

Advocacy and Communications Strategy 2009-2010

Geoff Adlide & Jeffrey Rowland

*GAVI Board meeting
Washington, DC, 2 June 2009*



Request to the Board

- To commit to strengthening engagement of all Alliance partners;
- To confirm the scope of the Alliance's advocacy and communications outreach; and,
- To strengthen Board member involvement as key advocates.

Background

- Solid advocacy foundation
- Heightened awareness of vaccines and immunisation
- Recognised innovative public-private partnership
 - Financing – IFFIm and AMC
 - Programme model
- New advocacy and communications resources at the country and regional levels

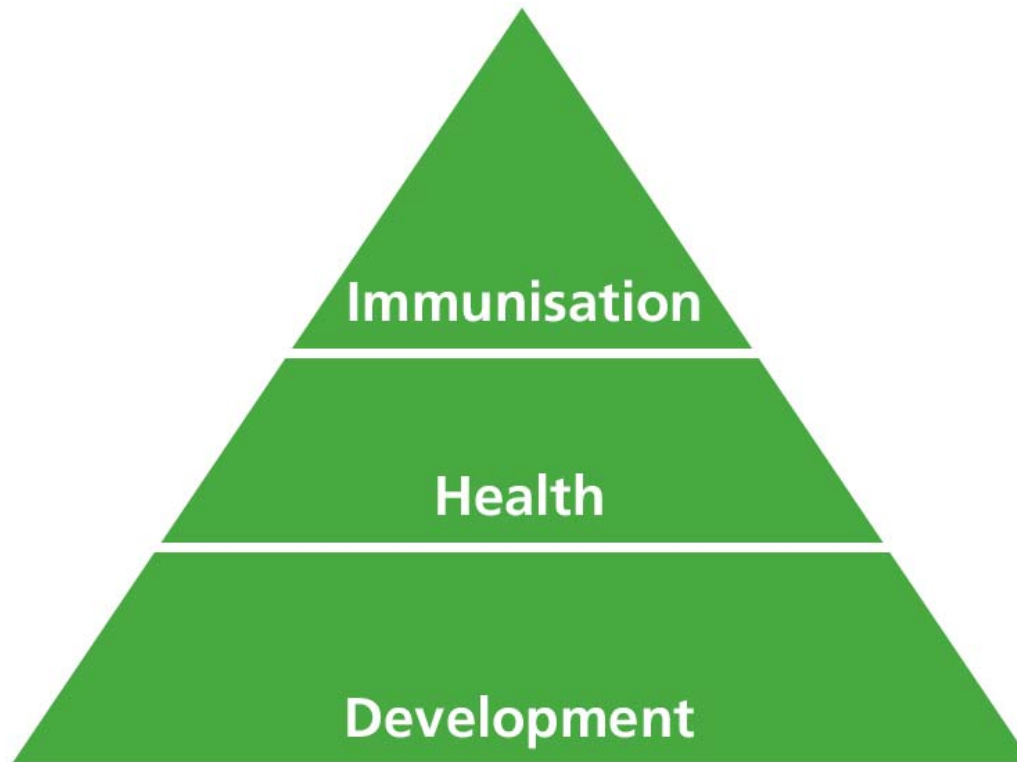
Challenges

- Difficult to coordinate activities among many partners
- Each Alliance member has own approach
- Often insufficient capacity
- Most important voice – the countries – frequently missing
- Global financial crisis

Objectives

- Support fundraising for Alliance programmes
- Influence international development policies and priorities

Operating environment



Key elements to the strategy

1. Country voices first
2. Define the Alliance through the work of its partners
3. Collective ownership among Alliance partners
4. Heightened role for the Board and other key Alliance advocates

Target audiences

- Parliamentarians in donor markets
- Civil society
- Private philanthropists
- Key development, health and financial reporters

Key messages - examples

- Achieving MDG4 - immunisation can reduce child mortality by 25%
- Cost-effective intervention
- Powerful new and prospective vaccines
- Proven business approach - PPP
 - Results
 - Innovative financing
 - Programme model
- Why vote GAVI?

Key events - examples

- Launch of the State of the World's Vaccines and Immunisation report, October 2009
- Partners meeting, 19-20 November 2009
- GAVI's 10th Anniversary, January 2010
- Expected donor parliamentary elections
- UN MDG '5 years to go' summit, September 2010

Proposed next steps

- Better integrate key elements of the Secretariat workplan with those of partners
- Strengthen Alliance messaging – “speak with one voice”
- Improve collaboration across the Alliance
- Agree with partners on collective activities through 2010
- Engage board members as key advocates and communicators

Requests to the Board

- To commit to strengthening engagement of all Alliance partners
- To confirm the scope of the Alliance's advocacy and communications outreach in the three environments of immunisation, health and development
- To strengthen Board member involvement as key advocates

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