



GLOBAL TASK FORCE ON
CHOLERA CONTROL

+C IFRC

Development and Perspective Updates: GTFCC Advocacy Strategy

27 June 2022

Marion Martinez Valiente, GTFCC Secretariat
& Jayne Palani, GTFCC CSP

#EndCholera



Agenda

- **GTFCC Advocacy Task Team: Formation and Updates**
- **WHA**
- **Partner Recommitments**
- **PR and Visibility**
- **Way Forward**

GTFCC ADVOCACY TASK TEAM

At the 2021 GTFCC Annual Meeting, one of the proposed recommendations emerging from the financing breakout session was to regularly convene a group of partners dedicated to strategic planning and partner coordination around:

- 1) Policy
- 2) Advocacy
- 3) Communications
- 4) Resource Mobilization

In fulfillment of this recommendation, the GTFCC Secretariat, alongside the GTFCC Country Support Platform (CSP), proposed the creation of an ad hoc “advocacy task team”

GTFCC ADVOCACY TASK TEAM MEMBERS

<i>Name</i>	<i>Organization</i>
Philippe Barboza	GTFCC Secretariat
Marion Martinez Valiente	GTFCC Secretariat
Thomas Mollet	GTFCC Country Support Platform
Jayanthi Palani	GTFCC Country Support Platform
Kristen Cox Mehling	Global Health Visions
James Fishon	Global Health Visions
Megan Wilson-Jones	WaterAid
Hope Randall	PATH
Valentina Picot	Fondation Mérieux
Helen Groves	Wellcome
Tanya Shewchuk	Bill & Melinda Gates Foundation
Amber Zeddies	Bill & Melinda Gates Foundation
Thomas Handzel	US CDC
Lucy Breakwell	US CDC
Kristen Heitzinger	US CDC
Melissa Ko	MM Global Health
Francisco Luquero	Gavi
Daniela Garone	MSF
Stuart Vallis	Swiss Agency for Development and Cooperation
Raoul Kamadjeu	UNICEF

FIRST IN-PERSON TASK TEAM CONVENING: MARCH 2022

Objectives of this meeting included:

1. Refreshing and refining the GTFCC Advocacy Strategy;
2. Building out a communal workplan to coordinate partner advocacy efforts;
3. Providing a coordination mechanism for partner organizations to work jointly toward advocacy objectives in select high-burden countries; and
4. Providing a coordination mechanism for planning key global and regional advocacy and communications moments



London, United Kingdom

GTFCC ADVOCACY WORKPLAN DEVELOPMENT AND COUNTRY COORDINATION



MAINTAINING WHA MOMENTUM IN 2022: CHOLERA SIDE EVENT

- 10 countries participated in person – including six Ministers of Health – representing an all-time high for the side event
- Dr Tedros Adhanom Ghebreyesus, Director-General of WHO, delivered the opening address, emphasizing the fact that cholera remains “a disease of inequity”
- High-level addresses included remarks from Jagan Chapagain, IFRC’s Secretary General, and Xavier Castellanos, IFRC’s Under Secretary General for National Society Development and Operations Coordination
- Ethiopia and Kenya officially launched their multisectoral National Cholera Plans (NCPs) during the side event





**HIS EXCELLENCY HAKAINDE HICHILEMA,
THE PRESIDENT OF ZAMBIA,**

**CHOLERA CONTROL
CHAMPION**



HIGH LEVEL CALL TO ACTION FROM THE WHA SIDE EVENT:

1. Technical and financial assistance from partners and donors for the development and implementation of National Cholera Plans (NCPs)
2. Investments by countries and partners in life-saving tools and surveillance improvements, in addition to full community engagement with prevention and response efforts
3. Investments by countries and partners in WASH systems, particularly in health facilities and among underserved communities



GTFCC PARTNER RECOMMITMENT PROCESS: LEVERAGING PARTNERSHIP AND COLLABORATION TO END CHOLERA

- To maintain the momentum from the WHA side event – and to further ensure robust partnership and collaboration – the GTFCC Secretariat is in the process of asking partners to “recommit” to the task force
- The process will occur in phases; all GTFCC partners have not yet been prompted to complete the recommitment process
- Components of the recommitment process include:

Membership renewal (including the completion of a *Declaration of Interests* file)

Partner Mapping (e.g., asking partners where cholera control programs are implemented, where physical/human resources exist, approximate funding being directed to relevant programs, etc.)

