

Speed Up IPTP Scale Up!

**2021 virtual 'sign-in'
momentum**

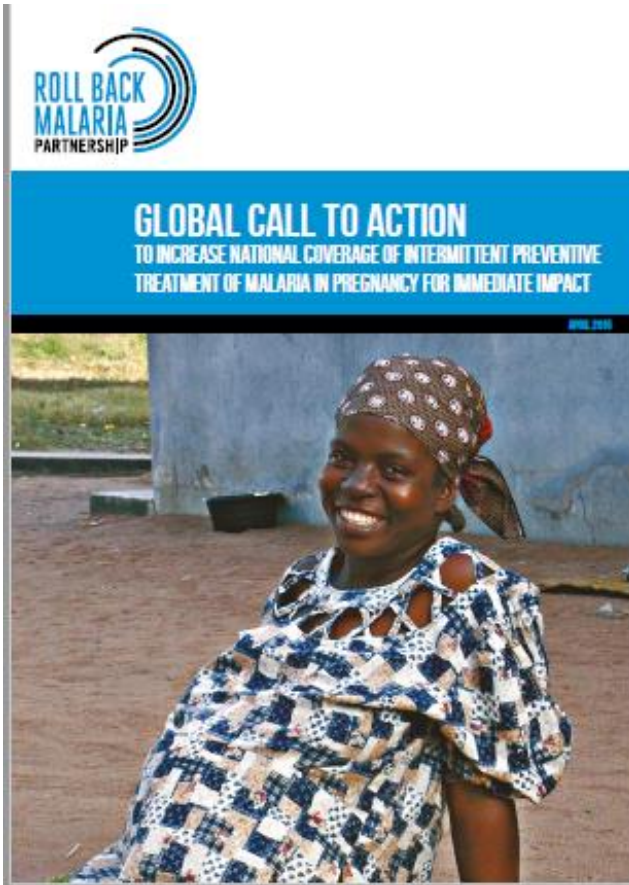
Silvia Ferazzi, MMV

RBM Partnership MiP WG
Annual Meeting

28 September, 2021



Successful MIPWG advocacy 2015-2020



2015: Global Call to Action

Media briefings

RBM Partnership to End Malaria

SAVE THE DATE

Malaria in pregnancy is a major public health problem, with ~11 million pregnancies exposed in Sub-Saharan Africa each year. Malaria in pregnancy can lead to miscarriage, premature delivery and poor future health outcomes for the child and mother.

Yet, only 1 in 3 eligible women take a full course of intermittent preventive treatment (IPTp) during pregnancy to protect both mother and child from malaria.

As we fight COVID-19, we must also act now to increase IPTp coverage and save lives.

AMBREN

Ministère de la Santé et des Affaires Sociales

RBM Partnership To End Malaria

World Health Organization

SPEED UP IPTp SCALE-UP

Photography by Maggie Hallahan

2020: Speed Up IPTP Scale Up



Speed Up IPTp Scale-up! What's going on? 2021

Messages delivered on Web and social media on international days

Technical webinars, e.g. RBM MIPWG webinar on community delivery of IPTp

Outreach to engage African First Ladies as champions: opinion piece by First Lady of ROC and Chair of OAFLAD

Video statements by First Ladies of Ghana and two Nigerian States

Media briefings

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Speed Up IPTp Scale-up! What's next? 2022

Some opportunities to build political momentum:

- African First Ladies – OAFLAD General Assembly (TBC)
- Ministers of Health – WHO Regional Committee for Africa
- Heads of State - Commonwealth/Francophonie Summits (TBC)
- 7th Global Fund Replenishment



Transition: 2021 “sign-in” momentum

Why? To enlist new champions and influencers to continue building momentum towards engaging political leaders in the following year

What? Platform (webpage) encouraging advocacy support through 4 touchpoints.

When: Launch on 2021 Universal Health Coverage Day, 12 December



Touchpoints 1 and 2: open letter and compelling stories

Illustrative examples from unrelated campaigns

- **A letter to African decision makers** urging leadership on scaling up universal access to IPTp
- **A few selected (existing) visuals with compelling data and stories** – e.g. videos, infographics, slide shows, etc.



Protect the Progress

Rise. Refocus. Recover

We are living in unprecedented times. Billions of lives have been disrupted. The global economy has been endangered. COVID-19 has laid bare severe inequalities and started to unravel decades of progress in the health and well-being of women, children and adolescents.





Touchpoint 3: Sign-in space – target: 1000 signatures over one year to support the open letter



Sign the letter

First name *(Required)* Last name *(Required)* Occupation

Consent *(Required)*

I agree for my name to be added to the list of signatories

List of signatories



Touchpoint 4: at least 5-10 VIP video statements

Criteria for selection of priority VIP champions, ideally:

- Special focus on Africa, though with a few influential global statements
- In Africa, balance across linguistic communities and regions
- Gender balance, though with a strong presence of women
- Different constituencies across the public-private sectors – special attention to communities

Illustrative example from unrelated campaign



VIDE

Videos



Thomas Buttenschon, musician and co-founder of the Muchimba Music Foundation



Kenneth Cole, designer, activist and UNAIDS International Goodwill Ambassador



Sidiki Diabaté, musician



Youri Djorkaeff, CEO FIFA Foundation



Delivering the signatures to political decision makers

These signatures would be presented to African leaders in one or more of the 2022 events listed in the previous slides.

An additional opportunity could also be with Heads of State at the annual AU Summit at beginning of 2023



How can the members of the MIPWG contribute?

- Your views and additional ideas about how to make this initiative successful
- Your signatures and your support in getting as many signatures as possible from Africa and beyond
- Your support to the VIP video collection with your champions networks
- Your help in identifying opportunities to deliver the signatures to African leaders