

Goodwill Ambassadors against Tuberculosis

Engaging celebrities in raising awareness of tuberculosis
2010-11

2007 - 2009: SITUATION ANALYSIS

The Stop TB Partnership embarked on a new programme in 2007 aimed at involving celebrities to play a crucial role in raising awareness of tuberculosis. The main objective set for the programme was to reach out to the general public and to generate media coverage.

In September 2007, **Ms Anna Cataldi** was appointed as Stop TB Ambassador. Since her appointment, Ms Cataldi, author, journalist and former UN Messenger of Peace, has focused on raising awareness about tuberculosis with high-level government officials, with a special focus on countries in the Eastern Mediterranean Region including Afghanistan, Pakistan, and Jordan. She released a photo book - "Tuberculosis: voices of the unheard" - depicting the burden of tuberculosis in Afghanistan. Some 4 500 copies of the photo book have been distributed throughout the WHO Eastern Mediterranean Region, at the Union Conference in Paris and at the Stop TB Partnership Partners' Forum in Rio de Janeiro. In addition, Ms. Cataldi has provided strong support for strengthening relations with the Italian Ministry of Foreign Affairs in the occasion of the G8/2009. It is estimated that **20 million** people have been reached with information on tuberculosis through Ms Cataldi's activities.

International football star **Luis Figo**, was appointed as Stop TB Ambassador in January 2008. Since then, Figo has contributed to the fight against tuberculosis by lending his image for the development of advocacy and communication tools targeting the general public. A dedicated website was developed to advertise Luis Figo's role as Stop TB Ambassador and the projects developed around him www.stoptb.org/global/people/ambassadors/figo/.

The following projects have been undertaken since August 2008:

- *Luis Figo to Stop Tuberculosis*. The poster/postcard campaign aimed at broadly disseminating key messages on tuberculosis. Two posters/postcards - targeted to high-income countries - carried messages on the need for support and partnership, while three posters/postcards included key-messages on prevention, treatment and control for high-burden countries.

The campaign was translated into nine languages and launched in London on World TB Day 2008 by Luis Figo, Dr. Sampaio, and Nick Herbert, Chair of the All Parties

Parliamentary Group on tuberculosis. The official-kick off event was staged at Hackney Free and Parochial Secondary Church of England School and was aimed at empowering children and adolescents. At the same time, the campaign was posted on lampposts in London and 9 other major locations countrywide for two months.

Global distribution of the campaign has been carried out through Kempinski Hotels (59 locations worldwide) by placing postcards in the rooms of the hotels. Distribution happened also through the Red Cross National Committees in 189 countries. Country-based partners have organized specific projects around the campaign - i.e. Afghanistan (Dari and Pushto), Bahrain, Bosnia Herzegovina, Brazil, Burkina Faso, Djibouti, Egypt, Jordan, Kazakhstan, Kuwait, Lebanon, Libya, Moldova, Pakistan (Urdu), Qatar, Saudi Arabia, Sudan, Tunisia, Turkmenistan, Yemen and others. An estimated 800 000 postcards and posters have been distributed worldwide. In addition, the campaign was available for download on Figo's dedicated website.

- *Luis Figo and the World Tuberculosis Cup*: An educational comic book on tuberculosis featuring Luis Figo was developed to inform children and adolescents on tuberculosis. It was translated in 11 languages and distributed globally in collaboration with local partners. An estimated 90 000 comic books have been distributed through country-based events in Tanzania, Belarus, Cambodia, Kenya, Moldova and South Africa. The comic book is also available for download at www.stoptb.org/global/people/ambassadors/figo/

An animated cartoon was developed to foster distribution in those countries with computer access. Available in 6 languages, the animated cartoon was launched at Geneva Stadium in June 09 in conjunction with All Stars 09, a charity match organized by Luis Figo. The animated cartoon was broadcasted via satellite in 80 countries.

- *Luis Figo Public Service Announcement (PSA)*. A 30-second PSA was produced and made available on Figo's website in 7 languages. It was broadcast by CNN International, Voice of America and AI TV
- *Media Coverage*. At global level, Luis Figo was featured as Stop TB Ambassador in a CNN International report, and in a BBC 30-minute interview in 2008. At regional level, a MTV Latin America special report was broadcasted in 2009 in South and Central America. In addition, national media in

several countries covered events organized around Figo's work as Stop TB Ambassador.

- *Outreach.* It is estimated that **600 million** people were reached by information on tuberculosis through Figo's activities.