Principles for Engagement (i.e., an endorsement of “professional principles and norms” to guide future interactions)

Declaration to End Cholera (i.e., a re-signing of the declaration from 2017)

NEXT STEPS FOR THE ADVOCACY TASK TEAM

Continue to engage in high-level, strategic advocacy discussions

Expand the task team to include relevant advocacy staffers from partner organizations

Coordinate in-country and global advocacy and resource mobilization efforts, as needed

Launch the advocacy task team workplan and dashboard (forthcoming)

Ensure partner engagement in activities (e.g., drafting comms and advocacy “toolkit” to ensure cohesive messaging, etc.)

CSP COUNTRY LEVEL ADVOCACY

- RM processes at global/national level
 - Donor mapping
- Bimonthly Operational Highlights
- Donor stewardship
 - Cross-cutting collaboration with IFRC teams
- Supporting country level advocacy
 - Stakeholder & media engagements in DRC, Nigeria and Zambia
 - Advocacy workshop on acute watery diarrhea, including cholera targeting all 8 divisions in Bangladesh



GTFCC Country Support Platform Resource Mobilization Strategy: Implementation

Specific Objectives	Activities	Actions
A-SO1	To implement advocacy plan	To expand stakeholder mapping together with GHV/GTFCC
A-SO1	To implement advocacy plan	To establish Advocacy Task Force that convenes regularly
A-SO1	To implement advocacy plan	To continue partner discussion and refinement (or reform)
A-SO1	To engage in donor stewardship	To engage CSP countries for capacity building and under
A-SO1	To engage in donor stewardship	To identify list of potential donors based on the stake
A-SO1	To engage in donor stewardship	To explore unchartered donors such as unearmarked
A-SO1	To engage in donor stewardship	To develop guidelines for partnering with public an
A-SO1	To engage in donor stewardship	To increase average donations or in-kind funds fro
A-SO1	To engage in donor stewardship	To develop and promote toolkits to help CSP pos
A-SO1	To engage in donor stewardship	To develop IFRC & GTFCC wide campaigns and
A-SO1	To engage in donor stewardship	To develop activity framework, timelines and
A-SO1	To develop CSP's workplan and produce a comprehensive list of projects to be funded	To establish monthly meetings with Advocac
A-SO2	To develop and implement proper activity planning	To review and monitor financial reports wit
A-SO2	To ensure monthly monitoring of activity implementation	To develop Partner Call strategy by identif
A-SO3	To ensure monthly pledge/financial monitoring	To follow-up with CTA, collaboration, in
A-SO3	To ensure monthly pledge/financial monitoring	To develop a proof of financing concept
A-SO3	To ensure monthly pledge/financial monitoring	To increase number of social media po
A-SO3	To ensure monthly pledge/financial monitoring	To develop communication toolkit to
A-SO3	To ensure monthly pledge/financial monitoring	To produce well designed collateral
A-SO3	To ensure monthly pledge/financial monitoring	To develop a proof of financing con
B-SO1	To develop CSP's workplan and produce a comprehensive list of projects to be funded	To draft RM strategy

GTFCC CHOLERA COUNTRY SUPPORT PLATFORM (CSP) OPERATIONAL HIGHLIGHTS

APRIL 2022 | HIGHLIGHT #5

National Cholera Plan (NCP)

DRC:

- The DRC national authorities with support from GTFCC secretariat have piloted a new method for identifying priority areas for cholera intervention. Results were presented by the national cholera control programme (PNEC) during a surveillance working group meeting in Kinshasa in 2021.
- The CSP partner, UNICEF, is currently conducting a risk assessment in Kinshasa to identify high-risk areas for cholera.
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ZAMBIA:

