



# Stop TB Partnership

<b>SUMMARY SHEET</b>		
AGENDA NR. 1.11 - 9.0B	SUBJECT	Strengthening the Strategic Approach to TB advocacy - part 1: Renovation and Renewal
FOR INFORMATION <input type="checkbox"/>	FOR DISCUSSION <input checked="" type="checkbox"/>	FOR DECISION <input checked="" type="checkbox"/>
<p><b>BACKGROUND (INCLUDING PROBLEM STATEMENT):</b>            At the last Coordinating Board meeting, members expressed deep concern that the 'TB message' was not being heard globally and that advocacy needed to be strengthened as a matter of urgency. <b>Part 1</b> will frame the overall session "Strengthening the Strategic Approach to TB advocacy", identify the need for a prioritized focus on resource mobilization at the Secretariat, and propose three distinct areas of renewal.</p>		
<p><b>SUMMARY/OUTLINE OF THE SESSION:</b>            Part 1 will be a 10 minute presentation that will aim to:</p> <ul style="list-style-type: none"> <li>• Frame the overall session</li> <li>• Outline the challenge of advocacy for general awareness raising versus for resource mobilization - and the importance of focus</li> <li>• Introduce three key areas of renewal needed to strengthen TB advocacy:               <ul style="list-style-type: none"> <li>A. Optimize the TB advocacy architecture</li> <li>B. Transform the conversation</li> <li>C. Open new avenues of engagement</li> </ul> </li> </ul>		
<p><b>FOR DECISION:</b></p> <ol style="list-style-type: none"> <li>1. The Board endorses that the priority objective of global TB advocacy efforts in the Stop TB Partnership Secretariat is resource mobilization rather than general awareness raising. (It is understood that this includes strategic communication to policy makers and those with influence over resources).</li> <li>2. The Board directs the Secretariat to initiate development of a 3-year advocacy / resource mobilization plan to support closing the gap in the Global Plan.</li> </ol>		
<p><b>FINANCIAL IMPLICATIONS:</b> 150,000 USD in 2011</p>		
<p><b>EXPECTED SOURCE(S) OF FUNDING:</b> Available</p>		
<b>NEXT STEPS</b>		
<p><b>ACTION REQUIRED:</b></p>		
<p><b>RESPONSIBLE AGENCY/OFFICER:</b> Team Leader, Strategic Planning, Advocacy, and Communication, Secretariat</p>		
<p><b>TIMEFRAME:</b> Immediately</p>		