In the biennium 2008-09, the activities of the Stop TB Ambassadors where made possible by the support of many partners including:

- Fabrica
- Kempinski AG
- Luis Figo Foundation
- MDR-TB Lilly Partnership
- UNAIDS

On the move: a strategy for the biennium 2010 - 2011

1. VISION

To engage celebrities who will contribute to placing tuberculosis higher on the global agenda and to increasing the awareness of tuberculosis among lay people with the ultimate goal of achieving a tuberculosis-free world.

2. OBJECTIVES

- Raise general awareness of tuberculosis
- Increase social commitment to the fight against tuberculosis
- Generate mass media attention
- Mobilize resources
- Help de-stigmatize tuberculosis
- Make the STOP TB Partnership brand known

3. TARGET AUDIENCES

- General public
- Opinion leaders and influencers
- Business leaders and high-net worth individuals
- Media community
- Senior government officials

4. POLICY AND STRATEGIC GUIDANCE

The Stop TB Partnership will adhere to the **Guidelines for the Designation of Messengers of Peace and Goodwill Ambassadors** - developed by the Goodwill Ambassadors in the UN System Task force and approved by the UN Department of Public Information. The Guidelines will therefore provide the policy and procedures to be followed while managing the Goodwill Ambassadors Against Tuberculosis Programme.

It is suggested that an **Advisory Committee on Goodwill Ambassadors against Tuberculosis** is established to provide strategic guidance on the programme. The Advisory Committee will provide advice and support for:

- developing a strategy for the programme
- identifying potential candidates
- reaching out and exploring availability of proposed candidates to serve as Goodwill Ambassadors against Tuberculosis
- developing proposed work plans
- monitoring and evaluating the activities of the Goodwill Ambassadors
- deciding on extensions of Goodwill Ambassadors
- identifying and reaching out to companies and foundations for fundraising purposes

The Advisory Committee will operate in accordance with the strategic directions of the Stop TB Partnership and within the UNDPI Guidelines for the Designation of Messengers of Peace and Goodwill Ambassadors.

The Advisory Committee should include the following members:

- Advocacy Advisory Committee representative
- Affected communities representative
- Coordinating Board Member (Chair or delegated member)
- High-level expert in celebrities relations
- Corporate sector representative
- UN Secretary-General Special Envoy on Sports for Development and Peace
- WHO representative

Members of the Advisory Committee will be proposed by the Secretariat and endorsed by the Executive Committee of the Stop TB Partnership Coordinating Board for a 2-year mandate. The Advisory Committee will meet in person once a year, will have an update conference call every quarter and will communicate on a regular basis by email.

5. DEFINING AND SELECTING GOODWILL AMBASSADORS AGAINST TUBERCULOSIS

5.1 Definition

The title of **Goodwill Ambassador against Tuberculosis** shall be granted by the Stop TB Partnership to celebrities who are well known by the vast majority of the general public at global level. Ambassadors will be selected out of the following fields: sports, arts, cinema, and music. Former high-level politicians will also be taken in consideration.

The main goal for Ambassadors will be to achieve broad outreach to the general public which will complement the political advocacy programme carried out by the UN Secretary-General's Special Envoy to Stop TB. Ambassadors will be on the frontline of advocating for tuberculosis by donating their image for campaigns on tuberculosis, and contributing to the development of targeted outreach activities according to their field of specialization. Ambassadors may support the Partnership to contact business leaders, high-networked individuals, and additional celebrities. Ambassadors may be expected to speak in public and to sign opinion editorials as appropriate. All actions performed by the **Goodwill Ambassador against Tuberculosis** will be based on a mutually agreed action plan and coordinated with the Stop TB Partnership Secretariat.

Ambassadors will be engaged for a period of two years. Their activities will be assessed after the first year and at the end of their mandate. The Advisory Committee will decide on a possible extension of the mandate.

5.2 Selection Principles

The selection of Goodwill Ambassadors against Tuberculosis will be based on the following principles:

- Possess widely recognized talent and accomplishments in the arts, sciences, literature, entertainment, sport or other fields of public life;
- Be persons of integrity who demonstrate a strong desire to help mobilize public interest in, and support for, the fight against tuberculosis and who demonstrate the commitment and proven potential to reach out to significant audiences, including decision makers;
- Possess the personality and dignity required for such high level representation of tuberculosis;
- Normally be influential beyond their national borders, thus having the ability to promote the values of the Stop TB Partnership internationally;
- Desire to donate their time and resources free of charge.

The identification process will be based on the above-mentioned principles, the advice of partners, and the chances to realistically reach and engage celebrities. The recruitment phase will be preceded by a feasibility assessment based on available intelligence.

Proposed candidates will be presented to the Stop TB Partnership Coordinating Board for approval, following an initial expression of interest.

6. MANAGING GOODWILL AMBASSADORS AGAINST TUBERCULOSIS

Goodwill Ambassadors will be supported by the Stop TB Partnership Secretariat in order to ensure that effective results can be achieved through their collaboration.