- The WASH Working Group meeting in February 2022 was held in Lusaka and served as an effective platform to support countries in the implementation of the Global Roadmap, which targets a 90% reduction in cholera deaths and cholera elimination in 20 countries. As such, the GTFCC Country Support Platform (CSP) hosted by the International Federation of Red Cross and Red Crescent Societies (IFRC), acts as the operational arm in support to countries that require technical assistance on the development of research long-term cholera control strategies, resource mobilization, capacity building, and implementation of technical topics projects. The CSP has been supporting CSP countries in the Africa and Asia region on the development of the National Cholera Plans and country commitments towards the 2030 goal to eliminate cholera in up to 20 countries. Additionally, technical missions, series of workshops, deployment of cholera experts, donor stewardships, partner engagement and meetings have been activities that the CSP are focusing on simultaneously.

NIGERIA:

- Recruitment for a technical pillar leads on
- The CSP PM has started for national authorities and GTFCC
- With the current Acute Work request for a reactive emergency response, and supported the IFRC and N

BANGLADESH:

- The CSP PM has started for national authorities and GTFCC
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RESOURCE MOBILIZATION & ADVOCACY STRATEGY

APRIL 2022 | HIGHLIGHT #5

CSP RM & ADVOCACY STRATEGY:

- On 29th March 2022, CSP attended the first in-person GTFCC Advocacy Task Team Meeting in London, sponsored by Bill & Melinda Gates Foundation, (BMGF), Wellcome Trust and WHO, which brought together key GTFCC partners. The meeting focused on refining GTFCC's advocacy and communications strategy, and providing a coordination mechanism for partner organizations to work jointly toward key global objectives.
- The meeting was a way forward, as well as adapting to the renewed GTFCC's advocacy strategy from the recent meeting. The CSP aims to increase engagements with active stakeholders within the humanitarian community and beyond to ensure a coordinated and partner coordination at a global and national level.
- Developing CSP's RM and advocacy strategy, the CSP will focus on three key priorities: partner mapping and identification exercise, development of advocacy communication materials and profiling of CSP

GOVERNMENT - STAKEHOLDER MAPPING

COUNTRY	FUNDING STREAMS	ADDITIONAL NOTES	WEBSITE	Fiscal Year Beg	Proposal Dev & Submiss	Ent
1 Australia	1. Dept of Foreign Affairs and Trade (DFAT) Centre for Health Security 2. Australian Agency for International Development	The Australian Government's development policy key map: Asia Pacific, MENA, Africa and Latin America	https://www.dfat.gov.au/development/asia-pacific-development-program	JULY Budget approv in June	AUG- SEPT	
2 Austria	1. Austrian Development Agency (ADA) 2. Federal Ministry for European and International Affairs (FMEIA)	The Federal Ministry for European and International Affairs (FMEIA) plans the strategy, ADA implements the projects. All funding from the Federal Government, the federal states and municipalities approved by the OECD Development Assistance Committee (DAC) counts as official development assistance (ODA). This includes the ADA budget, which comprises the ongoing projects that Austria implements jointly with local partners (bilateral development cooperation). Some projects and programmes are directly funded by MFA via international organisations (multilateral development	https://www.entwicklung.at/en/	N/A	N/A	
3 Canada	1. Canadian International Development Agency (CIDA) 2. Global Affairs Canada's International Humanitarian Assistance Bureau	The Department's International Humanitarian Assistance Bureau (MHD) is the Government of Canada's operational lead for providing international humanitarian assistance in developing countries. MHD is a responsive program that provides assistance to both Complex Humanitarian Situations through an annual funding process and Sudden Onset Emergencies as situations immerse, typically following the flash and emergency appeals.	https://www.international.gc.ca/horid:monde/financement/financement_funding_processes/financement_international.aspx?lang=eng	APR	MAY - JUNE Draft budget reviews; budget will be approved in Jan	JUNE - SEPT Budget consultations NOV - DEC
4 China	1. MoFA 2. Ministry of Commerce (Dept of Aid) 3. Eimbank 4. South-South Cooperation Assistance Fund	In general, China aid seems straight forward, but is quite complicated to navigate with three main organs controlling Chinese aid: the Ministry of Commerce (which houses the Department of Aid and is in charge of distributing all zero-interest loans and grants), the Ministry of Foreign Affairs and the Eimbank. The State Council has oversight, and approves the annual budget, grants and aid projects over a certain amount, as well as aid to politically sensitive countries. China signed an agreement with UNDP to fight COVID-19	http://en.cica.gov.cn/hsouthsouthcooperationfund.html	JAN	JUNE - AUG	FEB - MAY N/A

