



# **1<sup>st</sup> Joint Meeting of the Advocacy & Resource Mobilisation Partner Committee (ARMPC) and Strategic Communications Partner Committee (SCPC) of the RBM Partnership to End Malaria**

**12-14 February 2020, Nairobi, Kenya**

## Notes and outcomes from the meeting

Following welcoming remarks by the ARMPC and SCPC Co-Chairs and introductions from the members, the group reviewed and discussed the objectives of the 1<sup>st</sup> joint Partner Committee's meeting as well as the joint vision for 2020 (see annex A).<sup>i</sup>

Notes and outcomes from the separate SCPC-only and ARMPC-only meetings can be found at the end of the joint report. You can find all presentations [here](#).

### **Advocacy and Communication's Calendar 2020**

In order to align on the year's priorities, the group reviewed the joint calendar of events (see annex B)<sup>ii</sup>. The additional milestones identified by the Partners were:

- International Nurses Day (12 May 2020)
- GAVI Summit in London, UK (June 2020)
- UN 75<sup>th</sup> Anniversary (June 2020)
- AU Summit in Chad (July 2020)
- Malaria free certifications (September-December 2020)
- M2030 launch in India (TBC)
- Climate change focused event in Japan (TBC)
- UHC Day (December 2020)

*Please note that due to the latest developments of Covid-19, some of the events on our calendar might be postponed/cancelled.*

### **Strategy Development**

The current strategy of the RBM Partnership to End Malaria is due to end in 2020. Ms Clara Mathieu Gotch, COO, RBM Partnership, discussed the next strategy development process with the broader group. A team of external consultants have been hired by the partnership to support the strategy development process by way of conducting partner consultations and introducing their

feedback into the strategy. Discussions around the major questions pertaining to the next strategy were focused on:

1. **Lessons learned:** What have we learned from the 2017 process? What can we do better in 2020?
2. **Partner Consultations:** When? Where? How many?
  - WHO regional meetings? Thematic meetings? Asia Malaria Week? UNGA, WHA?
  - Tie into other partner consultations (ie GF strategy consultations)
  - Other consultations tools: online surveys, focus groups, one-on-ones
3. **Alignment with major partners** (GF, PMI, WHO GTS) – other strategic alignments?
4. **New areas of focus** (World Malaria Congress) ?/ Areas the Partnership should no longer focus on?
5. **Duration:** 3 years (2021-2023) or 5 years (2021-2025)
6. **Other considerations?**

The strategy development timeline can be found in Annex C.

For any suggestions pertaining to the RBM strategy development process, please email [strategicplan@endmalaria.org](mailto:strategicplan@endmalaria.org).

#### **Business Alliance Against Malaria (BAAM)**

Formerly the Private sector constituency to the RBM Board, the Business Alliance against Malaria (BAAM) is the first private sector body officially engaged with the new Partnership. BAAM is currently comprised of the following corporate members: BASF, Bayer, GSK, Guilin Pharma, International Public Health Advisors, Nando's, Novartis, Sanofi, Sumitomo Chemical, NRS International, TropMed Pharma Consulting, and Vestergaard.

Ms Lisa Goldman Van-Nostrand, BAAM Co-chair, presented BAAM's vision, strategy and their signature initiative to leverage social media platforms to create revenue for social issues, specifically for malaria.

For further information on this initiative, please contact Ms Lisa Goldman at [lgvn@sumivector.com](mailto:lgvn@sumivector.com)

#### **End Malaria Council**

The End Malaria Council (EMC) is a committed group of global leaders that sees malaria eradication as a critical health and development priority. It is comprised of the highest-level advocates and influencers, representing the public and private sectors, donor governments, and endemic regions. The EMC uses its unique profile and its members' leadership to leverage networks and raise voices to achieve a malaria-free future.

Entering its fourth year, the End Malaria Council advisors seek greater input from the malaria community on bottlenecks and issues that this group of leaders can uniquely address or influence via their voice, resources or networks.

Key criteria:

- Not a technical group – they are former/current politicians, philanthropists, businesspersons and eminent individuals
- Range of engagement on malaria – Some are dedicated to the cause, while others are developing their advocacy via participation in the EMC

- Limited resource – EMC participation is not a full-time position

For more information please contact Jeff Chertack at [Jeff.Chetack@gatesfoundation.org](mailto:Jeff.Chetack@gatesfoundation.org).

### **Breakout Sessions**

In order for RBM Secretariat to receive feedback and partner inputs for the main activities for the year, the group then separated for three simultaneous breakout sessions. The three groups were tasked with discussing the priorities, classify them from most urgent to least urgent and incorporate them into the RBM workplan for the year.

