RISE Advocacy Chapter with RESULTS
November Webinar

November 15, 2022
Tonight’s Webinar

• Welcome, Introductions, Election Check-in
• Update on Global Poverty Campaigns (and celebrations!)
• Grantee Spotlight
• Update on WHO TB data
• November Advocacy Action: Letter to Editor
Welcome & Introductions
Together Women Rise’s Mission

Together Women Rise cultivates the collective power of community to achieve global gender equality.

OUR VISION

Together Women Rise envisions a world where every person has the same opportunities to thrive regardless of their gender or where they live.
RESULTS Anti-Oppression Values

RESULTS is a movement of passionate, committed everyday people. Together we use our voices to influence political decisions that will bring an end to poverty. Poverty cannot end as long as oppression exists.

We commit to opposing all forms of oppression, including racism, classism, colonialism, white saviorism, sexism, homophobia, transphobia, ableism, xenophobia, and religious discrimination.

At RESULTS we pledge to create space for all voices, including those of us who are currently experiencing poverty. We will address oppressive behavior in our interactions, families, communities, work, and world. Our strength is rooted in our diversity of experiences, not in our assumptions.

With unearned privilege comes the responsibility to act so the burden to educate and change doesn’t fall solely on those experiencing oppression. When we miss the mark on our values, we will acknowledge our mistake, seek forgiveness, learn, and work together as a community to pursue equity.

There are no saviors — only partners, advocates, and allies. We agree to help make the RESULTS movement a respectful, inclusive space.

Find all our anti-oppression resources at: https://results.org/volunteers/anti-oppression/
2022 Midterm Elections

Temperature Check: How are you feeling after the 2022 Midterm Elections?
Grantee Spotlight

Authentic Memorial Empowerment Foundation (AMEF)
Introducing Authentique Memorial Empowerment Foundation (AMEF)

GROW – Girls’ Resilience, Opportunities, and Wellbeing (Cameroon)

Mission:
• ensure that the rights of children and other vulnerable groups are protected
• support the development of children and youth
• empower women through formal and non-formal education
Life challenges for women in Cameroon

- One of the most neglected conflicts in the world
- Forced closures of over 90 percent of schools in the region
- Girls lack education opportunities and are often displaced from their homes and communities
- Young women risk exploitation, abuse, early marriage, and child pregnancy
- Coerced associations with armed groups leave many adolescents stigmatized and pregnant or with children
- Girls may rely on prostitution and survival sex
- In region, 855,000 children are out of school; girls have literacy levels of just 59 percent
About AMEF

- Conceived in 2006 after Dr. Margaret Niger-Thomas Agbaw, a social anthropologist and gender expert, saw prevalence of early and forced marriages among girls and women in rural areas of SW Cameroon
- Initial focus was to empower single mothers economically to allow them to meet the costs of education for their children, reducing the risk of early marriage for the children
- When conflict broke out in 2016/2017, AMEF re-oriented operations to meet emerging needs of displaced populations
- Now provides services in four areas: education and child protection, economic development and livelihood, protection (GBV, peacebuilding activities, and human rights advocacy), and health, nutrition, and WASH
OUR ISSUES

- Ending preventable maternal and child deaths
- Ending the tuberculosis epidemic
- Access to quality education for all children
Fall 2022 Global Policy Priorities

- Nutrition Legislation
- Global Tuberculosis
- Global Education (READ Act Reauthorization)
Passage of Global Malnutrition Prevention and Treatment Act!
Global Fund 2022 Advocacy by the numbers

- 200+ meetings with Congress
- $6 billion U.S. pledge
- 230 congressional letter signers & supporters
- 1:2 U.S. match
End TB Now - H.R. 8654 S.8836. Here’s what the bill will do:

- Requires the U.S. to establish bold goals for reaching the most vulnerable populations with TB
- Strengthens U.S. bilateral coordination with global organizations to develop and implement a comprehensive global TB response
- Catalyzes support for research and development (R&D) of new tools to prevent, diagnose, treat, and control TB
- Improves the capacity of countries and affected communities with high burdens of TB
- Requires annual reporting to Congress on impact of U.S. TB activities
Still Work to Do on TB: WHO Report

