



GLOBAL TASK FORCE ON  
**CHOLERA CONTROL**

**WASH WG WORK STREAM ADVOCACY**  
**GTFCC WASH WG MEETING — 9-10 MARCH 2022**

Megan Wilson-Jones  
WaterAid

# WORK STREAM MEMBERS:

	Name and organization:
1	Megan Wilson-Jones, WaterAid
2	Tom Handzel, CDC
3	Kristen Cox Mehling, GHV
4	John Oldfield, Independent Consultant

Please join us!

# ADVOCACY & COMMUNICATIONS STRATEGY

OVERALL OBJECTIVES 2020-2030	2020-2021 INTERMEDIATE OBJECTIVES
1 Secure funding for the GTFCC mechanism for the full period of Roadmap implementation [AXIS 3]	Secure full funding for the GTFCC mechanism for the next 5 years of Roadmap implementation
2 Achieve full political engagement of all 47 cholera-affected countries to create, resource, and implement multisectoral National Cholera Plans (NCPs) [AXIS 2]	At least 12 countries are fully politically engaged and have created COSTED NCPs
3 Achieve full political engagement in cholera control from relevant partners and donors at global, regional, and country levels [AXIS 3]	Support at least 12 countries to achieve donor funding for their NCPs
4 Increase funding for long-term WASH in cholera hotspots [AXIS 2]	Ensure that targeted donors and implementing organizations prioritize cholera hotspots with their existing WASH funds
5 Maintain and expand funding for and access to oral cholera vaccine (OCV) [AXIS 2]	Expand OCV production; support Gavi's replenishment
6 Expand political engagement on and funding for improved surveillance in cholera-affected countries [Axis 1]	Support at least 12 countries to identify their hotspots

# AIM OF WORK STREAM:

Accelerate progress to ending cholera through increasing political prioritization and financing of WASH for cholera control

## Objectives:


- 1. Political leadership:** Institutionalize the use of **cholera as an indicator** of highest-priority WASH needs in major WASH donors and implementers
- 2. Financing:** **Increased WASH investment** for cholera control from national governments and donors
- 3. Policy:** Progress on WASH is **adequately prioritized and integrated** into other aspects of cholera control

# 1. Institutionalize the use of cholera as an indicator of highest-priority WASH needs in major WASH donors and implementers

Activities	Targets	Timescale/Key moments
<ul style="list-style-type: none"> <li>• <b>Events and comms targeted at WASH sector:</b> updating WASH specific messaging; utilize key WASH sector events to drive call to action; high level champions, op eds &amp; social media</li> <li>• <b>Donor analysis:</b> mapping of WASH donors in CSP countries/high-burden cholera countries; Specific &amp; targeted engagement with donors; Input into WASH donor strategies</li> </ul>	Ministries responsible for WASH, large WASH donors, NGOs/ implementers	WHA75 side event  Key WASH sector events: - SWWW 2022 - UN World Water Conf 2023)  Regional & national moments

## 2. Increased WASH investment for cholera control from national governments and donors

Activities	Targets	Key moments
<ul style="list-style-type: none"><li>• <b>Advocacy resources:</b> Supporting development of country specific advocacy materials (4 CSP countries) – case studies, visual hotspot maps, CE data</li><li>• <b>Engaging CSOs:</b> Link and work with national health &amp; WASH CSO networks</li><li>• <b>Engage with SWA:</b> Cholera included in preparatory resources/comms of SWA Sector Ministers meeting / GTFCC letter to WASH sector ministers</li></ul>	Ministries responsible for WASH and Ministries of Finance; existing WASH and health donors, new donors?	SWA Meeting (May 2022)  Country specific moments



**10:1**  
Benefit-cost ratio

Investing in **cholera hotspots** more than doubles the return on WASH investments

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### 3. Ensure progress on WASH is **adequately prioritized and integrated** into other aspects of cholera control

Activities	Targets	Key moments
<ul style="list-style-type: none"><li>• <b>OCV:</b> Develop a format for the inclusion of WASH activities/commitments as part of OCV requests (before, during, after)</li></ul>	National Govs, Gavi, others?	

# QUESTIONS FOR DISCUSSION

- What should we **prioritise** / what is the most important thing this sub-working group should do over the next year?
- How do we best support national advocacy efforts and work with the CSP?



# Thank you

Together we can  
**#endcholera**



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