2019-2020 Campaigns
Outline

5 min: Recap 2018-2019 Campaign Year
2 min: Reporting Forms and Coaching Calls
5 min: Fundraising 2019-2020
10 min: Advocacy 2019-2020
5 min: Community-Building 2019-2020
2 min: Campaigns Timeline 2019-2020
2018-2019 Fall and Spring Highlights

Network Strength and Growth
- 6 new teams started since July 2018
- 300+ active participating members
- 200+ MoCs represented by network
- 140 coaching calls since January 2019
- 500+ team meetings since July 2018

Education
- 40+ Bending the Arc screenings since July 2018
- Global health curriculum used by at least 7 teams
- 100+ PIHE Events held since July 2018
- New Website and Crash Course

Fundraising
- $40,000+ raised since July 2018
2018-2019 Fall and Spring Highlights

**Advocacy**
- 30 Congress meetings since July 2018
- 72 LTEs written and 14 published since July 2018

**Congressional Advocacy Successes**
- Bilateral TB funding increase: $41,000,000
- PEPFAR funding increase: $50,000,000
How do we know any of this? Reporting forms!

Team Reporting Forms:
In an effort to track actions taken by teams, we ask that teams let us know when they’ve completed any of the actions below. Should any questions arise, please email engage@pih.org

1. Kickoff Retreat → Click here
2. Education & Community Building Activity → Click here
3. Fundraising Event → Click here
4. Member of Congress (MoC) Meeting → Click here
5. Letter to the Editor (LTE) submission → Click here
6. Hand-written letters and calls → Click here
How do we know any of this? Coaching Calls!

Coaches:
  Cynthia, Sally, Chelsea, Aisha, Shannon, Grace, Jade, Laura, Gaby, Ryan, Julianna, Vincent, Margaux, Nick
  Cumulative 50+ yrs with Engage as members, leads, coordinators, coaches

Why?
  • Leadership development
  • Organizing practice
  • Overcoming organizational challenges
  • Sharing skills
  • Relational support
  • Accountability
Fundraising 2019-2020
Stand with Haiti: The Challenge

- PIH-Haiti (aka Zanmi Lasante) partnership University Hospital of Mirebalais provides care for 3.5 million people (1/3 of Haiti’s population)
- Lowest HIV rates in PIH-supported areas
- Government has not invested in health sector; <4% of budget
- Major PIH funder, PEPFAR, is cutting $1 million in funding next year; this funding goes to many important programs for over 10,000 HIV patients
Programs impacted by cuts

Staff, Stuff, Space, Systems, Social Supports

- Community Health Worker Salaries
- HIV Education Programs
- Group Therapy for Adolescents
- Sexual Reproductive Health Services
Fundraising Targets

November Fundraising target: $100,000
Total donors goal: 3,500

Initial Steps:
1. Set up your personal fundraising pages
2. Launch in early November
3. Look out for a fundraising webinar with details on fundraising
Advocacy 2019-2020
Advocacy Targets

● Meetings with Members of Congress by Skype or in-District or in-D.C. (1-3 per member per semester)

● Calls to Members of Congress (1 per member per semester)

● Letters to Members of Congress (1 per member per semester)

● Publishing Letters-to-Editors (1 per team per semester)
Global Fund (GFATM)

- The Global Fund to Fight AIDS, Tuberculosis and Malaria (The Global Fund) is a multilateral financing agency created in 2002.
- Since then, $50 billion dollars has been transferred from donor countries to help prevent 27 million unnecessary deaths in over 120 countries.
- The U.S. is the Global Fund’s largest single donor.
- U.S. support for the Global Fund has always been bipartisan.
Wealth Distribution

Malaria Deaths
Global Fund: Our Ask of Congress

- Global funding goal is $18 billion in the next 3-year period, U.S. funds maximum of one-third

- We want the House and the Senate to commit to a **$2 billion investment for each FY20 and FY21**.
  - FY20 runs October 2019 to September 2020

- How your members can support: submit an appropriations request form to Senators Graham and Leahy, or Representatives Lowey and Rogers, the Chairs and Ranking Members of the State and Foreign Operations Subcommittees of Appropriations.
Bilateral TB Funding

- TB is preventable and curable
- TB is the leading infectious killer in the world
- 4,900 TB deaths globally each day
- 234,000 children died of TB last year
Wealth Distribution

Tuberculosis Deaths
Bilateral TB Funding: Our Ask

- Current funding is $309 million each year
- Ask members for $400 million in TB funding in the FY20, FY21 budget
Universal Health Coverage

U.S. alone spends $3.5 T on healthcare each year.

An increase of $3.9 T by 2030 in health systems strengthening could prevent 97 million premature deaths.
3 Points to Teach your Member of Congress

1. PROBLEM: Currently at least half of the world’s population lacks access to essential health services

2. PROBLEM: Out-of-pocket expenses drive almost 100 million people into poverty each year

3. SOLUTION: Additional funding is needed to supply quality care for all and protect people from financial risk.
UHC 2019-2020 Targets

1. Hill Day Goals: 1) Educate Members of Congress 2) Ask questions and report back on any champions for global UHC

2. Birddog UHC into candidate policy platforms

3. Broaden support for Medicare for All Act of 2019
UHC 2019-2020 Targets

1. Hill Day Goals: 1) Educate Members of Congress 2) Ask questions and report back on any champions for global UHC

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Education & Community Building
2019-2020
Network Targets: Education & Community

