

Resource Mobilization and Awareness Working Group
Notes of the Working Group Meeting: April 27-28, 2006
Reproductive Health Supplies Coalition Meeting
Held at: UNFPA, New York

Present:

Wolfgang Bichmann, KfW
Valerie de Filippo, IPPF
Jyoti Singh, PPD
Jaime Buitrago, Profamilia/Colombia
John Skibiak, RHSC Director (as of June 2006)
Terri Bartlett, Supply Initiative/PAI (Working Group Leader)
Joerg Maas, Supply Initiative/DSW
Meghan Cloud, Supply Initiative/DSW
Carolyn Vogel, Supply Initiative/PAI
Jess Bernstein, UNF
Hedia Belhadj-El Ghouayel, UNFPA
Kechi Ogbuagu, UNFPA-CST/Ethiopia
Margaret Neuse, USAID
Scott Radloff, USAID
Stan Bernstein, UN Millennium Project

Meeting Notes: Carolyn Vogel

Meeting Summary

The RMA discussed and decided on three areas of work that have emerged as a priority for 2006. These are 1. A mechanism to disseminate to and motivate the existing Civil Society networks on the issue (the Executive Committee endorsed the RMA moving forward with this); 2. Development of core messages and tool kit; 3. Coordinating country level work (including message development work, selecting priority focus countries for RMA work – and mapping priority countries of other RHSC work, developing recommendations to RHSC Secretariat on country membership and participation). Discussions and questions of RHSC members in the plenary report-out were supportive.

The Civil Society definition and recommendation paper was presented to the Executive Committee. The paper brought up some larger issues (such as broader RHSC membership) which the Executive Committee feels have not been fully resolved for the RHSC as a whole -- therefore, consideration of the Civil Society representation recommendation will be postponed until those broader issues are resolved (for example when clearer guidance regarding membership policy is established).

We decided to separate the workplan into two documents -- one will contain the actual work that the RMA is doing together in a coordinated fashion; the other will include the activities that are being conducted by individual members in the context of their own organization.

Detailed Notes:

The meeting began with an overview of RMAWG-related discussions during the RHSC Executive Committee Meeting. The paper summarizing the RMA's recommendation on the definition of Civil Society and representation at the RHSC was presented to the Executive Committee. The paper served

to raise broader issues of membership and representation that the Executive Committee has not yet resolved. For this reason, they will not move forward to consider the Civil Society recommendations until these membership issues are resolved in the TOR.

Terri Bartlett gave an overview of the Supply Initiative, the first phase of which is coming to a close this week. She informed the group that a Letter of Inquiry to the Gates Foundation and a proposal to the UN Foundation have been submitted for continuation of the SI to a phase II which will include resource mobilization and awareness activities.

What is it that the RMA will do together and coordinated vs. what is currently being done by RMA members as part of each organizations' work? Carolyn Vogel will take the current RMA workplan and separate those activities that are coordinated RMA work from those that are the work of a member independently. Some of the activities will transfer to the secretariat when it is operational.

It was decided that the MDG target work that was discussed in plenary is critical to many members, but not a topic for the RMA together.

Priority RMA activities:

1. A mechanism to disseminate to and motivate the existing civil society networks
2. Develop messages
3. Develop a way to coordinate at the country level

It was noted that if someone is not funded to do this work, it will not happen.

The RHSC needs a strong package of effective messages for use at the country level.

The group needs to be selective and narrow the focus on certain countries.

Most focus is on the public sector. The RMA also needs to look at the NGO sector, which is an important sector that tends to get neglected.

Message development needs to be done in coordination with UNFPA who has not yet developed country level messages. They should be targeted to the global, regional and country level.

We should make an effort to use existing regional networks such as WAHO (West African Health Organization) and EAC (East African Commission).

The group discussed what is meant by "messaging." The RHSC needs a short background piece to make the main points, then convert into "talking points" appropriate to different audiences.

Background

Key messages

Talking points

The "ask" refers to what it is that you want them to do. For example, we already know a few of these such as the 4 UNFPA questions (existence of budget line item -and use of that line item; existence of functioning RH supply coordination mechanism; RH supplies included on National Essential Drug List; and inclusion of supplies in financing mechanisms such as PRSP.) Other "asks" will need to be developed when work at other working groups are complete, eg. the choice of a financing option.

The RHSC needs to go through a process of endorsing the key messages.

UNFPA Parliamentary Advocacy Meeting on Supplies in Arusha 12-16 June. UNFPA is working with an internal communications specialist for this meeting. ACTION: Get name of communications specialist from Jagdish.

The Workplan will be summarized under three main activities:

1. Engagement of Civil Society (proposal to move forward with the development of a civil society network was presented and accepted by the Executive Committee)
2. Core Messages (a message toolkit will be developed by RMA members as described below)
3. Country level work (a. establishment of baseline country situation – Istanbul plus 5, b. country analysis/mapping to help identify RHSC focus countries, c. country participation recommendations to Secretariat)

Activities that the RMA plans to undertake in support of the transition of the new RHSC Director would be very small or would go away entirely after October 2006 so these activities have been included in a memo to the RHSC Director and have been removed from the RMA Workplan.

