



**Partners**  
In Health

ENGAGE

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 in Review



# 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

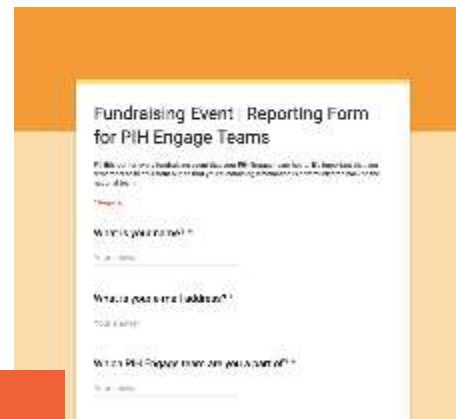
- Bilateral TB funding increase: \$41,000,000
- PEPFAR funding increase: \$50,000,000

# 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](mailto: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](#)



Fundraising Event | Reporting Form  
for PIH Engage Teams

PIH Engage is a proud member of the PIH family and we are excited to have you as a member of our team. We are looking for your input and feedback to help us improve our reporting process. Please fill out this form and submit it to the Engage team.

**Name\***

What is your name? \*

Your email

**What is your email address? \***

Your email

**Which PIH Paper team are you a part of? \***

Your email



Meeting with Congress | Reporting  
Form for PIH Engage Teams

Meeting with Congress is a key component of our work and we are looking for your input and feedback to help us improve our reporting process. Please fill out this form and submit it to the Engage team.

**Name\***

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**What is your email? \***

Your email

**Which team are you a member of? \***

Your email



Letter to the Editor Submission |  
Reporting Form for PIH Engage  
Teams

Letter to the Editor Submission is a key component of our work and we are looking for your input and feedback to help us improve our reporting process. Please fill out this form and submit it to the Engage team.

