GLOBAL FUND ADVOCATES COMMUNICATIONS TOOLKIT

This toolkit has been compiled by the Global Fund Advocates Network (GFAN) for use by advocates in the lead-up to the Global Fund to Fight AIDS, Tuberculosis and Malaria’s 5th Replenishment Conference.
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GFAN Campaign for the Global Fund 5th Replenishment

Audience

Direct target: decision-makers in donor countries
Indirect target: the media (reaching the public) in order to demonstrate interest to decision-makers

Tagline

Save lives today, end the epidemics tomorrow

Key Messages

Long version

THE GLOBAL FUND IS A CRITICAL & SMART INVESTMENT

Investment in the Global Fund is an historic opportunity to end the epidemics

We are at a global tipping point for HIV/AIDS, tuberculosis and malaria. If we do not expand investment now, we will face much higher costs due to our inaction in the years to come. Over almost 15 years, the Global Fund has proven it is innovative and flexible and offers value for money, but only a larger financial commitment from donors can achieve this historic opportunity.

Investment in the Global Fund supports evidence- and rights-based services

In order to reach out to those who need its support the most, the Global Fund encourages an inclusive and comprehensive approach to ending AIDS, tuberculosis and malaria by placing a high priority on evidence- and rights-based services for the most vulnerable people, including women and girls and key affected populations.
THE GLOBAL FUND SAVES LIVES

The Global Fund shows extraordinary results in lives saved

The Global Fund has supported and saved hundreds of millions of lives. It has a strong record of achieving effective and accountable results with donor funding, making it one of the smartest investments we can make in global health. It is one of the great successes in achieving the Millennium Development Goals and will be key in realizing the Sustainable Development Goals.

The Global Fund saves lives through strengthening health systems

The Global Fund maximizes the impact of its investments and reinforces countries’ health systems, potentially affecting the health of all members of society. It does this through a unique partnership between governments, civil society and the private sector that enhances collaboration and effective practices.

THE GLOBAL FUND DELIVERS IMPACT

The Global Fund provides value for impact

The Global Fund is committed to directing resources to areas that provide the highest impact and the greatest value for money and to streamlining business and procurement processes to save costs. It works together with many other institutional partners to best support the prevention and treatment of the three diseases.

The Global Fund enhances shared responsibility

The Global Fund encourages sustained and increased domestic investment in health by requiring governments to co-investment in the disease programs it funds. The goal of ending AIDS, tuberculosis and malaria requires enhanced investments from countries implementing Global Fund programs.
Short version

THE GLOBAL FUND IS A CRITICAL & SMART INVESTMENT

Increased investment in the Global Fund is critical because of the historic opportunity to end the epidemics. The evidence- and rights-based services the Global Fund supports reach communities that need it most.

THE GLOBAL FUND SAVES LIVES

The Global Fund shows results in lives saved and the strengthening of health systems through partnership.

THE GLOBAL FUND DELIVERS IMPACT

The Global Fund provides value for money and the highest impact through managing innovative partnerships at the global level and encouraging domestic investment at the national level.
The Cost of Inaction

Download GFAN’s report – Investing in the Global Fund: The Cost of Inaction

KEY MESSAGES

According to the Global Fund’s Investment Case, a USD$13 billion contribution for the Fifth Replenishment would:

- Save up to 8 million lives through programs supported by the Global Fund, leading to 30-32 million lives saved cumulatively by 2020;
- Avert up to 300 million new infections across the three diseases;
- Lead to broad economic gains of up to USD$290 billion over the coming years and decades, based on partner estimates.

While much harder to calculate, if investments can save lives, prevent new infections and spur greater investments and economic gains, then the lack of or flat-lining of investments could have the opposite negative effect.

The cost of inaction is real to hundreds of millions of people and their families, their livelihoods and their communities. We can work together to end the epidemics now or feel the greater burden of our inaction later.

Sample social media messages

| The #costofinaction is too high. Failing to fully fund the @GlobalFund risks reversing progress made against #AIDS, #TB and #malaria |
| Drug-resistant infections could kill more people than cancer by 2050. The #costofinaction is too high. Fully fund the @GlobalFund! |
| The @GlobalFund is the leader in addressing the needs of key & vulnerable populations & must be fully funded to continue this important work |
| Fully funding the #AIDS, #TB & #malaria responses could result in an ROI of close USD$300 billion, and the @GlobalFund is pivotal to all 3. |
The Elephant in the Room Campaign

The concept if the Elephant in the Room campaign is to draw attention to the obvious factor missing in this replenishment – financial pledges! This can be done in a direct or passive way, by calling out a country by name:

**Some of the @GlobalFund’s most important donors have yet to come to the table. Will XCountry address the #elephantintheroom and pledge their fair share?**

or more passively:

**The progress made by the @GlobalFund risks being reversed if we do not address the #elephantintheroom and make sure it is fully funded!**

**Click here to add the Elephant in the Room campaign Twibbon to your social media**
Replenishment Messaging

Reaching at least $13 billion in pledges to the Global Fund will be a huge success and reason to celebrate, but it will also be just the beginning.

In the lead-up to Montreal

- Leverage existing pledges to push countries who have yet to announce.
  
  *ex: For every USD$2 the UK pledges to the @GlobalFund, the US will contribute $1 more! Work together to #SaveLivesEndEpidemics*

- Use the Results Report to show the immense impact the Global Fund has had thus far – 20 million lives saved – not reaching at least $13 billion would mean losing momentum.
  
