

## Media Action: Support the Global Fund

At the height of the AIDS crisis, the world came together to fight back, pooling its resources and creating the Global Fund to Fight AIDS, Tuberculosis and Malaria. Now almost two decades later, the Global Fund's success has been nothing less than remarkable, helping save 27 million lives since 2002.

The Global Fund remains effective because it's structured as an innovative partnership between governments, civil society, the private sector, and people affected by the diseases. Instead of telling countries what they should do, the Global Fund asks: "What do you need? What is the best way to provide it?" Because the Global Fund partners with local civil society organizations on the frontlines of these epidemics, it is able to reach marginalized people and communities who might otherwise be overlooked.

But challenges remain. Growing drug resistance, shortfalls in funding, and wavering political commitment are threatening our progress in the fight against AIDS, tuberculosis, and malaria. Science shows that we can *end* these epidemics, but organizations like the Global Fund must have the resources it needs to scale up its work and reach everyone.

The Global Fund now has a plan to support countries to save and additional 16 million lives, avert 234 million disease cases, and improve global health security over the next three years. It will take at least \$14 billion for the Global Fund to do its part.

Since the beginning, the U.S. has played a leading role in the Global Fund, providing one-third of its financial resources. That needs to continue, with the U.S. coming to the table with at least \$4.6 billion toward the \$14 billion minimum target. U.S. support for the Global Fund has also been uniquely bipartisan, crossing party lines when often not much else could. Though

the control of Congress and the White House has shifted back and forth between parties over the last 17 years, U.S. support for the Global Fund has remained constant. That support did not magically appear—grassroots advocates made it happen.

So, it's up to us as advocates again to create the political momentum. It's up to us to make sure our leaders do their part. It's up to us to push back against the cynicism that insists we can't solve big problems. *We can.* In October 2019 the Global Fund will call on countries to make

### **Why Invest?**

**Tuberculosis:** *TB is the leading infectious disease killer in the world and is highly contagious. There are 10 million new cases of TB annually, 1.6 million of them result in death. Only 60% of the 10 million cases are diagnosed and treated, leaving 4 million people spreading the disease. Drug-Resistant TB is also a huge issue.*

**HIV/AIDS:** *An estimated 36.9 million people are living with HIV, but only 21.7 million currently access anti-retroviral therapy (treatment). We must fill this gap. Nearly 1,000 young women and girls are infected with HIV every day. Young women need more education, support, and power.*

**Malaria:** *Though malaria deaths have declined dramatically in the past two decades, progress has plateaued, and drug-resistance is a growing issue. If we don't continue to invest for progress, malaria will come back even stronger.*

fresh pledges of support for 2020-2022 in hopes of raising the \$14 billion. We must push the U.S. to lead by example and maintain our robust funding commitment of one-third of the total need. We can do that by generating media, organizing our communities, and meeting with our members of Congress.

## Why write a letter to the editor?

Writing a letter to the editor is a great way to make sure our government's commitment to this fight continues. Your senators and representatives read your local paper every day, trying to understand the issues that their constituents care about. They need to hear from you. Even one published letter can make a big difference.

## Tips

- Keep your letter short: 150-200 words. Even shorter is better!
- Reference a story from the paper as an entry-point or “hook” your letter. It could be a local health issue, 2020 presidential race, or another local issue. Get creative!
- Make it personal. Customize with your ideas and passion.
- Look for your letter in print. If you're published, be sure to share it with your members of Congress and repeat your call to action.
- Let RESULTS staff know you've been published! Also, let RESULTS know at [www.tinyurl.com/RESULTSMedia!](http://www.tinyurl.com/RESULTSMedia)

## Sample LTE (120 words). We left space to personalize.

To the Editor:

As we head into another presidential campaign, Americans want leadership from our candidates. But leadership is not just a personal characteristic, it shapes the reputation and actions of countries as well.

Since 2002, the Global Fund to Fight AIDS, Tuberculosis and Malaria helped save *27 million lives*. Without U.S. leadership in providing one-third of the financial resources for the Global Fund, many of those lives would have been lost.

The Global Fund needs at least \$14 billion to save 16 million lives by 2022 and put us on a path to finally ending these diseases. It's time for our members of Congress and President Trump to lead again by funding at least one-third of total needed for the Global Fund.

[Your name, city, state]

# Letter to the Editor Workshop Agenda

Below is a sample agenda and script that you can use to put people in your community into action. We know that when people take action they are inspired. The agenda below will require roughly 60 minutes. Adapt the elements to fit your style and timeframe.