#### **1. Innovation Narrative**

The innovation narrative group was led by Ms Lisa Goldman Van-Nostrand, Ms Michal Fishman and Mr Jeff Chertack. The group discussed the strategies to keep malaria innovation high on the agenda for the GAP (Global Action Plan) annual Health R&D meeting. The Innovation and Access workstream, housed under the ARMP, has planned to host roundtables at the side-lines of major events to bring together the private sector, international organisations, PDPs and civil societies to focus on country and business perspectives on the demand for innovation and to understand which bottlenecks are prioritised by the countries. The final outcomes of this group were reported as:

- Support a consistent innovation narrative and build repository across all categories to support other events
- Track the GAP annual meeting, once identified ensure malaria is high on the R&D agenda
- Build a concept note for the next roundtable to be shared with partners for comments

#### **2. Thematic briefs**

Early in 2019, the RBM Partnership began to map out and prioritize the development of a range of thematic advocacy briefing documents exploring the intersection of malaria with key issues of concern for development partners. The ARMP together with the SCPC produced four thematic briefings focused on malaria and: climate change, universal health coverage (UHC), gender, and multisectoral action. All of these documents were made available in print form in English and French at UNGA, ASTMH and digitally. The RBM Secretariat and RBM partners have utilized these documents as takeaways during convenings as well as to inform talking points and the creation of other content related to these topics, including blogs and social media content.

For 2020, the thematic briefings breakout group, led by Ms Tara Bracken and Ms Radhika Jain, started with a broad list of topics and went through a prioritisation exercise to determine the thematic briefings that will be produced during the year and the partners that will help frame the briefing.

The seven priority areas are included in the table below:

Prioritised List – Titles TBD	Major moment/milestone	Partners involved - TBC	Timeline
Nutrition	SUN replenishment/AU priority	APLMA	TBD
Primary Health Care		Comic Relief	End of March
Antimicrobial resistance	World Antibiotics week	TBC	Final by end of October
Health Financing	RBM Priority 2020	ARMPC	Q3
Business Case for Malaria	RBM Priority 2020	ARMPC and BAAM	
Malaria and displaced populations		UNF	Early April

For the broad list identified during the meeting, please see Annex D. If any partner is interested in producing a thematic brief on any topic in the list, please send an email to [radhika.jain@endmalaria.org](mailto:radhika.jain@endmalaria.org) and [TBracken@unfoundation.org](mailto:TBracken@unfoundation.org).

### 3. Francophonie engagement

The engagement with Francophone countries has been identified as a priority for 2020 for the RBM Partnership to End Malaria. This engagement started in 2019 ahead of World Malaria Day events in Paris and the Global Fund's Sixth Replenishment Conference in Lyon. In 2020, with the 50<sup>th</sup> anniversary of Francophonie and the Francophonie Summit taking place, the engagement will need to be strengthened.

The outcomes of the breakout session are below:

	Actions	Resources	Timeline	Lead
Develop policy brief/advocacy case for Francophonie in Niamey (short and long)	Identify consultant	Funds for consultant Design support from Grayling	By March	Secretariat, PC leadership
Work toward a resolution at the December	Determine pathway		By March	Yacine Djibo

Francophonie Summit in Tunis				
Engage with Francophone Parliamentarians			May	Yacine Djibo
Develop Francophonie workplan for 2020	Develop Francophonie workplan for 2020		By March	Clara
Define advocacy asks			By beg. of March	ARMPC
Use ZM SWM country launches as drumbeat to Tunis	For target countries, determine country specific asks		April - December	SCPC, Partners
Implement civil society convening, engagement throughout process	Develop action plan	Funds to support CSO convenings	March & December	Olivia
50 <sup>th</sup> anniversary event project group	To be set up as soon as event is confirmed. To also include NTD colleagues		February	SCPC

For more information, please contact Yacine Djibo: [yacine.djibo@speakupafica.org](mailto:yacine.djibo@speakupafica.org)

#### 4. Multisectoral Advocacy

The fourth breakout group, led by Ms Elizabeth Ivanovich and Mr Joshua Levens, discussed the 2020 action plan to integrate multisectoral action into the RBM strategy and promote multi-sectoral national strategic plans (NSP) for countries. The outcomes of the group are summarised in the table below:

Recommendation	Actions	Resources	Timeline	Lead
Form multisectoral project group	Create TOR Recruit members	Time	By March 15	Josh, MSWG