  *ex: The @GlobalFund has saved 20 million lives and is on track to hit 22 million by the end of 2016 - let’s keep the momentum going! #fullyfund*

- Middle-income countries have a role to play in the pledging, too – Kenya has pledged USD$5 million.
  
  *ex: “Kenya is leading the way in showing that middle- & low-income countries can invest strongly together with high-income countries” Mark Dybul*

- Individual pledges are important and impactful, but the overall envelope is the main focus – countries must work in concert to ensure that together they are fulfilling at least $13 billion.
  
  *ex: The world’s leaders, donors and implementers alike, must #showup in Montreal to #fullyfund the @GlobalFund to #SaveLivesEndEpidemics.*

- Use GFAN’s Cost of Inaction report to outline why falling short of $13 billion is not an option, and the potential negative impact.
  
  *ex: $13bill will enable the @GlobalFund to save up to 8mill more lives. Anything less will risk reversing progress made. #SaveLivesEndEpidemics*
During the replenishment conference

- Thank and congratulate countries for pledging their fair share.
  
  *ex: Country X has pledged $XXX, a XX% increase over their last contribution. Thank you for helping to #SaveLivesEndEpidemics!*

- Acknowledge pledges that fall short of expectations.
  
  *ex: Country X has pledged $XXX, which represents a decrease from their last contribution of $XXX.*

- If the total pledges amount to at least USD$13 billion, celebrate, while acknowledging that this is just the beginning.
  
  *ex: Thank you to all the donors for fully funding the @GlobalFund! Our work has just begun in funding the responses to end the epidemics.*

- If the total pledges fall short of USD$13 billion, welcome the pledges, and encourage top-ups and additional pledges.
  
  *ex: $XXX for the @GlobalFund is good, but not good enough. We call on countries who pledged below their fair share to top-up their contributions.*

- If the total pledges fall significantly short of USD$13 billion (anywhere under $12 billion), welcome the pledges, but express disappointment. Use GFAN’s Cost of Inaction report to illustrate the detrimental effects of underfunding the Global Fund.
  
  *ex: Falling short of the @GlobalFund’s required $13 billion means disease rates, deaths, and treatment costs will increase over time.*
Social Media Share Graphics

The Global Fund committed to support our activism to protect the rights of people who use drugs. Anything less than a fully funded Global Fund will put our progress in jeopardy and all our gains may be lost.

- ANTON BASSENKO

My hope is that the GLOBAL FUND will be FULLY FUNDED so that YOUNG WOMEN can have access to HIV treatment and be HEALTHY & CONFIDENT

- LOYCE MATURU

2000
A ONE-YEAR SUPPLY OF ARVS COST OVER $10,000

2016
A ONE-YEAR SUPPLY OF ARVS COSTS LESS THAN $100

#EndItForGood

THE COST OF INACTION IS 21 MILLION PREVENTABLE AIDS DEATHS

#EndItForGood

The Global Fund cannot end the epidemics in isolation; we will only be successful if we embrace partnerships with community leaders among gender, human rights, and key population organizations and networks.

#EndItForGood

Click here to download
Global Fund Resources

List of documents on key issues:
- Results Report 2016 [English]
- HIV Key Points [English]
- TB Key Points [English]
- Malaria Key Points [English]
- Focus On: Human Rights [English | Français]
- Focus On: Key Populations [English | Français]
- Focus On: Gender Equality [English | Français]
- Focus On: Women and Girls [English | Français]
- Focus On: Resilient and Sustainable Systems for Health [English | Français]
- Focus On: Education and Health [English | Français]
- Focus On: Sexual and Reproductive Health and Rights [English]
- Focus On: Happy, Healthy Babies [English | Français]
- Focus On: Middle East Response [English]
- Focus On: Innovative Finance [English]
- Country Impact Report - Ethiopia [English]
- Country Impact Report - Côte d'Ivoire [English | Français]
- Regional Impact Report - Malaria in West Africa [English | Français]
- Regional Impact Report - Asia-Pacific Region [English]

List of Global Fund-produced videos:
- Results video [English]
- End It For Good campaign film [English]
- Samuel Eto’o: I Beat Malaria (short version) [English | Français]
- Samuel Eto’o: I Beat Malaria (long version) [English | Français]
- Animation with Meryl Streep - Connecting Education with HIV prevention for Young Women [English | Français]
- AIDS, TB and Malaria Youth Film: “Meet the Generation to End AIDS, TB and Malaria. For Good.” [English | Français]
- Meet the Generation to End It: Lerato’s Story [English | Français]
- HIV Results video [English | Français]
- EU pledge announcement video. European Commission announced €470 million – 3 March 2016. [English]
- France pledge announcement. France announced €1.08 billion pledge on 26 June 2016. [English | Français]

Other resources:
- Global Fund DAM site
- Global Fund Fifth Replenishment Conference: Side Events webpage: [English | Français]
- Global Affairs Canada Fifth Replenishment Conference webpage: [English | Français]
Partner Resources

Friends of the Global Fight
#WhyNow

- Blog - #WhyNow: Fighting for an AIDS-Free Generation
- Blog - U.S.-Canadian Leadership's Global Fight for Better Health
- Sharegraphic - Malaria
- Sharegraphic - Women and girls
- Video – Youth education for preventing HIV
- Video – Women and girls

Bill and Melinda Gates Foundation

- Toolkit – Global Fund Social Media Toolkit
- Sharegraphics – Facebook Images
- Sharegraphics – Twitter Images
- Videos – Thank you, Canada
- Video – How Does the Global Fund Work?
- Video – Hug Me, I Save Lives

ONE

- Video - This Mother-Daughter Activist Duo Have a Message for Justin Trudeau