Membership issues and recommendations are now the responsibility of the Executive Committee and Secretariat.

Core Messages Discussion:

It was decided that the RMA needed to develop a set of core messages, then the more specific “asks” associated with these core messages (which would need to be tailored for specific countries and specific audiences), and put it into an advocacy tool kit or package that RHSC members could approve and which then could be used at the country level.

The group brainstormed a list of the key messages to be developed. It was acknowledged that we cannot develop some of the “asks” at the moment, because the content of the ask depends on the work of the other working groups – for example, we need to know which new financing mechanisms will be adopted before developing an ask that encourages the adoption of it. The general message, however, can be developed now (i.e. generic supportive statements for the need for market development approaches and new financing mechanisms).

Message 1: Reproductive health in general and why it is important

Message 2: Reproductive health supplies and why they are important and how to address the supply crisis

Asks (can be developed now): The four UNFPA indicators:

1. RH supplies included in National Essential Drug List
2. Budget line item for RH supplies exists and is used
3. Existence of a functioning country coordinating mechanism for supplies
4. Presence of RH supplies in national financial frameworks (PRSPs, etc.)

Message 3: The need for effective use of existing structures and funding.

Generic Ask: System strengthening: (develop generic ask until specific ask is decided by SS)

Generic Ask: Market development: (develop generic ask until specific ask is decided by MDA)

Generic Ask: Public-Private partnerships: importance of encouraging private sector involvement in supply issue (develop generic ask until specific ask is decided by MDA)

Developing the Advocacy Package or Toolkit: the Process

Consultant 1: Collect and assess available advocacy materials and information related to supplies from partner organizations. The Supply Initiative would support this work.

Materials: Repositioning FP materials; UNFPA organized parliamentarian meeting on supplies; materials developed for the DSW/JSI/KFW/USAID workshop; WAHO materials on CIB (coordinated informed buying), UNFPA and SI materials, CA publications, and other;

Consultant 2: Engage a consultant to take the gathered material and develop a package of draft messages followed by a section that would include the asks in brief talking point format. USAID will investigate possibly supporting this consultant. Tasks that the two consultants would undertake were discussed and included the following:

- Develop messages
- Develop asks in brief talking point format
- Write an introduction/overview on why messages are important: what are they, how are they used, what is an advocacy kit? How to tailor messages for different audiences.
- Coordinate with Secretariat on use of consistent language and terms (supplies, commodities, security, etc.)

Audience discussion: The audience for the messages and kit/package include audiences primarily (but not exclusively) at the country level. The global and regional levels are also critical – at the global level, a continuing focus on bilateral donors, multilateral donors and the World Bank are necessary. At the regional level, the West African Health Organization and the EAC (East African Commission) should also be considered important audiences and targets. RHSC members represent audiences at global, regional and country level

Part of the purpose of the Workshop at the RHSC will be to develop core messages tailored to various audiences. Countries are different so message need to be tailored, will need eventual fine-tuning.

Timeline:

Task	Timing	Funder
A. Desk Review: collect materials: two months	May-June 2006	Supply Initiative
B. Review of materials, message development	July-August 2006	USAID
C. Prepare mock-up of package	By October RHSC meeting	USAID
D. Production and testing	TBD	TBD

RHSC Message Workshop: Required for this activity would be an additional special meeting around the time of the October RHSC meeting (could be the Tuesday before the meeting) to work with select RHSC members (RMA plus other working group leaders) on the messages.

Country Discussion:

The following issues were discussed:

1. What do coordinated country level RHSC RMA activities look like: Country coordination means that RHSC members and donor agencies would communicate out to field staff, offering guidance and materials such as the advocacy messages developed. We will build on existing country coordinating mechanism and build linkages with other country networks and issues eg. HIV, PRS and civil society.
2. What is the process to map out our recommended priority countries?

Criteria could include:

- Where members have presence – where there is readiness
- According to financing mechanism in place (one with sector approach, one donor dependent, one with coordination issues, one independent)
- Does one start where you have a better chance of success because of existing mechanisms or where there are built-in potential obstacles such as a strong sector-wide approach?
- Are we going to test our approach in a few countries, or are we looking to very wide dissemination such as the strategy for the Essential List? We are not confident enough in a broad dissemination. We need to pick a few countries in which to do some supportive work.
- Other criteria could include strength of civil society, status of developed civil society in the country

Time frame for country selection: since we don't even have our core messages developed, we do not need to rush the completion of country selection.

The group completed the chart below showing some important indicators. Note: the following chart is being expanded with information from the other two working groups such as the SSWG's chart created for country selection of the RHI and several additional indicators from PAI.

