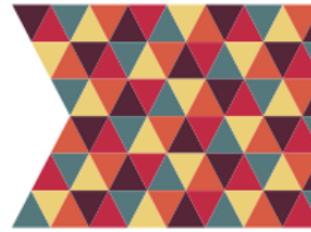
- Donor pledges coming in the coming weeks but don't have anything confirmed.
- 2 big communications pieces for the Global Fund as elements of their Step up the Fight campaign:
 - 1) faces of the fight – 5 short videos, each centred on individual person – highlighting stories of AIDS TB and Mal. Each with particular story to tell with each of the 3 diseases. Getting together content on the final two. Releasing over 6 weeks one by one. Hoping they will speak for themselves – hope they will be really effective and provide a human narrative. Very high hopes for these pieces. Asking civil society to help amplify
 - 2) Open letter - 1 page short, jargon free – inspiring message to the world. What we can and need to achieve by 2030. We can ask for a simple action they can take to sign this letter. Aiming to release in the first 2 weeks July (July 3 is 100 days) so maybe then, but might wait until mid July. Need to have their supporters in place. Trying to get backing from some well-known celebrities and leaders and ask for support. Hoping it will be an inspiring call to action. Accessible and doable request that everyone can fulfill. Noted that calls to action on the Global level is difficult.
- Monthly partner communications updates – include in those, news items, links to comms tool kits, etc. links to recent news articles etc.
- Hoping many of saw the [op-ed](#) by Linda Mafu around women deliver – where she told her personal story. Item we were really excited to get behind.
- **Question and Answer**



- From someone who had seen a draft of letter. Does not address that many children have firsthand experience of the three diseases?
 - Good point. Seems obvious now you raise it will look to see if can be incorporated.
- G7 Summit – is there any planning?
 - While GF will use as a strong opportunity for bilateral meetings it is only secondarily a communications moment. Not expecting a big push on their side, but a statement and social media toolkit in the lead-up are likely
- Replenishment conference – will we see an agenda in advance?
 - It will be shared as soon as possible – because of the negotiations that are ongoing, its not likely until closer to the date but will be shared as soon as possible.
- Tools from Global Fund
 - Can find the most complete deck of tool kits – sent in monthly updates from the Global Fund.
- Journalist and media outreach – at replenishment – is there a plan?
 - Global fund will follow their usual mode. When you deal with heads of State, things to be confirmed, often at the last minute. Will welcome media for the final announcements. Don't know if can invite media to panel discussion but endeavouring to have full access for media – but don't know yet.
- Results Report: Aiming for September (by Sept 15) – expect a lot of interest in the results report. An excellent coms doc will come with.

3. GFAN Communications Update (Tara Hogeterp)

- **Update from Global Fund Communications Coordination Group Call**
 - Call provided updates on expected country pledges
 - There did not seem to be any firm details about when pledges were coming in and it was indicated that the timing of pledges keeps shifting
 - Discussion on the call –



- Emphasize the positive – seems to be the best strategy to reach out to law makers when getting them to pledge
- If they don't come in where we want them to come in – shaming a country will not help us.
- Amount of support for individual pledges – can show how pleased we are with the pledges given the level of “cheering from the sidelines”
- In the next couple of weeks the GF will be launching an open letter to 7 year olds. Kids who will turn 18 in 2030
- Letter is addressed to the next generation. Use as hook to talk about the 3 diseases.
- **Global Fund Replenishment Update (Pauline Mauze):**
 - Global Fund will soon communicate to partners on side events and will indicate timeslots over the coming 2 weeks. They are going through the list of proposals and there is still some fine-tuning between French gov and GF. Booths – all applicants should receive a booth.
 - For replenishment announcements, the Global Fund is standing ready – with social media, short video. All cases ready with comms assets. All possibilities ready.
- **GFAN Get Back on Track Campaign Update**
 - We will be launching a series of Thank You videos thanking country's for their commitments to Replenishment, along with social media and ideally a few mini actions.
 - We are also developing some additional shareables, we released one last week on what each 100\$ Million investment in the global fund means in the lives of people.
 - Plan to do another push of our campaign for the 100 days before replenishment. Had good support on the launch. Have been featuring people's responses on social media and on our website.
 - Will be posting an op-ed signed by a number organizations calling for increased investments in the Global Fund – will likely be launching that at or around the 100 days marker.
 - Finally - We would like to encourage everyone on the listserv to use it as platform for civil society to share responses to/reactions to pledges



as they come in and to provide context for how best to share public and international reactions.

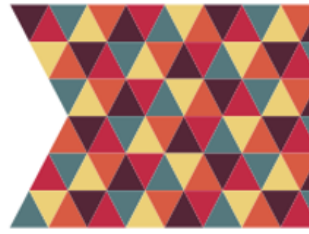
- For instance – civil society orgs may know that their country may need lots of “thank you’s” from international partners, or another might recommend that additional pressure might be beneficial.
 - The listserv is a quick way to reach out to the civil society community and guide how best to react to pledges.
- Key upcoming Dates: G20, TICAD, G7 UNHLM. 100 days before replenishment, 50 days before replenishment
 - Materials we already have – tools for lobbying elected officials, & targeting media. Released last week a GFAN tools cheat – sheet. Might be good to think about one or two dates to focus on a campaign.
 - France – looking to have a campaign in September targeting the President, members of parliament and big city mayors.

4. Other Updates or Discussion Items

- Masaki Inaba (JCIE) – Japan expected to make a pledge – June 21 – Friday. Sense was it would be a small increase but because of domestic political considerations the exact amount of the pledge may not be 100% clear at the time of the announcement. Thanking Japan for their pledge will be appreciated and very necessary and on behalf of Japanese civil society, asking GFAN colleagues to send messages of appreciation over social media and to Japanese Embassies.

NOTE: On June 21st the [announcement](#) of a US\$840 million pledge was made – [you can find tools on sending thank-you’s here](#)

- Question - How does Japanese gov want to use G20?
- According to Masaki:
 1. G20 p they would like to discuss universal health coverage. Want to talk about UHC – should have some communique about



AIDS, TB, and Malaria – should be in messaging from
communique

2. Pledge will be done June 21 – difficult to explain how they will use G20 – current situation very confusing and disappointed with way of pledging.
3. Will they announce an increase, even if they don't announce a number? Probably yes.