PIH Engage 2020 Campaigns

Our Teams

Partners In Health
ENGAGE

Community Building Campaign

Community Building Goals

Network Goals

- 600+ Engagers are highly fluent in our **three learning objectives**
- 1200+ individuals are educated by PIH Engage teams about our learning objectives
  - These individuals are recruited to take action on our advocacy & fundraising campaigns

Team Targets

- 10 or more members complete the Crash Course
- 10 or more members attend 1+ Network Webinars
- Each team uses 3+ lessons from PIH Engage's educational resources
- Each team hosts 1+ public educational event with 20+ participants
  - Bending the Arc screening, local webinar, community roundtable discussions, etc.

If your team has accomplished all team targets, please reach out to smk181@case.edu to learn more about pursuing an education reform campaign!
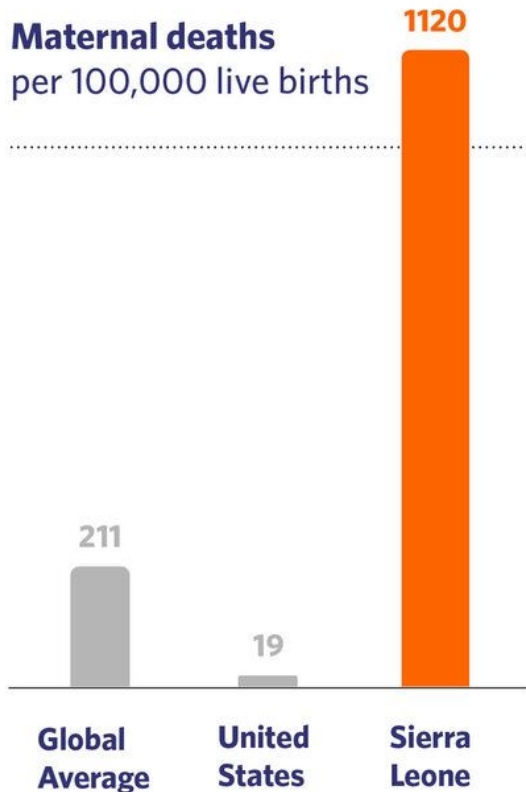
Learning Objectives

(1) Members understand and are able to explain the core values and concepts of PIH.

(2) Members are able to identify the impact of racism and colonialism on marginalized communities and understand the need to change systems, structures, policies, practices, and attitudes so that power is redistributed and shared equitably.

(3) Members comprehend and are able to explain the framework, context, and reasoning behind our fundraising and advocacy campaigns.

Fundraising Campaign

Fundraising

- A history of racial injustice
  - Slavery, colonialism, resource extraction, structural adjustment, civil war

- Sierra Leone Maternal Center of Excellence
  - View first 4:30 of John Green video
  - https://bit.ly/sierraleonejohn

Maternal mortality in SL

Maternal deaths per 100,000 live births

1120 — Sierra Leone
211 — Global Average
19 — United States

Data provided by UNICEF, Sept. 2019.

1 in 17 women in Sierra Leone has a **lifetime risk of death** related to pregnancy or childbirth.

Data provided by UNICEF, 2015.