Create advocacy plans for priority multi-sectoral action including rice agriculture	Attend convenings from other sectors, Map out target individuals and companies, Map experts and influencers, Map links with mayor's initiative	Time	March 31	Josh, Elizabeth, Tara
Finalize Multi-sectoral Action document		Time	Full rough draft by 3/31	Josh, Tara, Anne Wilson
Map agricultural companies working on Rice agriculture		Time	March 15	Chris Larkin, IVCC
Promote multi-sectoral NSPs	Discuss with CRSPC and WHO, Map NSP updates, Provide resources/discuss with NMCPs	Time, guidance	Ongoing	Josh, CRSPC
Continue to compile evidence for investment case	Integrate economic evidence, case studies, conduct additional analysis in additional contexts	Time	Ongoing	Project group

For more information on the multisectoral project group, please contact Mr Joshua Levens at [joshua.levens@endmalaria.org](mailto:joshua.levens@endmalaria.org)

## 5. Success Stories

The malaria success stories breakout group, led by Ms Michal Fishman, used their session to answer the question: "How to continue pushing the elimination narrative?". The group was able to identify important topics to highlight during the course of the year to keep the momentum going. The outcomes can be seen in the table below:

Possible Topics to Highlight:	Important and urgent:
Country/regional consistent and persistent progress	Country certification
Country certifications	Historical progress as approach anniversaries (ex. PMI 15 <sup>th</sup> and Abuja 20 <sup>th</sup> )
Success in HBHI countries	
New innovations	
Cross-border collaboration	
Service delivery	
Multisectoral successes	
Community/local champions, community-led success	
How different interventions have been successful in achieving the same target in different settings.	
Private health sector	

### Notes and outcomes from the SCPC only meeting

Following an overview of the SCPC objectives and the activities planned for the year, the group focused on a brainstorming session around World Malaria Day (reflected in conversations with full ARMPC-SCPC group – see above).

SCPC members have then analyzed the media-related activities from 2019, together with the first media fellowship of the RBM Partnership.

#### **Media fellowship:**

- 20/44 articles were submitted so far (deadline for submission 30 May 2020);
- Points for discussion around a media fellowship in 2020:
  - Criteria for fellow selection
    - 50/50 split of journalists belonging to any Francophonie and commonwealth countries impacted by malaria or
    - Two journalists from the four highest burden countries as outlined by HBHI response, 1 journalist from each of remaining 7 highest burden countries.
  - How to increase engagement and contact between the fellows and RBM Partners
- The SCPC Co-Chairs have then encouraged partners to approach fellows directly – for contact details please contact SCPC at [scpc@endmalaria.org](mailto:scpc@endmalaria.org)

**Media:**

- In 2019, 179 pieces of coverage were secured, and the RBM Partnership was referenced in 1350 articles;
- World Malaria Day media coverage reached an estimate of 824 million people;
- The Partnership gained 500 new twitter followers, 40% increase over 2018
- #endmalaria is the strongest hashtag amongst the malaria community - 40,500 mentions on social

### Notes and outcomes from the ARMPC only meeting

At the end of the joint meeting, the ARMPC group met to discuss the 2020 workplan for its workstreams. The group divided into 4 parts:

#### I. Donors workstream

The breakout group focused on the priority core donors and the new and upcoming donors identified by the workstream.

Core Donors	New Donors
1. United States	1. South Korea
2. United Kingdom	2. China
3. France	
4. Australia	
5. Japan	

Following the classification of donor countries, the group focused on identifying the country priorities and opportunities for RBM engagement and ways to collaborate with on-ground partners.

For further information on each country snapshot and the identified advocacy opportunities, please contact Ms Radhika Jain at [Radhika.jain@endmalaria.org](mailto:Radhika.jain@endmalaria.org)

Contact information for ARMPC donors workstream leads:

Ms Annemarie Meyer	annemarie.meyer@malarianomore.org.uk
Mr Joshua Blumenfeld	jblumenfeld@malarianomore.org
Mr Patrik Silborn	psilborn@aplma.org
Dr Cheikh Baye Mkheitiratt	drcheikhbaye@yahoo.fr

#### II. Innovation and Access workstream

Building on the Innovation Narrative breakout session during the joint meeting (see above), the ARMPC innovation and access group met to identify possible timeframes for the next series of innovation roundtables for 2020.

This next Roundtable, which was originally planned around the World Malaria Day events in Abuja in April 2020, has been postponed due to the COVID-19 pandemic. Two alternative activities are in progress:

- A Consultation on country-level malaria innovation opportunities and demand globally to understand the perspectives of different country-level stakeholders on what they deem to be critical innovation and access challenges related to the control of malaria in their respective countries and regions.
- A more intensive analysis on innovation and access challenges and opportunities in the highest burden country, Nigeria

Contact information for ARMPC innovation and access workstream leads:

Ms Lisa Goldman Van-Nostrand	lgvn@sumivector.com
Ms Samantha Johnson	samantha.x.johnson@gsk.com
Mr Tom Mclean	tom.mclean@ivcc.com

### III. Domestic Resource Mobilisation Advocacy group

All three RBM Partner committees met to discuss the domestic resource mobilisation workplan for 2020 and determine how to create systematic knowledge management/coordination across the PCs/Partnership.