## I. Setting the Stage – 15 Minutes

### 2 min: Welcome and acknowledge people for being there.

*“Thanks to all of you for coming. There are a lot of ways you could be spending the day, and I want to thank all of you for coming out and learning more about how YOU can play a role in the movement to end poverty. Can the RESULTS volunteers briefly say their name and how many years you’ve been involved? Also, can you all be sure to sign our sign in sheet?”*

### 3 min: State the purpose of the meeting.

*“Our purpose today is to inspire you all about the difference you can make, working with others, to create the political will to end hunger and poverty. In the next few minutes, we’ll . . .*

- *Learn a bit about RESULTS, the group organizing this.*
- *We will learn about an issue of poverty.*
- *We will take powerful action on the issue: we’ll write letters to the editor on replenishing the Global Fund to Fight AIDS, TB, and Malaria.*
- *Finally, we’ll see who is interested in continuing to make a difference with RESULTS.”*

### 10 min: Center the room and do introductions.

*“Let’s see who’s in the room tonight and get in touch with why we are here. Please give us your name and tell us briefly why acting on issue of poverty is important to you.”* Other possible questions, *“What are you committed to in life?”* or *“Who do you want to be in the world?”*

Afterward, *“Thank you all for sharing what is important to you. We have a lot in common.”*

## II. The Basics of RESULTS – 10 Minutes

### RESULTS is...

*“So, what is RESULTS? RESULTS is movement of passionate, committed, everyday people. Together we use our voices to influence political decisions that will bring an end to poverty. As volunteers, we receive training, support, and inspiration to become skilled advocates. In time, we learn to effectively advise policy makers, guiding them toward decisions that will improve access to health, education, and economic opportunity. Together we realize the incredible power we possess to use our voices to change the world. “*

Show one of the videos: Raise Your Voice: <https://results.org/> or We Have a Vision: [http://www.results.org/blog/we\\_have\\_a\\_vision/](http://www.results.org/blog/we_have_a_vision/)

1. Share an example of success: *“We protected development assistance for FY2019 after the President proposed cutting it by 30%. We worked with Republicans and Democrats to help secure the highest number ever of congressional supporters for AIDS, TB, and malaria; global education; and maternal & child health, sending a message to the President that these programs should be protected and strengthened.”*

2. A local example of our role in creating change is: *"We moved Rep or Senator \_\_\_\_\_ to sign on to xxx letter as part of this. He/She met with us in \_\_\_\_\_ (month) of 2019, which was key in getting his/her support."*

A few more details if you have time:

- *"RESULTS partners meet twice per month to plan and take action."*
- *"During one of our meetings, we connect to a national webinar to learn about an issue, learn to speak powerfully, and take action to influence Congress." Give an example.*
- *"We also develop plans for influencing our decision makers through face-to-face meetings, the media, and other community actions."*

### **III. Issues & Action Component – 30 Minutes**

1. Introduce the issue of the Global Fund with a story or video:
  - Global Fund TB story: <https://tinyurl.com/y9o4a99m>
  - Global Fund HER Project: <https://youtu.be/2YhQcYUHHOk>
  - Global Fund: Keeping Girls in School: <https://youtu.be/L3lue3VYGdA>
2. Read the May Action Sheet together, including sample letter.
3. Show people how to find their local media and relevant contact information online.
4. Everyone writes their letters to the editor.
5. Ask writers to read their letter out loud for feedback and encouragement.
6. Debrief on the action-taking — *"How did it feel to take action with the media?"*

### **IV. Invitation to Attend the Next Meeting & Closing – 5 Minutes**

*"Lastly, we are planning to have future meetings like this one to guide people in becoming powerful advocates. We'll also be visiting our representatives and senators.*

- *Who is interested in joining us again to take action?*
- *Who is interested in joining us for a meeting with our representative or senators?*
- *Who knows other people or groups who might be interested?*
- *Who is interested in learning more about supporting RESULTS financially?"*

Say thank you, capture contact information: name, phone, email, address. Add them to your Action Network list and stay in touch with them. Send contact info to Ken Patterson or Lisa Marchal for the RESULTS national database as part of your group's Action Network. Your new people will receive actions monthly.

## **Action Network Managers Action**

Here's a sample message you can send to your Action Network:

*Dear (Name), Our voices helped protect millions of dollars for health and education programs in 2018 and 2019 that would have been cut if the President had his way. Great work, but we can't let down. We need U.S. leadership in October for the Global Fund to Fight AIDS, TB, and Malaria replenishment conference. Media will raise the importance of this issue. Take Action: [Write a letter to the editor](#) to ensure the US continues to lead on the Global Fund to Fight AIDS, TB, and Malaria.*