**Name\***

What is your name? \*

Your email

**What is your email? \***

Your email

**Which do you prefer to submit your work? Tell how you will  
submit \***

Your email

# 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

## Emergency Room in Mirebalais Hospital



# 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

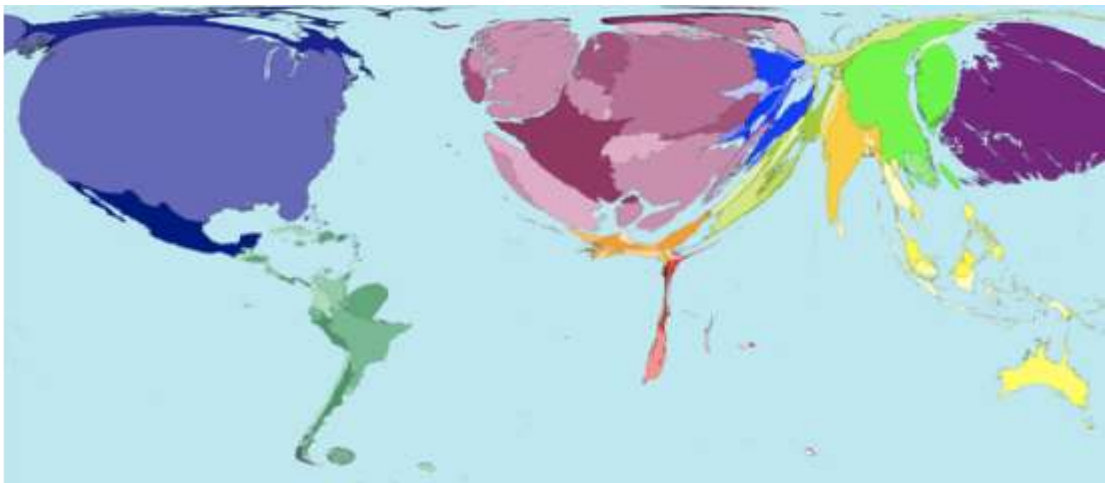
# Advocacy Targets

- 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





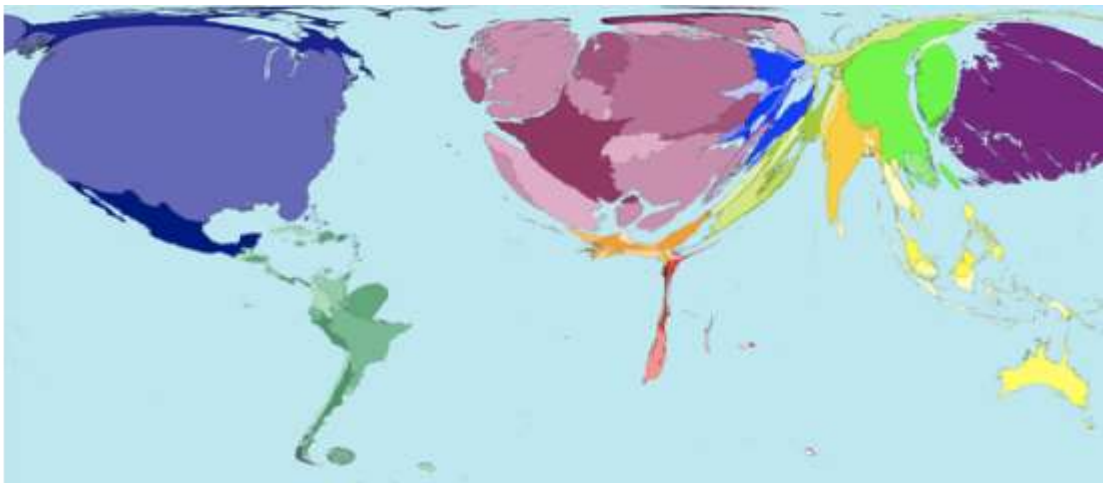
# Global Fund: Our Ask of Congress

- 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.

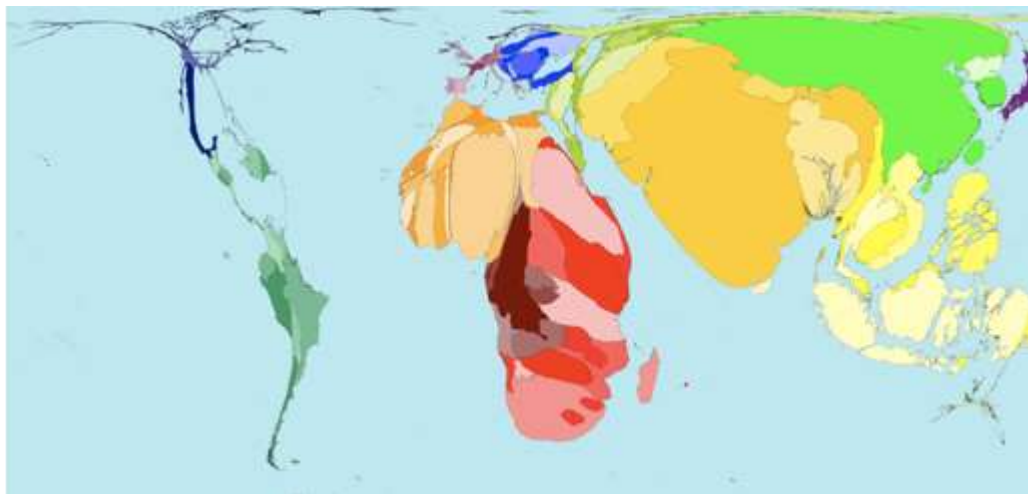
# Bilateral TB Funding

- 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*

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# Education & Community Building 2019-2020