The group will now focus on mapping partners in priority countries and create a transparent cross-pc system for global, regional, and country resource mobilization activities.

## Review of Meeting Objectives

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### **SCPC and ARMPC members:**

- Are clear on both partner committee objectives 2020 priorities;
- Are engaged and providing input;
- Identify areas where RBM can add value and needs/gaps that SCPC/ARMPC can fill;
- Meet and interact with new and/or existing Partners.

## Vision for 2020: ARMPC

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### **Multi-sectoral Approach**

- Increase multisectoral action for malaria (Urban, Rice, Country approach)

### **Innovation and Access**

- Develop and advance innovation narrative (SCPC to lead)
- Develop consensus around how to accelerate the development and introduction of innovative tools and approaches

### **Resource Mobilization**

- Continue cultivation of donors post-Global Fund Replenishment (CHOGM, Francophonie, country-specific)
- Strengthen advocacy networks (ROK, Japan, India, China, civil society)
- Advance innovative financing opportunities (MEMT, GFF, experts meeting)

## Vision for 2020: SCPC

- Celebrate and reward successes, especially in high-burden and eliminating countries, towards the achievement of malaria goals
- Further rollout Zero Malaria Starts with Me campaign and elevate it at the global level by reaching new audiences, especially youth
- Strengthen political commitment in Commonwealth countries and extend them to Francophonie (and Lusophone countries)
- Activate existing and identify & build capacity of new and diverse champions for the malaria fight, especially community voices from malaria-endemic countries
- Align the global malaria community around the End Malaria vision and key supporting narratives

### ANNEX B



**Key events:  
March-May**

MONTH	EVENTS
JANUARY	<ul style="list-style-type: none"><li>• 2 billion nets announcement (16/1)</li><li>• Kigali Summit and ZMSWM launches in Kigali (26-28/1)</li></ul>
FEBRUARY	<ul style="list-style-type: none"><li>• 15th Annual Vector Control WG Meeting (3-5/2)</li><li>• Multisectoral Working Group Meeting (6-7/2)</li><li>• African Union Summit in Addis Ababa (9-10/2)</li><li>• 1<sup>st</sup> Mock TRP meeting in Nairobi (11-13/2)</li><li>• ARMPC &amp; SCPC face-to-face meeting in Nairobi (11-13/2)</li><li>• ZMSWM launch in Mali (end-Feb)</li></ul>
MARCH	<ul style="list-style-type: none"><li>• Global Fund Advocacy Network Meeting (4-5/3)</li><li>• ZMSWM Champions training in Senegal (9-10/3)</li><li>• 50<sup>th</sup> anniversary of Francophonie (20/3)</li><li>• International SBCC Summit in Marrakech (30/3-3/4)</li></ul>
APRIL	<ul style="list-style-type: none"><li>• PMI's 15<sup>th</sup> Anniversary (TBC)</li><li>• 2<sup>nd</sup> Mock TRP meeting</li><li>• World Malaria Day (25/4)</li><li>• ZMSWM launch in Gabon, Burkina Faso</li><li>• 21st Annual Malaria in Pregnancy WG Meeting in Geneva</li></ul>
MAY	<ul style="list-style-type: none"><li>• AIDS, TB and Malaria Olympic Relay Team in Japan (2/5)</li><li>• Malaria Week in Hanoi, Vietnam (11-14/5)</li><li>• International Parliamentary Union Assembly in Geneva (16-20/5)</li><li>• 75<sup>th</sup> World Health Assembly in Geneva (24-29/5)</li><li>• RBM Partnership Board Meeting (7-8/5)</li></ul>



## ANNEX C



## Thematic Briefs breakout session

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### Broad list of ideas :

- UHC – done in 2019
- Domestic Resource Financing
- Climate Change – done in 2019
- Primary Health Care
- Health System Strengthening
- ROI and Economic Development
- Gender – done in 2019
- Human rights
- Emergencies
- Innovative Financing
- Antimicrobial resistance
- Vivax
- Digital data and surveillance
- Nutrition
- Next Gen technologies
- Malaria and NTDs
- Pneumonia and Malaria
- Multisectoral action – done in 2019
- Innovation and Access