# of medical doctors, nurses and midwives per 10,000 people

United States
85.50 nurses/midwives
25.95 medical doctors

Sierra Leone
0.25 medical doctors
9.96 nurses/midwives
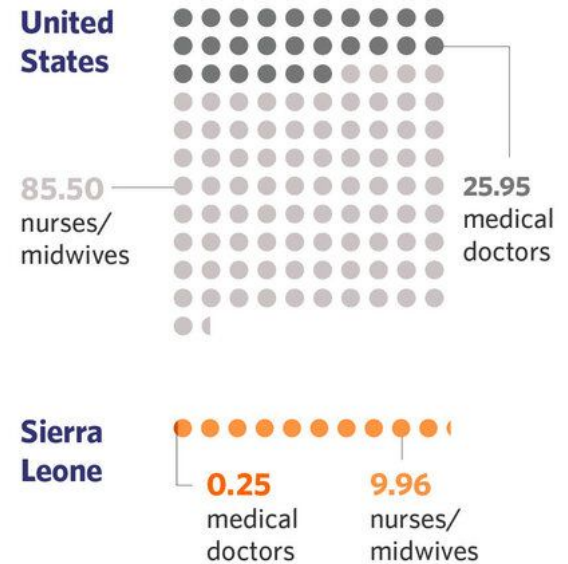
Data provided by World Health Organization, 2011.
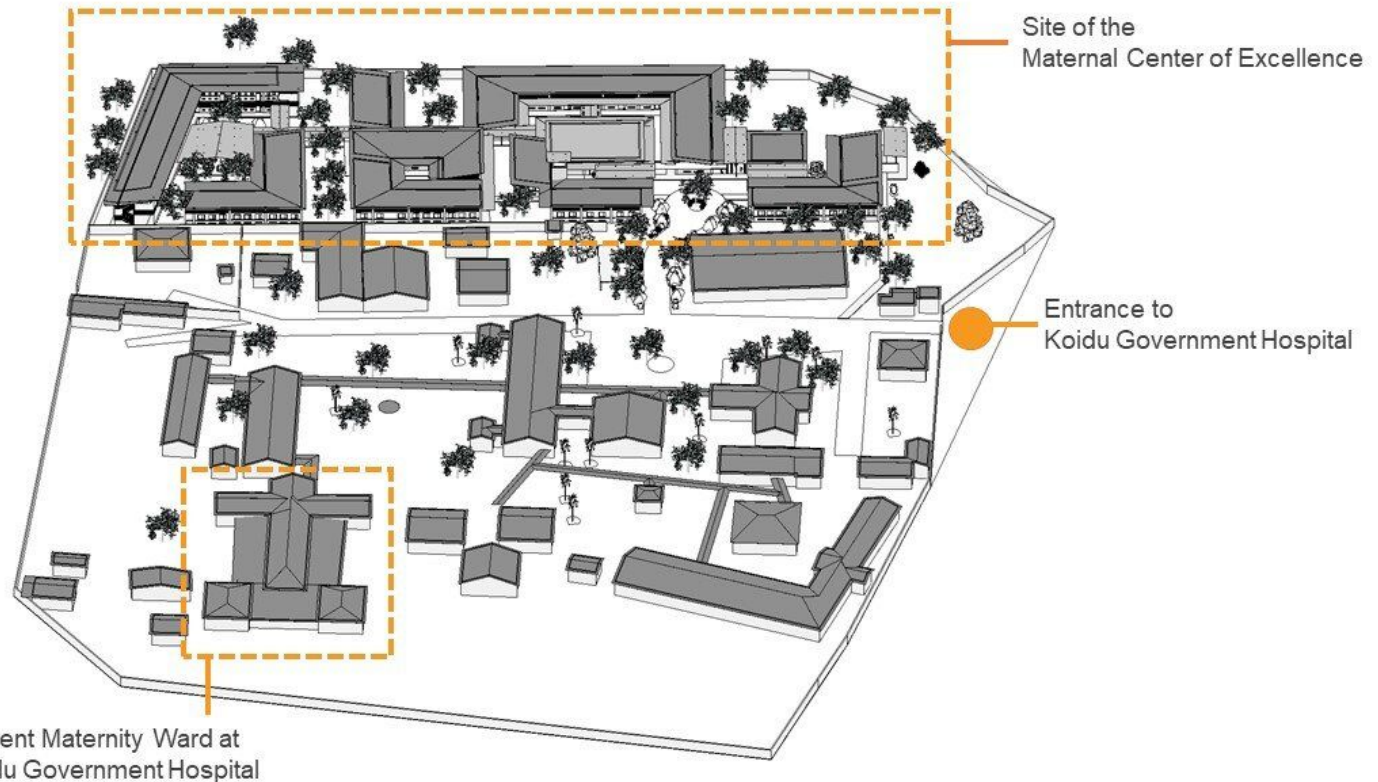
Recent Progress

39%
Increase in facility-based deliveries across Kono District from 2016 to 2018.

24%
Reduction in stillbirth rate at Koidu Government Hospital over 2018.

69%
Decrease in the critical time taken to identify if a pregnant mother needs a c-section at Koidu Government Hospital.