# Network Targets: Education & Community

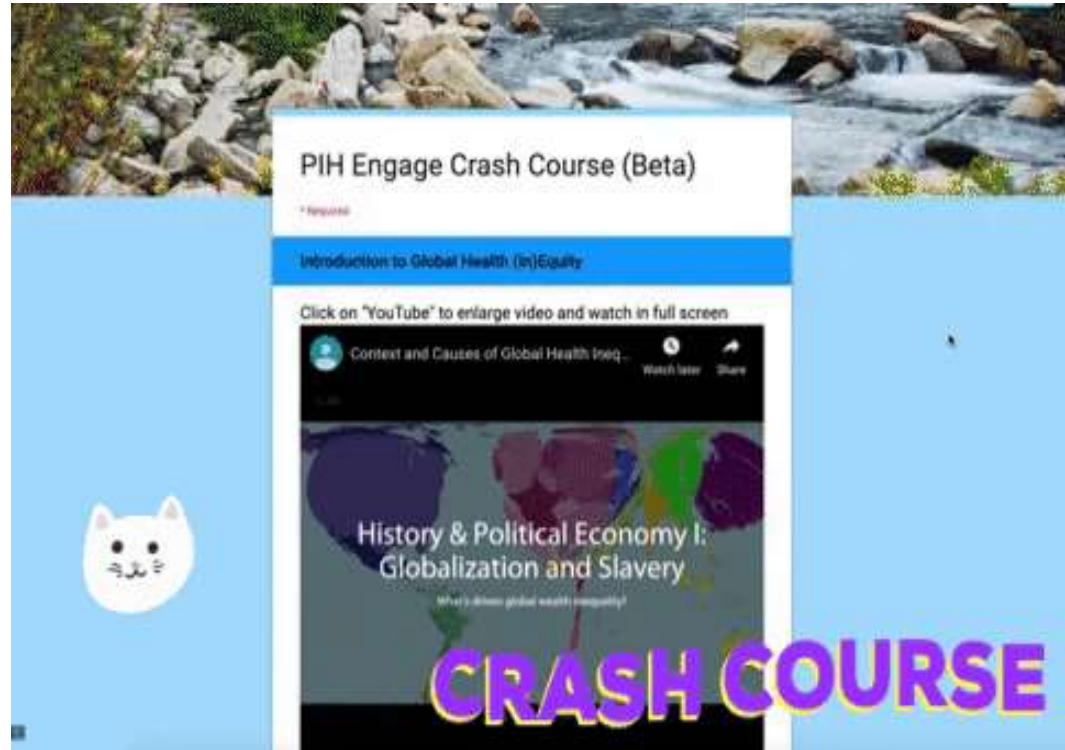
100% member completion of **Crash Course**

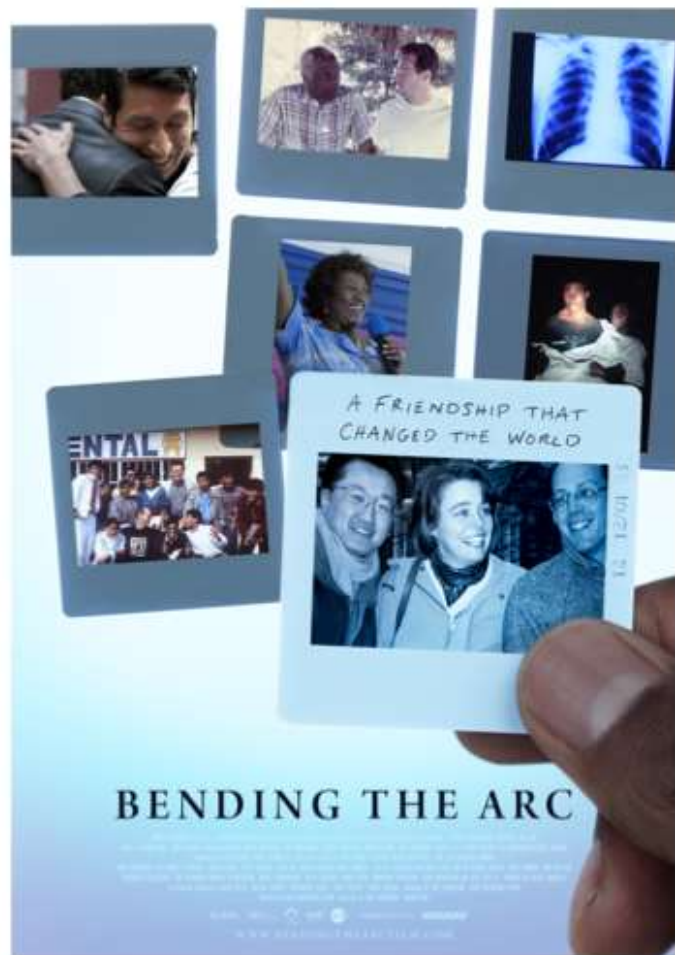
100% team screening of **Bending the Arc**