GTFCC Country Support Platform Resource Mobilization Strategy

Background

The Global Task Force on Cholera Control (GTFCC) is a partnership of more than 50 institutions, including NGOs, academic institutions, and UN agencies. The GTFCC brings together organizations working across multiple sectors and serve as an effective platform to support countries in the implementation of the Global Roadmap, which targets a 90% reduction in cholera deaths and cholera elimination in 20 countries. As such, the GTFCC Country Support Platform (CSP) hosted by the International Federation of Red Cross and Red Crescent Societies (IFRC), acts as the operational arm in support to countries that require technical assistance on the development of research long-term cholera control strategies, resource mobilization, capacity building, and implementation of technical topics projects. The CSP has been supporting CSP countries in the Africa and Asia region on the development of the National Cholera Plans and country commitments towards the 2030 goal to eliminate cholera in up to 20 countries. Additionally, technical missions, series of workshops, deployment of cholera experts, donor stewardships, partner engagement and meetings have been activities that the CSP are focusing on simultaneously.

Where we are

The CSP currently relies largely on private and government funds as compared with other NGO peers. Given the humanitarian-wide challenges, economic crisis, and the ongoing pandemic, CSP needs to be able to adapt and respond to our growing need of mobilizing funds for a humanitarian cause which is not prioritized by many. With the current SWOT analysis of the CSP resource mobilization it was found that there are multiple opportunities for growth and diversification of income streams. This will require the CSP together with the GTFCC partners to adapt and develop new ways of working.

Strengths

- Operational arm
- Hosted by IFRC (working on 5 pillars + NS)
- Mandate/Status as an IO
- Embedded in ONE WASH initiative
- Has on going field-based programmes
- Extensive partner & donor stewardship
- CSP & GTFCC team's multi-sectoral expertise

Weaknesses

- Limited active donors
- Lack of advocacy and comms (non-visibility)
- Lack of understanding on project timeframe by donors
- Lack of understanding on CSP's objectives by donors

Opportunities

- To expand CSP team in the field
- To continue project up to 2030
- To leverage on IFRC / Partner's branding
- To create synergies between Cholera preparedness and other infectious disease preparedness such as COVID-19
- To empower NS and integrate them into on-going Cholera preparedness plan
- To tap on available global resources (gov agencies, private sectors and IOs)

Threats

- Lack of interest in Cholera globally
- High budget for mitigation plans
- Lack of oral cholera vaccine (OCV) stocks globally
- Competition between GTFCC partners
- IFRC's willingness to host CSP beyond 2023

Image 1: Summary of the SWOT Analysis for reference

RM & ADVOCACY STRATEGY:

is also working to finalise the Country Advocacy strategy with a more focus on long-term, flexible and streams for all 6 pillars of the NCP & Coordination, WASH, OCV, management and RCCE

Partnership
The mission to date: East Africa and Abuja, continued engagement with WASH programming as flagship initiative. This tended to scale up and national level RM engagements donors in each Offices were new funding

GTFCC VISIBILITY ON SOCIAL MEDIA

Account home
GTFCC Secretariat @SecGTFCC

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits
8 ↓73.3%	8,377 ↓73.1%	3,055 ↓37.4%

Jun 2022 · 26 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,816 impressions

We are grateful for the partnership of @NCDCgov, in the pursuit of a Nigeria free from cholera. #EndCholera NG
twitter.com/NCDCgov/status...