100% member completion of **Crash Course**

100% team screening of **Bending the Arc**

Team-driven activity on **Global Health Curriculum** and other education items
Crash Course Orientation

• Intro to Global Health Equity
• PIH Organizational History and Theory of Change
• PIH Engage History and Theory of Change
• How We Organize to Build Power
• PIH Engage Online Resources
• PIH Engage Network Campaign Goals
• Setting Your Goals for This Year
Covers:

- PIH Founding in Haiti
- Community Health Work in Haiti; efforts on TB
- Stories of PIH Leaders
- PIH in Peru; work on MDR-TB; patient stories
- WHO MDR-TB Policy Change and Drug Pricing
- HIV/AIDS Activism
- PIH HIV Equity Initiative in Haiti; patient stories
- PEPFAR and GFATM creation
- Public health debates
- Declaration of Change
- PIH in Rwanda
- PIH and Ebola
- PIH after the earthquake in Haiti
- Mirebalais Hospital in Haiti
Global Health Equity Curriculum

Mission and Values of PIH
- History and Values of PIH | PIH Change Narrative 1984-2010
- Structural Violence: Addressing the Root of Illness | “Health, Healing, and Social Justice”
- The Right to Health Movement | “A Movement for Global Health Equity

The PIH Approach to Health Care Delivery: PIH Engage’s Role to Echo, Amplify, & Advocate
- From Theory to Practice: Four Social Theories for Global Health | “The Art of Medicine: four social theories for global health”
- Health Care Delivery: Staff, Stuff, Systems | “Redefining global health-care delivery”
- Horizontal vs. Vertical: Challenges in Approaches to Global Health | “Mass campaigns versus general health service: what have we learnt in 40 years about vertical versus horizontal approaches?”
- Scaling Up in Global Health: Bridging the “Know-Do” Gap | “Chronic Infectious Disease and the Future of Health Care Delivery”

Case Studies: Contextualizing with History
- MDR-TB: Redefining Health Care Delivery | “Optimism and Pessimism in Tuberculosis Control: Lessons from Rural Haiti”
- The AIDS Epidemic Launches Global Health | “Re-defining the Possible: The Global Aids Movement”
- Activists and the Success of PEPFAR | “Re-defining the Possible: The Global Aids Response”
- Structural Violence in High-Income Countries | “Life at the Top in America Isn’t Just Better, It’s Longer”
- Global Health Financing: The Need for Advocacy | “Bretton Woods to Bamako”
Study Notes

- Difference, Identity and Power
- Explaining Difference: “Culture,” “Structural Violence,” and Medical Anthropology
- Citizenship Across Borders
- Are We Responsible for the Suffering of Others?
- Moral Obligation in Mountains Beyond Mountains: What Are Our Responsibilities to Strangers?
- Globalization and Paul Farmer’s Reframing of Care
- Literature Review: How Research on Globalization Explains Structural Violence
- Literature Review: What Postcolonial Theory Tells Us about Haitian History and Struggle
- Unequal Global Exchange: Colonization, Politics, and Economics
- Poverty and Health
- HIV, AIDS, and the “Great Epi Divide”
- Service, Activism, and Mountains Beyond Mountains
- Glossary of Terms
Videos, videos, lots of great videos!

For List: bit.ly/engagelearning
Learning Resources for PIH Engage Teams

For List: bit.ly/engagelearning
Campaign Timelines 2019-2020
Using TI to start planning your activities!

Example 12-week semester schedule for teams

<table>
<thead>
<tr>
<th>Week</th>
<th>Lead</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>All</td>
<td>Recruiting Events</td>
</tr>
<tr>
<td>1</td>
<td>All</td>
<td>Intro Meeting</td>
</tr>
<tr>
<td>1</td>
<td>All</td>
<td>1:1s with all members</td>
</tr>
<tr>
<td>2</td>
<td>CBL</td>
<td>1st hour-long Team Meeting: Crash Course</td>
</tr>
<tr>
<td>3</td>
<td>CBL</td>
<td>Team Bending the Arc Screening + Discussion</td>
</tr>
<tr>
<td>3</td>
<td>AL</td>
<td>2nd Team Meeting: Write letters and make calls to Congress</td>
</tr>
<tr>
<td>4</td>
<td>CBL</td>
<td>3rd Team Meeting: GHC Discussion Make calls to Congress, setup meeting with Congress</td>
</tr>
<tr>
<td>5</td>
<td>AL</td>
<td>4th Team Meeting: Write LTES</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>school holiday/vacation week</td>
</tr>
<tr>
<td>7</td>
<td>AL</td>
<td>5th Team Meeting: Prep to meet Congress this week</td>
</tr>
<tr>
<td>8</td>
<td>AL</td>
<td>6th Team Meeting: Write and submit LTES</td>
</tr>
<tr>
<td>9</td>
<td>FL</td>
<td>7th Team Meeting: Setup personal pages and reach out to 5 people</td>
</tr>
<tr>
<td>10</td>
<td>CBL</td>
<td>8th Team meeting: GHC Discussion Make calls to Congress</td>
</tr>
<tr>
<td>11</td>
<td>FL</td>
<td>9th Team Meeting: Continue personal reach-out or event planning</td>
</tr>
<tr>
<td>12</td>
<td>AL CBL</td>
<td>10th Team Meeting: Write letters and GHC Discussion</td>
</tr>
</tbody>
</table>