Istanbul Country (plus two DFID study countries)	Existence of selected criteria
Bangladesh	SWAP, PPD, USAID, IPPF, UNFPA
Ethiopia	SWAP, MP, USAID, ACP, PEPFAR, DSW, IPPF, UNFPA
Indonesia	SWAP, PPD, IPPF, UNFPA
Nepal	USAID, IPPF, UNFPA
Kenya	SWAP, budget line, MP, PPD, USAID, ACP, PEPFAR, IPPF, UNFPA
Turkey	IPPF, UNFPA
Mexico	PPD, no UNFPA
Nigeria	DFID study, MP, PPD, USAID, ACP, PEPFAR, IPPF, UNFPA
Vietnam	PEPFAR, IPPF, UNFPA
Zambia	DFID study, basket funding, USAID, ACP, PEPFAR, IPPF, UNFPA
Uganda (DFID study)	DFID study, MP, PPD, USAID, ACP, PEPFAR, DSW, IPPF, UNFPA
Cambodia (DFID study)	DFID study, SWAP, MP, USAID, IPPF, UNFPA

Abbreviations: SWAP: sector wide approach; PPD: Partners in Population and Development; MP: Millennium Project; ACP: EC's Africa, Caribbean and Pacific.

To be added to the above matrix: unmet need, supply donors, SSWG's RHI countries. Look at sub-regional priorities (WAHO, EAC) rather than countries. Look at who has a strong social marketing presence. Also consider mature programs, countries with all players, countries with only one player, and "virgin" countries.

3. Recommendation flowing from number 2 such as use of identified countries to assist in determining country RHSC membership.

Airline Tax:

The plans for using revenue generated by a new airline tax (agreed to by France and a few other European countries) is still focused on HIV treatment – in particular on pediatric ARVs. The RHSC could ask that the prevention of HIV (condoms) also be included.

Plenary Report Out:

Scott Radloff: Core RHCS Messages

- A priority for the RMA will be to develop a set of core messages that can be used by RHSC members in advocating for RH supplies issues: why RH is important in general; why RH supplies are important specifically; and how to address RH supplies needs.
- Target audiences: country programs and civil society; focus on country-level first, then on regional and global levels.
- Two tiers of messengers: RHSC members and the partners and networks our members work with.
- Activities moving forward will include:
 - Desk review: RMA will collect messages from multiple sources, including those already developed by the Coalition and its members, related networks and partners
 - Consultancy (need to coordinate with consultancy for UNFPA's Parliamentarians meeting on supplies in June) for development of draft RHSC messages
 - Review of messages by the other two WGs and the Executive Committee in October in conjunction with the RHSC meeting: RMA plans to convene a side meeting (half or full day) for the review.
 - Revisions, final draft, and production of a kit that will be pilot tested before the RHSC meeting in April 2007. (Costs for production of the kit and to what extent countries would contribute will be analyzed.)
 - Based on lessons learned from the pilot, the RMA and Coalition Members will develop a plan to operationalize the approach.
 - The "Ask" is what we would like to see in country and will vary, according to the country.

Margaret Neuse: Discussed Country-level RMA activities and presented the country mapping that the RMA is undertaking. A draft of the country mapping chart will be sent around to RHSC members.

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- How to select countries for RMA activities
 - Selection to be finalized by the end of the RHSC October 2006 meeting
 - Start with the 10 countries invited to the Istanbul meeting and those involved in the DFID study
 - Identify those where current level of activities indicates interest, progress, commitment
 - Identify countries where RHSC members have a presence and staff who could participate in RMA efforts

- Identify which countries have potential obstacles
- Determine whether geographical diversity is desirable or not

Terri Bartlett discussed a potential new financing opportunity

Air ticket tax: 14 countries have subscribed to the program to date. The Coalition should:

- Find out how we can support the program
- Think strategically; if possible, encourage inclusion of prevention in the program (male and female condoms)
- Sandra Rolet, consultant from Brussels retained by KfW, has initiated contact with the French regarding the program and will forward any information she can gather.

Questions posed RHSC members during the report-out:

Core messages: What is the plan for feeding messages from the working groups to the RMA? Via the desk review process, communication will go out to the WG's.

There was some concern expressed regarding USAID involvement in the development of messages due to the compromises that might have to be made because of differences of opinion among the agencies and governments. Response: USAID would support activities up through the message mock-up stage, then hand it over to others to brand with their logo, adapt, and implement

Country level work:

Who would do the country implementation? For example, in Bangladesh, there is already a donor coordination consortium. We would draft an "information note" for agencies to send to their field staff.

What is the long-term plan for follow-up? We don't know – the pilot countries will help us to design this process. We would want the in-country coordination mechanism to implement this – we would offer the technical assistance and materials.

How does country selection relate to SPARCHS and its indicators? We could overlay SPARCHS with the indicators used for country selection.

The RMA will create the enabling environment for messaging. When the tools of the other working groups are complete, we will know that "ask" and can include them in the messages.

Airline Tax:

It is difficult to see how the airline tax will fit into the strategy of long-term predictable funding and bringing prices down (contraceptive supply is far more developed than pediatric ARV supply – so bulk purchasing of contraceptives won't offer the same cost savings). Alternatively, we could ask for a different use outside of that strategy... and perhaps female condoms. What would RHSC members need in order for their agency to voice support for the Airline Tax (USAID could not participate, but could offer encouragement to France)? Needed is a small outline of what the RHSC would recommend. We need to look for other mechanisms since the airline tax will only bring 300 million total.