- TB is the second leading infectious disease killer after Covid.
- An estimated 10.6 million people fell ill with tuberculosis (TB) in 2021, an increase of 4.5% from 2020, and 1.6 million people died from TB, up from 1.5 in 2020 and 1.4 in 2019.
- The burden of drug-resistant TB (DR-TB) also increased by 3% between 2020 and 2021, with 450,000 new cases.
- The reported number of people newly diagnosed with TB fell from 7.1 million in 2019 to 5.8 million in 2020. There was a partial recovery to 6.4 million in 2021, but this was still well below pre-pandemic levels.
- We are missing a huge number of people with TB.
- We are going the wrong direction on TB and have to do better.
November Advocacy Action:

Letters to the Editor on TB
&
Follow up on cosponsorship requests
November Advocacy Action
November Advocacy Action

Let’s generate media:
Writing a letter to the editor on TB
Advocacy Works!

If your member of Congress has not already come to a decision on an issue, how much influence do the following advocacy strategies have:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Positive Influence</th>
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<tbody>
<tr>
<td>In-Person Issue Visits from Constituents</td>
<td>94%</td>
</tr>
<tr>
<td>Contact from Constituents’ Reps</td>
<td>94%</td>
</tr>
<tr>
<td>Individualized Email Messages</td>
<td>92%</td>
</tr>
<tr>
<td>Individualized Postal Letters</td>
<td>88%</td>
</tr>
<tr>
<td>Local Editorial Referencing Issue Pending</td>
<td>87%</td>
</tr>
<tr>
<td>Comments During Telephone Town Hall</td>
<td>86%</td>
</tr>
<tr>
<td>Phone Calls</td>
<td>84%</td>
</tr>
<tr>
<td>Letter to the Editor Referencing Your Boss</td>
<td>83%</td>
</tr>
<tr>
<td>Visit From a Lobbyist</td>
<td>83%</td>
</tr>
<tr>
<td>Form Email Messages</td>
<td>56%</td>
</tr>
<tr>
<td>Groups Social Media Platforms</td>
<td>51%</td>
</tr>
<tr>
<td>Your Office’s Social Media Platforms</td>
<td>50%</td>
</tr>
<tr>
<td>Form Postal Letters</td>
<td>50%</td>
</tr>
<tr>
<td>Petitions</td>
<td>49%</td>
</tr>
<tr>
<td>Postcards</td>
<td>42%</td>
</tr>
</tbody>
</table>

Source: Congressional Management Foundation, 2017

Volunteers have gotten over 3,700 media pieces published since 2017!
Rise in poverty shows need for Child Tax Credit

A couple of tanks of gas. Boots, coat, and mittens. Diapers. Ground beef, peanut butter and jelly, milk, bread, apples. After six months of receiving monthly deposits that provided some added economic stability, families lost the financial equivalent of these staples when Child Tax Credit (CTC) payments didn’t arrive in January. Just like that, the number of children in the United States living in poverty increased dramatically, according to a study reported by The Associated Press on Wednesday.

The expanded CTC not only offered increased financial security and improved nutrition. A recent study found that children in families who had extra income coming from sources such as the CTC were more likely to have brain patterns associated with the development of thinking and learning, counteracting the damaging effect that poverty has on brain development.

Cruelly, this transformative program was allowed to expire with the stalling of the Build Back Better Act. How did it happen that we turned our back on the development of children in our country? How much potential for innovation or knowledge or beauty or peace are we squandering by failing these children?

I call on our Ohio’s senators, Rob Portman, R-Cincinnati, and Sherrod Brown, D-Cleveland, to make the CTC monthly payments permanent and extend payments to our poorest families. This could be a historic moment in the lives of our children. You can make it happen.

ALLISON GALLAHER
Grafton

Perfect storm

While we plan picnics, the world is experiencing a perfect storm — pandemic, Ukraine’s harvests obliterated, and global inflation jack up food prices. Millions of parents can’t feed their kids. In 2020, 150 million children were stunted (too short), and 45 million were wasting (too thin), lacking enough calories for growth and development.

Less than 1% of global development dollars goes toward nutrition. The bipartisan Global Malnutrition Prevention and Treatment Act of 2021 (SB 2956) helps USAID maximize high-impact, proven, affordable interventions like prenatal vitamins, breastfeeding support, vitamin A supplementation, and therapeutic foods to treat starving children.

The U.S. must provide leadership on this urgent need. Time is of the essence. We call on Sens. Pat Toomey and Bob Casey to step up, bring the bill to the Senate floor, and pass SB 2956.