4 14

View Tweet activity

View all Tweet activity

Top Follower followed by 2,133 people

Top mention



Our National Strategic Plan for Cholera Control was developed in 2018. Today, colleagues meet to review this plan aligned with aspirations for a 90% decline in cholera deaths.

Grateful to @SecGTFCC @ifrc CSP for support & @NCDCgov colleagues for organizing. #endcholera
pic.twitter.com/hmaklvSA0T

Objectives

- Visibility
- Awareness
- Partner commitments
- Global Network
- Direct engagement with @SecGTFCC for amplification

Content

- OCV Campaigns
- Trainings and workshops
- Events
- Highlight partner #cholera activities and engagements

Get started

JUN 2022 SUMMARY

Tweets	Tweet impressions
6	6,574

Profile visits	Mentions
0	0

← Tweet

 Swiss Development and Cooperation
@SwissDevCoop

At a #WHA75 side event of the @SecGTFCC, @SwissDevCoop called for addressing the root causes of cholera through

- 👉 improved infection prevention & control
- 👉 WASH services
- 👉 health surveillance
- 👉 strengthened health systems

 is committed to fighting highly infectious diseases.



← Tweet

 Sandec
@Sandec_Eawag

Together with @SecGTFCC & @ifrc, #Eawag #Sandec's Vasco Schelbert is field testing data collection with a mobile rapid #WASH assessment tool. Fast identification of cholera hotspots to design a National Cholera Plan & assist advocacy and fundraising are the goals. @EawagResearch



8:44 am · 18 Mar 2022 · Twitter Web App

← Tweet

 Fondation Mérieux
@MerieuxFdn

GTFCC 2022 @LesPensieres: "Revising and enhancing cholera surveillance is critical and a cornerstone to end #cholera by 2030" Philippe Barboza, Head of @SecGTFCC, Cholera team leader #togetherwecanendcholera



GLOBAL TASK FORCE ON CHOLERA CONTROL The 7th hybrid meeting of the Global Task Force on Cholera Control (GTFCC) Working Group on Surveillance 20-21 April 2022-Anney, France Les Pensieres THE CENTER FOR GLOBAL HEALTH

 GTFCC Secretariat @SecGTFCC · 25 May

 The Honorable @lia_tadesse, Minister of Health from Ethiopia, is here to formally launch Ethiopia's National Cholera Plan (NCP). This is a monumental occurrence and we congratulate Ethiopia for their unwavering commitment to #EndCholera. #GTFCCSideEvent2022 🇪🇹

👍 63 🔄 16 💬 6

Impressions ⓘ **8,155**

Engagements ⓘ **335**

Detail expands ⓘ **45**

← Thread

 WHO Somalia
@WHOSom

934,512 doses of Oral Cholera Vaccines were received by @MoH_Somalia with the support of @WHOSom and @unicefsomalia, donated by @gavi. The Oral Cholera Vaccination campaign's 1st round will soon be conducted in the drought-affected areas and hotspots for cholera #Droughtinsomali



← Thread

 NCDC
@NCDGov

Yesterday, our national #chc group with key stakeholders to review our National Strategic Plan for Cholera Control with aspirations for a 90% decline in deaths and to #endcholera. Thankful for the support of @SecGTFCC



👤 You and 5 others

← Tweet

 Dr.Terna Nomhwange
@ENNYNITE

Thanks to all facilitators and participants from over 10 countries of @WHOAFRO at the @SecGTFCC training on OCV use which held in Abuja 🇳🇮. Thank you @WMulombo, WHO representative of @WHONigeria for committing to support Cholera elimination efforts.



7:10 pm · 30 Apr 2022 · Twitter Web App

WAY FORWARD

Prioritise

Coordinate

Implement



GLOBAL TASK FORCE ON
CHOLERA CONTROL

TOGETHER, WE CAN #ENDCHOLERA

THANK YOU