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 Cange
- 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"
- A Social Justice Approach to Global Health | "Health, Healing, and Social Justice"
- The Right to Health Movement | "A Movement for Global Health Equity"
- Leadership and Organization in the Movement for the Right to Health | "Leading Change: Leadership, Organization, and Social Movements"



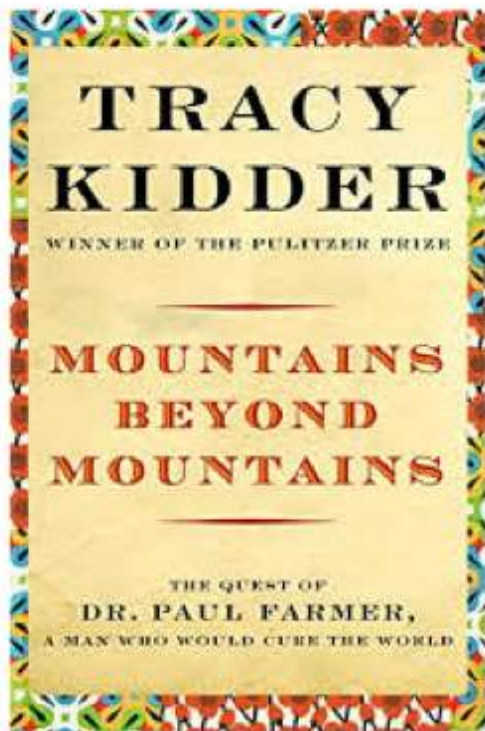
## The PIH Approach to Health Care Delivery: PIH Engage's Role to Echo, Amplify, & Advocate

- 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"
- Ethical Global Health Research | "Building Research Capacity in Africa: Equity and Global Health Collaborations"

## 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](https://bit.ly/engagelearning)



Building the Global Movement for Universal Health Care - Dr. Jo...

✳ Partners In Health | 69 plays



The Pursuit of Equity in Global Health Education - Dr. Michelle ...

✳ Partners In Health | 149 plays



The Role of Women in Community-Based Health Care - Graciela...

✳ Partners In Health | 60 plays

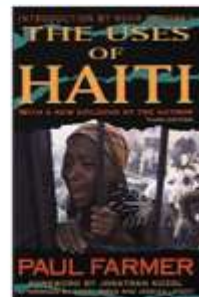
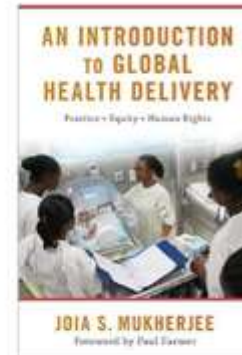


PIH's Approach to Delivery of Care - Dr. Marta Lado

✳ Partners In Health | 38 plays

For List: [bit.ly/engagelearning](http://bit.ly/engagelearning)

Book Lists	
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1	<b>Book Lists</b>
2	<a href="#">2019 Reads from PIH staff</a>
3	<a href="#">2016 PIH Summer Reading Picks</a>
4	<a href="#">2015 PIH Summer Reading Picks</a>
5	<a href="#">MIT Sloan Global Health Lab Readings</a>
6	<a href="#">Resistance Manual Essential Readings</a>
7	<a href="#">Top 10 Books by Paul Farmer</a>
8	<a href="#">Organizing: People, Power, and Change (Ganz)</a>
9	
10	
11	
12	Additional Recommendations from PIHers
13	<b>Non fiction</b>
14	King Leopold's Ghost—Adam Hoschild
15	Bury the Chains—Adam Hoschild
16	Colonialism and Neocolonialism—Jean Paul Sartre
17	The Globalization of Poverty and the New World Order—Michel C
18	Eichmann in Jerusalem, thoughts on the Banality of Evil—Hanna
19	Imperial Reckoning—Caroline Elkins
20	The Black Jacobins—CLR James
21	Avengers of the New World—Laurent Dubois





# Campaign Timelines 2019-2020

## Example 12-week semester schedule for teams

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

Using TI to  
start planning  
your activities!