

# gfan Speakers Bureau Tool Kit

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## gfan Speakers Bureau



**Supporting Your  
Global Fund Advocacy!**

Our 11 Speakers are available now for your Global Fund resource mobilization advocacy.

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Our Speakers have been affected by HIV, TB and/or malaria & can speak to a variety of issues related to these epidemics.

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Online or in-person, we will work with you and the Speaker to support your message & 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 us 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 & upcoming)

- High quality [videos and photo stories](#) of several of our Speakers
- Frequent [blog posts](#)
- Regular event [toolkits](#) & World Day [toolkits](#)
- Campaign-specific messaging
- GFAN [Publications](#)



# qfan Speakers Bureau Tool Kit

## 2021-2022 Speaker Profiles



**Anton Basenko (Ukraine)**

***"It is important for us to continue to save lives and to continue the global fight against HIV and tuberculosis (TB) throughout the world, but for this we need money. [...] These are just numbers, but human lives are behind these numbers and it is very important for people like me, because my life was also saved by the Global Fund."***

**Krystal Birungi (Uganda)**

***"I am just one voice in millions that has benefited from the Global fund work, but that is one voice I am proud to add in advocacy for an organization that is doing so much amazing work in my country and throughout the world."***



**Mirriam Banda Chisamba (Zambia)**

***Mirriam sees malaria every day at the clinic. The waiting room is often overflowing with mothers and caregivers with young children, pregnant women and the elderly. In her region, between 20-29% of children under 5 are infected each year.***



**Handaa Enkh-Amgalan (Mongolia)**

***"I hope that people who are battling TB or other stigmatized diseases and challenges feel empowered to raise their voices and join me in the fight to break the silence and remove stigma together."***



**Olya Klymenko (Ukraine)**

***"I speak openly about my experience in order to help other people affected by TB in Ukraine gain confidence in their right to health and human dignity."***



**Miranda Ekema Ndolo (Cameroon)**

***"The Global Fund remains relevant to my work as a youth activist and health service provider by making effective investments in key populations as well as, supporting country-level efforts to adopt enabling policies for effective and efficient HIV/TB and Malaria elimination approaches."***



# qfan Speakers Bureau Tool Kit

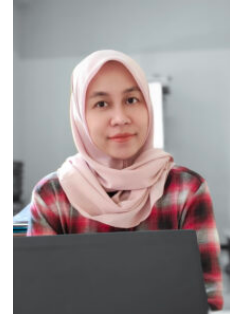


Joyce Ouma (Kenya)

**"It is imperative that young people be informed and engaged in programme design and implementation [at the Global Fund]. Youth, adolescent girls, and young women must be at the core of all we do."**

Ani Herna Sari (Indonesia)

**"As a pregnant woman with TB, my experience was unique compared to most TB patients – but telling my story is important to help show the need for increased support and investment in TB responses, and especially in The Global Fund."**



Aaron Sunday (Nigeria)

**"Many are born and many are lost to HIV and TB, but what doesn't kill me, makes me stronger. Am a survivor today and through resilience we shall continually confront HIV with bold steps and speak up for all to Step Up the fight on ATM for a world free of AIDS."**

Naomi Wanjiru (Kenya)

**"It is my fervent belief that I must explore all avenues of awareness creation on matters of TB and that highlighting my plight as a health worker affected by TB uniquely positions me to inspire others, across all levels of society, to do more to help end TB."**



Gautam Yadav (India)

***"Young people know their problems and have solutions. Our voices should be heard and be the starting point."***



## 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

<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 provide a blog post in English which you can put on your and/or the GFAN website).</p>
<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 slide decks 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>

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<b>Presentation materials</b>	If our Speaker needs to present a <b>slide deck</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

GFAN Speakers have participated in dozens of advocacy tours across 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 have been featured in many news articles and multimedia pieces.

<ul style="list-style-type: none"> <li>• Trips to capitals for advocacy activities</li> <li>• Public or invited audience events</li> <li>• One-on-one meetings with decision-makers</li> <li>• Speaking engagements to Parliaments</li> <li>• Conferences attended on behalf of campaigns</li> <li>• Participation in webinars</li> <li>• Media interviews</li> </ul>	<ul style="list-style-type: none"> <li>• Africa Civil Society Platform</li> <li>• RESULTS US World TB Day &amp; tour</li> <li>• World Malaria Day Launch activities</li> <li>• Launch of the Replenishment Process / Preparatory Meeting for Replenishment</li> <li>• European Parliament panel</li> <li>• Addressing UK, Canada, and Netherlands Parliamentarians</li> <li>• GFAN members meeting</li> <li>• Canadian parliamentarians, RESULTS, and ICAD members</li> <li>• RESULTS Conference in DC, meetings with Congress and Senators</li> <li>• Denmark Access to Life exhibit</li> <li>• Global TB Caucus Meeting</li> <li>• Financing for Development</li> <li>• TB HLM</li> <li>• Replenishment Announcements</li> </ul>
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## Speakers Stories

We have also [documented the stories and lives of two of our Speakers through photos stories.](#)