Betsy Teutsch, Philadelphia,
bpteutsch@comcast.net
Structure of LTEs in EPIC Format
(works for Op-eds too)

Engage: Local & timely hook
Problem: Why it matters
Inform on the Solution
Call to action
Structure of LTEs in EPIC Format
(works for Op-eds too)

Engage: Local & timely hook

Problem: Why it matters

Inform on the Solution

Call to action

Do these first
Problem

• Use facts that highlight the scope of the problem: WHO data, local data

• Explain why the problem matters to you or people in the community
Solution

• Readers will be happy to know there is a solution! There are so many problems, but very few people propose solutions. It’s good news.
Call to Action

Be specific
• Legislation name? Funding number? Person to speak to?

Be succinct
• Keep to one sentence if possible, with a clear, concise request

Mention lawmaker’s name
• Tell them by name what you want them to do
Engage (Hook)

• What makes this issue local and timely?
  o Lots of seasonal illnesses out there (COVID, RSV, Flu)
  o How are we recovering from COVID and the problems it caused?
  o End of the year—need to get things done!
SEND IT

100 percent of unsent media never gets published!

Submitting your LTE:

• Check the paper’s website for how to submit – usually via e-mail or an online form

• You can also submit it on the RESULTS website (https://results.org/volunteers/action-center/)
Additional Tips

• **Always check your word count.**
  • Check your paper’s website for word limits; LTEs generally 150-250 words

• **Just write.**
  • If you’re stuck, just start writing. Get into the flow. You can worry about length, cohesion, etc. in editing.

• **Be persistent and patient – keep at it!**
  • If paper doesn’t publish, try again or try another

• **Leverage your media**
  • Send copies of your media to relevant congressional aides
  • Share on social media
  • Urge others to respond to your media
  • Let RESULTS know at [https://results.org/report-media](https://results.org/report-media)
**Draft LTE on TB**

**Engage:** It’s that time of year– sicknesses like COVID, RSV, and Influenza are wreaking havoc. But another infectious disease killer, tuberculosis (TB), has plagued humanity for generations, and receives little attention. Prior to COVID-19, TB was the leading infectious disease killer in the world, especially among women.

**Problem:** Although preventable, treatable, and curable, TB killed 1.6 million people in 2021, most of them in low- and middle-income countries. And because TB and COVID-19 are both transmitted by air, resources and expertise for TB were re-allocated toward the COVID-19 pandemic, causing us to fall backward on TB progress. We have to fix this.

**Inform:** The End TB Now Act ([S.3386](https://www.congress.gov/bill/117th-congress/senate-bill/3386)/[H.R.8654](https://www.congress.gov/bill/117th-congress/house-bill/8654)) are bipartisan bills directing USAID to set bold targets to reach and treat the most vulnerable populations for all forms of TB, to make up for lost progress during COVID, and ramp up TB research and development efforts. Congress has a unique opportunity to set TB control and eradication goals back on track.

**Call to Action:** Senators ________ and __________ and Rep.__________ should cosponsor the End TB Now Act. The bill will address this historic, forgotten killer and keep us all safer through an improved global health infrastructure.
Let’s Write and Submit

Writing Time!

Submitting Your Letter
• Go to the RESULTS website to either the “Action Center” or “Legislator Look Up” to find your papers.
• Submit directly to your paper online or via email.
• Establishing a relationship with the editorial page editor of your newspaper can help you get published regularly.
RESULTS Post-Election Webinar

What's next in the fight against poverty?

Thursday, November 17, 8:30-9:30 pm ET

This is a fantastic opportunity for new and current advocates to get informed, energized, and motivated to move our U.S. and global poverty agenda forward!

RSVP Today: https://tinyurl.com/bdzkhdw4
Want more coaching support to deepen your advocacy action?

Contact your mentors!

Anne Child
Karyne Bury
Ken Patterson
Leslye Heilig
Sarah Leone
Upcoming Events

- Tuesday, December 20 - 8:30 PM ET
  December Monthly Webinar
  *Bring a friend to take action with you!*
Save the Date

World TB Day: March 24, 2023
Thank you for taking action with us tonight!
November Advocacy Action

1. Review the Congressional Scoresheet - has your representative co-sponsored H.R. 8654?

2. Capitol Switchboard Number: (202) 224 - 3121

3. Make the request - here is a script.

4. Follow up!