A 2-year action plan will be developed and proposed to each Ambassador and mutually agreed: it will be crucial to create opportunities for Goodwill Ambassadors to advocate for tuberculosis through their areas of professional expertise and ability to outreach to different target audiences.

Each Goodwill Ambassadors will be encouraged and empowered to feel part of the fight against tuberculosis, a representative of the Stop TB Partnership, and in charge of a unique mission.

Goodwill Ambassadors will need to be trained on tuberculosis and

kept constantly informed and updated on the subject.

The Stop TB Partnership Secretariat will be responsible for providing support to Goodwill Ambassadors in accordance with the Advisory Committee. Activities to be rolled out include: drafting work plans, managing relations, setting up meetings, developing briefing notes and background documents, arranging logistics for missions, seeking opportunities for exposure in the media, and organizing events. A special section of the Stop TB Partnership website will be developed to ensure visibility of ambassadors.

Regional and National Ambassadors will be managed by the Regional and National Partnerships in coordination with the Stop TB Partnership Secretariat. The Secretariat will provide Regional and National Partnerships with overall guidelines on the ambassadors program which can be customized according to specific regional and national needs. In addition, the Secretariat will provide financial and managerial support, as well as training when Regional and National Ambassadors are requested to participate in global events.

Travel and accommodation expenses for Global Goodwill Ambassadors will be provided by the Stop TB Partnership Secretariat. Financial costs and/or resource support of events organized for the Goodwill Ambassadors programme will be shared by partners as appropriate. It is essential to engage partners and additional donors to sponsor Goodwill Ambassadors' activities.

7. ACTIVITIES OF THE GOODWILL AMBASSADORS AGAINST TUBERCULOSIS

One of the main opportunities of engaging celebrities is to take advantage of their visibility and their capacity to reach several target audiences. As noted above, each Goodwill Ambassador will have a mutually agreed action plan on which to base his/her collaboration.

The action plan will be customized according to the field of expertise and to the specific advocacy needs of the Partnership. A series of activities can be considered as common to all advocates. Below are some examples.

7.1 Outreach

Outreach to the lay public will be pursued through visual and audio communication tools such as professional photos, Public Service Announcements and video messaging. These tools will be used for campaigns on printed media, TV stations, and on social media at global and national level to deliver key messages on tuberculosis. Dedicated web pages will be developed to disseminate information on the activities of the Ambassadors.

Educational tools and gadgets will also be developed and marketed to strengthen the outreach, and the branding of the Stop TB Partnership.

7.2 Events

Global and country-based events will offer Goodwill Ambassadors an opportunity for profiling their role as ambassadors and for delivering key messages to important audiences.

Ideally, the Stop TB Partnership should have some events to be staged along the year in different areas of the world, in conjunction with World TB Day and other major happenings. Focussing on a small number of high quality events would allow the development of formats that could be easily replicated and offered as a model to the Regional and National Partnerships. Please see Annex I for a proposed list of events for the biennium 2010/2011

7.3 Media activities

Goodwill Ambassadors will be asked to sign opinion editorials and to be available for TV/radio interviews. Individual media strategies will be developed according to the field of expertise of the ambassador and in line with the strategic media objectives of the Stop TB Partnership. Message platforms and Q&As will also be developed to provide Goodwill Ambassadors with content to be used during their media activities.

7.4 Fundraising

The Stop TB Partnership will welcome the help of Goodwill Ambassadors to raise funds and in-kind donations from lay public, corporate sector and high net-worth individuals. Specific messages and project information on recipients for the funds raised will be developed according to the target audience.

7.5 Public relations

One-to-one meetings with high-level personalities will be arranged for Goodwill Ambassadors on an ad-hoc basis, in conjunction with specific events. In addition, when appropriate and mutually agreed, Goodwill Ambassadors will be asked to involve their own network of VIPs into special gatherings.

8. PARTNERS INVOLVEMENT

The involvement of partners of the Stop TB Partnership will be further engaged at both global and country level. Partners' input and contribution - both in-kind and cash - will be sought for each planned activity. Outreach activities and information sessions will be organized to increase engagement of the corporate sector, Regional and National

Partnerships, National TB Programmes and WHO Stop TB Department, Regional and Country Offices.

9. REPORTING & EVALUATION

The activities of Goodwill Ambassadors will be reported to the Stop TB Partnership Coordinating Board and evaluated at the end of the biennium to assess the effectiveness of their contribution.

Performance indicators will be identified based on the specific workplan of the ambassador. They will include:

- Number and type of activities performed
- Types of audiences and countries reached
- Estimated value of public service announcements, advertisement, etc
- Number of new partners engaged
- Number of new donors attracted
- Value of funds raised
- Number of hits on the website

An overall evaluation of the ambassadors programme will be carried out at the end of 2011 when the programme will have run for 4 years.

