

Media: Global Fund and World AIDS Day

World AIDS Day, December 1, is the perfect time to write a call to celebration and a call to vigilance for the Global Fund.

For nearly two decades, the Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund) has been saving lives around the world. Since 2002, it has helped save 32 million people from the deadly outcomes of these preventable diseases. Because the Global Fund partners with local civil society organizations on the frontlines of these epidemics, it is able to reach marginalized and often overlooked communities.

Sadly, 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 the right resources are required.

The Global Fund is funded in three-year increments. With the most recent replenishment having successfully taken place in early October 2019, the Global Fund intends to save an additional 16 million lives, avert 234 million disease cases, and improve global health security over the next three years (2020-22). To do this, the Global Fund will need at least \$14 billion over that time period.

Since the beginning, the U.S. has played a leading role in the Global Fund, providing one-third of its financial resources. At the early October Global Fund replenishment conference in France, Republicans and Democrats from the U.S. Congress made the commitment to again fund one-third of the replenishment (\$4.68 billion). The rest of the world stepped up as well, raising \$13.92 billion, with promises from France to raise the final \$80 million by December.

This success is the direct result of RESULTS volunteers and other advocates pushing Congress in meeting, calls, letters, and media throughout the year. Without that advocacy, the U.S. commitment to the Global Fund likely would have wavered. But the money is not assured yet as we move through the congressional budget process. As mentioned, this is a time both for celebration and vigilance. Congress must deliver on its pledge. Use the media to send that message today. And ask a fellow advocate to write as well. We are transforming the world, and when a person is asked to take a powerful action as part of what we are doing, that person is often transformed as well.

Why Invest?

Tuberculosis: *TB is the leading infectious disease killer in the world and is highly contagious. There are 10 million new case 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.*

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.
- If you are able, 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!

Sample LTE (150 words). Take this template and personalize it!

To the Editor:

World AIDS Day is approaching. On December 1, the world will remember the millions of lives lost to this terrible disease. But sadness will be tempered by the hope and resolve that it takes to create the type of change that will save lives in the future.

The Global Fund to Fight AIDS, Tuberculosis and Malaria embodies that hope and resolve we need in the world. On October 9, a bipartisan group from Congress addressed world leaders with regard to the Global Fund, telling them the U.S. isn't backing down in the fight against AIDS, tuberculosis and malaria. They committed \$4.68 billion from the US to the Global Fund to Fight AIDS, Tuberculosis and Malaria over the next three years - a third of the \$14 billion needed to save 16 million lives and put us back on track to ending these epidemics by 2030. The next day, world leaders committed the rest of the money to make that goal a reality.

The money from the U.S. is not yet delivered, and so we must remain vigilant. Let your member of Congress know you appreciate hearing the great news of the Global Fund on World AIDS Day and that you want the U.S. to see through on its pledge.

[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/

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 October 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 ensure the US stepped up at the Global Fund replenishment conference on October 10—the US pledged one-third of the \$14 billion to save an additional 16 million lives over the next 3 years! Thanks for your part in this. But we must ensure the US keeps its promise. Use [our online action](#) to ask your members of Congress to cosponsor the Global Fund resolutions, or thank them if they already have. We must continue to build support.