



GLOBAL TASK FORCE ON  
**CHOLERA CONTROL**

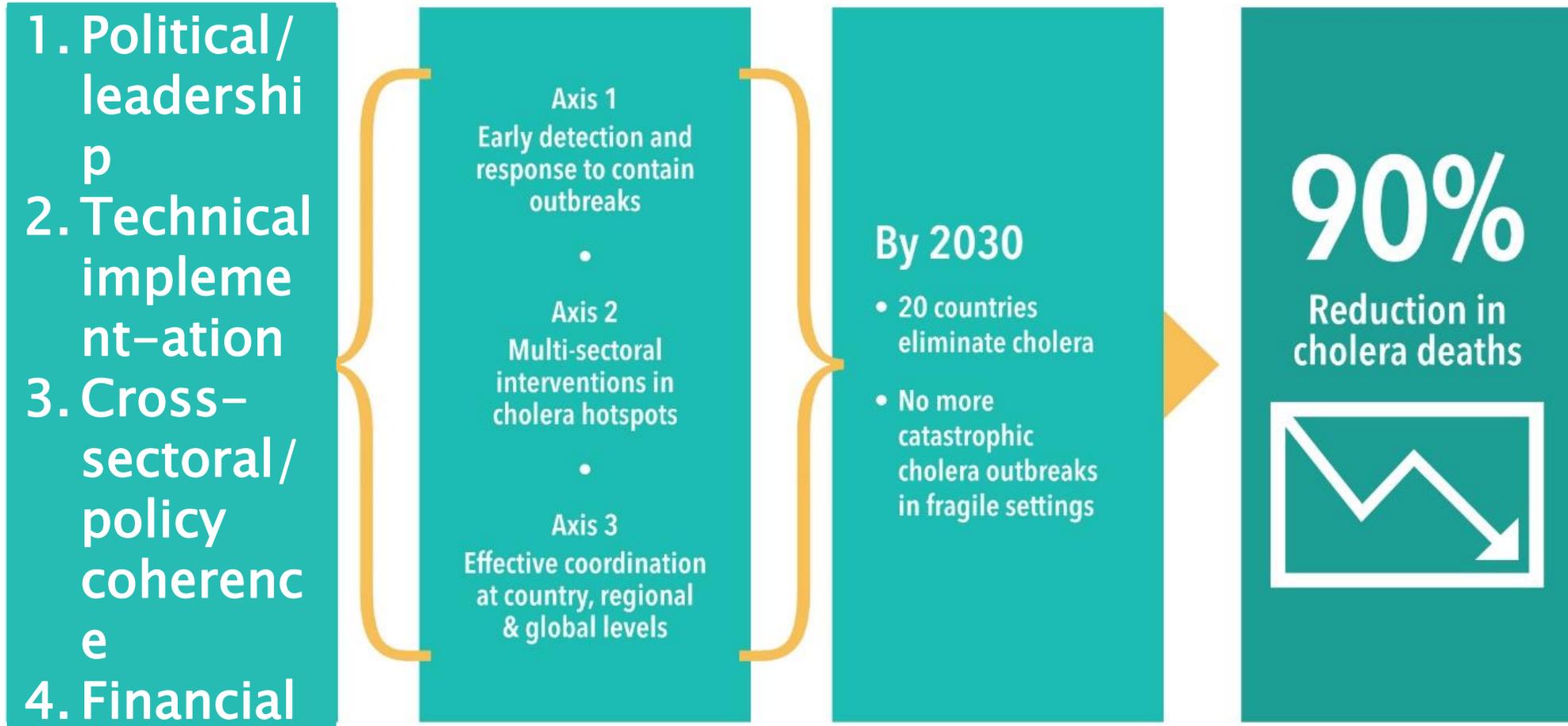
ADVOCACY AND LEVERAGING THE  
RESOLUTION TO END CHOLERA -  
MAKING CHANGE HAPPEN

GTFCC Annual Meeting  
June 2018

# GTFCC GLOBAL ADVOCACY: A LOOK BACK



# THEORY OF CHANGE



# DEVELOPING OBJECTIVES

**Overarching policy and advocacy objective:** Drive political and financial commitments to implement and scale up multi-sectoral approaches to cholera prevention and control in 47 cholera-affected countries

- **Objective 1.** Build and increase national, regional, and global leadership on cholera as a public health priority
- **Objective 2.** Countries plan for and implement multi-sectoral packages of control and prevention measures
- **Objective 3.** Cholera is embedded as a WASH sector priority at global, regional and national levels
- **Objective 4.** In 2019, countries and donors commit to invest in an additional \$X to support the implementation of CCPs

# KEY DISCUSSIONS

- What are the ‘incentives’ for engagement
- How to show that the return on investment on cholera control is much broader, without over-claiming and over-reaching – overlap with other programmes
- Need for flexibility – different timelines in different countries, opportunities arise
- Documentation of country success
- Role of personal stories
- Formulation of a resource mobilization plan comprised of multiple moments to account for timing of country plan preparation
- Incorporate the humanitarian sector into the advocacy objective
- Need to develop clarify on asks and what we are “selling” when we advocate for cholera control

# NEXT STEPS

- Landscape analysis on policy/advocacy status of cholera-affected countries; identify top priority countries for more intense engagement
- Mapping of partner advocacy capacities and donor/country relationships
- Mapping of existing programmes where there are potential synergies (Targeting Early Years)
- Draft a 12-month advocacy workplan and timeline for consideration

# GTFCC GLOBAL ADVOCACY: A LOOK AHEAD