ANNEX I

Proposed Work Plans (*Excerpts*) - Biennium 10/11

1. Anna Cataldi

a. *Introduction*

Ms Cataldi was appointed Stop TB Ambassador in September 2007 for a 2-year term. In September 2009 she was extended for one year.

b. *Outreach/communication tools*

Voices of the Unheard: The photo book will be further distributed at selected events.

c. *Events*

Ms Cataldi will facilitate the organization of an event with Ennio Morricone

- d. A plan for the EMRO region is currently under development. The final draft will be discussed with Ms Cataldi as well as other activities that may be of interest for 2010.

2. Luis Figo

a. *Introduction*

Mr Figo was appointed in January 2008. In January 2010 his appointment was extended for one year. Below is a proposed plan for 2010.

b. *Outreach/communication tools*

- PSA: it will be used for ad-hoc events such as the UNDP Match Against Poverty to be played in Lisbon in January, during World TB Day and possibly in the context of the World Cup in South Africa. The PSA will also be marketed through online social media such as You Tube.
- Comic book: it will be further distributed mainly via Figo's dedicated website but also through specific events related to empowerment of children through football. A special focus will be given to the African Region in light of the 2010 World Cup.
- Animated Cartoon: a plan for distributing it online and offline through major TV channels will be developed once the new hire is on board.

c. *Events*

- World TB Day: a letter signed by Figo will be sent to National TB Managers of countries where football is very popular to encourage them to use

communication tools using his image to raise the profile of tuberculosis. In addition, Mr Figo might attend World TB Day celebrations in an endemic country according to invitations received.

- World Cup: Mr Figo will be asked to attend the final match of a Tuberculosis Football tournament to be organized in conjunction with the World Cup.
- Event in Russian Federation
The WHO Office in Moscow is exploring an event to launch the comic book nationwide possibly next September. The event would be organized in collaboration with Russian football stars and would require Mr Figo's attendance.

3. Craig David

a. Introduction

The Stop TB Partnership has invited Mr David to collaborate on raising awareness about tuberculosis for 2 years as a Goodwill Ambassador. We believe Mr David is uniquely placed to stimulate concern and action among young people and adults (20-45yrs) around the globe who are not currently conscious of the terrible toll of tuberculosis and how it can be stopped. The plan is to make the official announcement in March 2010 in conjunction with World TB Day. A work plan has been agreed with Mr David and his agent in November 2009 and is currently being implemented.

b. Outreach/communication tools

- T-shirt: A custom-designed T-shirt for Mr David as Goodwill Ambassador against Tuberculosis will be a great hook for any public appearances. Ideally it should be designed by a big name of the fashion world.
- Web communications: Dedicated web-pages with key-messages, videos, and photos will be developed on the websites of both Craig David and the Stop TB Partnership as well as on Facebook and YouTube.
- Photo Portfolio: A set of professional photos will be developed for media and communications use (press, web and print-communication tools). Photos will be ready before the official announcement.
- PSA: A 30-second Public Service Announcement (PSA) will allow outreach to large audiences through international and national TV channels. The PSA should also be available on all the web-based channels. Innovative ways to distribute it will be

pursued - i.e. free download when customers buy Craig David's songs on I-Tunes.

c. Events

- Country visit: A visit to one/two countries with a high burden of tuberculosis will bring Craig David closer to the reality of the disease. The mission will include visits to TB clinics, meetings with affected community representatives, health care providers and other personalities. The mission will be documented through a photo reportage and short videos to be customized for different channels and audiences- TV, internet, radio, etc.
- Official appointment as Goodwill Ambassador: Mr David will sign the certificate of Goodwill Ambassadors to Stop Tuberculosis and his appointment will be officially announced through a press conference and photo opportunity with Secretary-General (tbc) in NYC. A detailed event plan is under development.
- World Cup Mission: The Stop TB Partnership is planning some events to raise visibility of tuberculosis during the 2010 FIFA World Cup. The current plan is to organize an event with other celebrities and UN organizations to celebrate the opening of a sports center in the suburbs of Johannesburg. It would be ideal to plan an event linking pop music and football, possibly in collaboration with Luis Figo. We foresee a short match followed by a concert with the involvement of both local footballers and singers/bands.
- Participation in global music events such as the MTV Awards will offer Mr David the opportunity to achieve outreach to very large audiences.

Contact

Vittorio Cammarota - External Relations Officer

Telephone: +41 22 791 5549 • Mobile: +41 79 50 90 64 • Email: cammarotav@who.int