

Recommendations to Strengthen Stop TB's Role in US Advocacy

Strategy & Coordination

- Develop an overall outreach and advocacy strategy that leverages each advocacy partner's expertise
- Leverage the strengths of the Partnership and Coordinating Board members to influence US policymakers
- Map and coordinate key events and opportunities in US with advocacy partners (e.g., Lancet Series, UNGASS, IDSA journal supplement)
- Increasingly engage US advocacy partners in planning and participating in global advocacy events/initiatives
- Educate and expand us based organizations engaged in global health to increase focus on TB

Communications

- Engage media support for key events (i.e. Lancet series launch)
- Identify and utilize spokespeople with influence and recognition with a US audience, including a high profile US advocate
- Conduct polling on messaging and Americans--what resonates, what does not
- Develop common advocacy messaging platform
- Frame tuberculosis interventions in the context of US policy priorities, such as women and girls
- Develop and disseminate materials, PowerPoint slides, and fact sheets with facts and figures on US role in TB for use by US partners

Leadership

- Develop a year-long plan for engaging WHO and Stop TB Leadership in key advocacy efforts (i.e. media outreach, events, letters to policymakers)
- Organize and bring high-level Stop TB Board members and TB spokespeople to Capitol Hill for a series of high level meetings with Congressional Committee Chairs, heads of US agencies, White House Officials
- Continue participation from WHO and Partnership staff in US meetings that reach a policy audience, i.e. regular meetings with the TB Roundtable

Resources recommended

- DC staff to serve as liaison between members, Stop TB, and other key global policy stakeholders
- Communications firm support for events, media coaching, and outreach to high level influencers
- Costs associated with a board member delegation to the US and related events