

## Advocacy/Communications Strategy for the Launch of the Global Plan to Stop TB 2006-2015

November 2005-February 2006

---

**Objective:** The successful media launch of the Global Plan to Stop TB 2006-2015 (GP) at Davos is the central element in a strategy to brand the Plan, generate a groundswell of political support for it in countries, and establish TB as a priority on the 2006 G-8 Summit agenda. The launch of the GP will not be a one-off event but rather the beginning of a sustained six-month effort to ensure that the G-8 Summit outcomes include specific commitments to TB (including endorsement of the GP) and thereby establish a solid foundation for a multi-year campaign to mobilize the resources, policies and government and civil society capacity needed to achieve the GP objectives.

The strategy and work plan for the launch should utilize and empower the TB community's growing advocacy base. In 2004, a half dozen TB groups coordinated with WHO in the media release of the 3rd global surveillance report on MDR TB, resulting in extensive top-tier media coverage. More recently, coordinated TB partner advocacy enabled a series of successful high-level media events for World TB Day 2005 around the core messages of the WHO Global Report on TB Control, and created a major media story of the August WHO declaration by African Ministers of Health that TB is an emergency in Africa.

**Strategy:** Two main processes will be involved in implementing this advocacy strategy. The first involves media relations; the second involves stakeholder relations. Proposed support for a longer-term strategic communications agenda from World TB Day onward to map major political stakeholder events over the next 3 years and maximize global political commitment to the Global Plan and MDG targets will be submitted as a Letter of Intent by the Stop TB Partnership and WHO under separate cover.

**1. Media Strategy around Davos launch of GP.** The objective of the media strategy would be to ensure extensive reporting on the launch of the GP in the majority of the top G8/G77 media. This would be accomplished thru a series of media activities:

- a. **Pre-briefings for targeted G8/G77 media** (January 2006). Strictly embargoed one-on-one briefings between WHO/Partnership/Government representatives and other TB community spokespeople and top media in G8 countries prior to WEF 06. Pre-briefings would also be organized for select G77/HBC media, ie China, India, Indonesia, South Africa, Kenya, Nigeria and Brazil, among others.  
*Estimated cost for media consultants and travel: \$100,000.*
- b. **Davos launch** (Sunday 29 January 2006). WHO, Partnership, WEF and Ketchum Communications will coordinate preparations for the Davos news conference, including venue arrangements, preparation of an information kit, press invitations

and development of main messages for the news advisory and news release. Ketchum will prepare all texts for these materials on a pro bono basis.  
*Estimated cost: \$50,000 for production and distribution of information kit*

**c. Follow-up events in NYC, Ottawa, London, Paris** (Monday, 30 January 2006). These media events would immediately follow Davos with a more direct call to action to accomplish GP, e.g. greater support for the Global Fund, increased bilateral and multilateral investment for key elements of the plan, increased investment in R&D,  
*Estimated cost: \$50,000*

**d. Follow-Up Regional Events in Africa, New Delhi, and possibly Dubai and/or Moscow** (Monday, 30 January 2006) News conferences and advocacy events will be organized in these major media hub cities to help highlight the relevance of GP to Africa and Asia, proposed to be built around Nelson Mandela, Desmond Tutu, and Stop TB Global Ambassador A.R. Rahman.  
*Estimated cost: \$50,000.*

## **2. Stakeholders strategy**

The stakeholders strategy will be linked and integrated with the longer term strategic communication agenda to be submitted separately by the Partnership and WHO, as noted above. For the purposes of this proposal the strategy consists of two complementary elements:

**a. World TB Day** Following the media launch of GP, the Partnership will focus on the GP in its planning for World TB Day. This will involve stimulating the organization of stakeholder forums in endemic and G8 donor countries during the week of 24 March 2006. The forums will bring together public and private sector actors and key civil society representatives to discuss the plan, its strategy and its deliverables; gain understanding of how it will impact on countries and people living with TB; and generate broad-based support and buy-in. The objective of the stakeholder strategy would be to secure additional high-level signatories for the GP declaration and motivate at least 1,000 key stakeholders to carry forward the main actionable GP messages for the remainder of 2006, with a special focus on the G8.  
*Estimated cost: \$100,000*

**b. High-delegations** of the Stop TB Coordinating Board will visit bilateral and multilateral partners to introduce the plan in the months following the Davos launch, priority visits including the European Commission, Germany, etc.  
*Estimated cost: \$100,000*

**Total Cost of Plan:                   \$450,000**