Site of the Maternal Center of Excellence

Entrance to Koidu Government Hospital

Current Maternity Ward at Koidu Government Hospital

Goal: $100,000
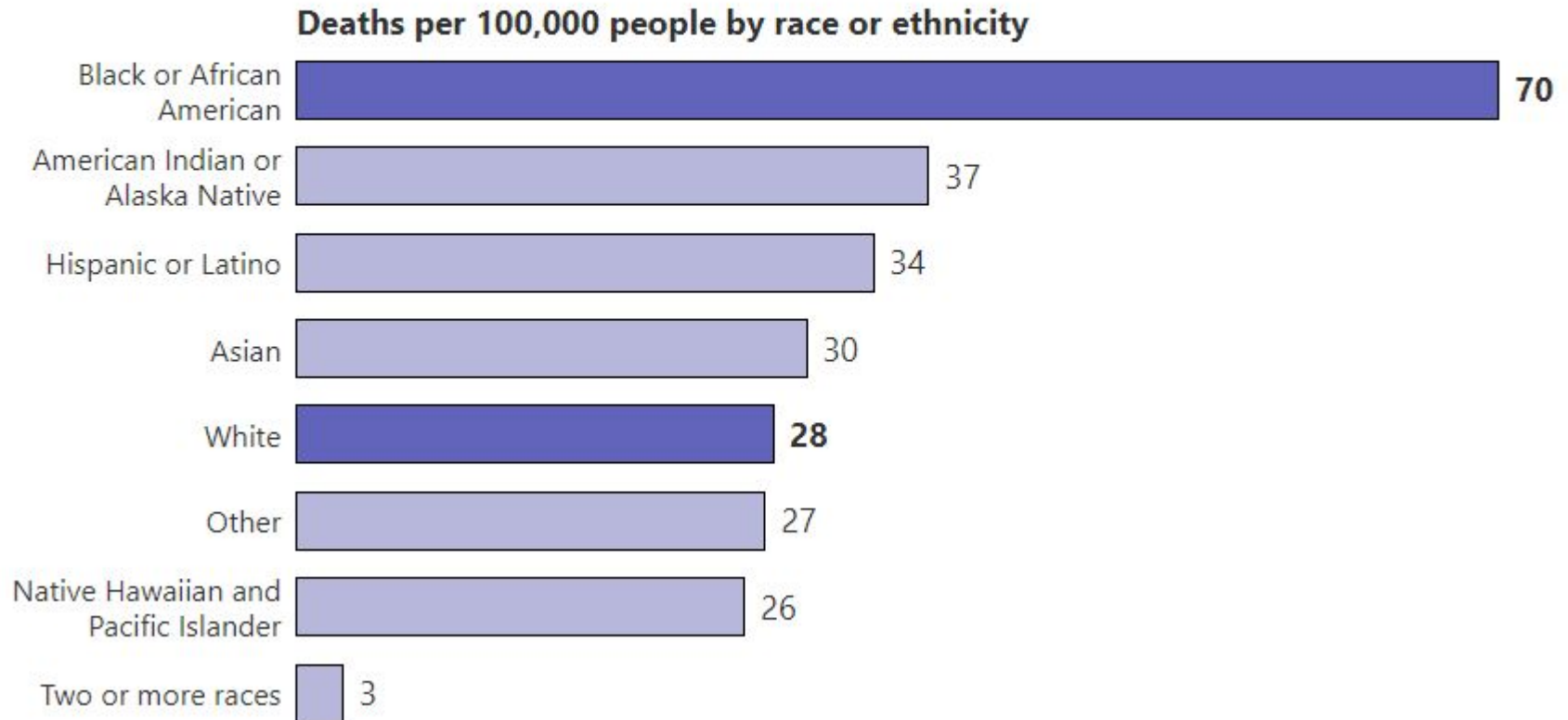
via 5+ donors per Engager, with 10+ Engagers per team

Why?

Partners In Health
ENGAGE

Advocacy Campaign

- Already weak health systems that fail to meet people's health needs (due to a lack of political will or resources) are being overwhelmed by COVID.

- COVID has exacerbated health disparities caused by policy that produces and sustains racial inequity.

- Outrageous disparities in health outcomes within and between cities, states, and countries is the result of lack of public investment in health and social systems to fulfill the right to health.

Nationwide, Black people are dying at 2.5 times the rate of white people.

Deaths per 100,000 people by race or ethnicity

Race or ethnicity	Deaths per 100,000
Black or African American	70
American Indian or Alaska Native	37
Hispanic or Latino	34
Asian	30
White	28
Other	27
Native Hawaiian and Pacific Islander	26
Two or more races	3

https://covidtracking.com/race

Solution

- Build back better: address immediate health needs with a coordinated global response AND use this moment to improve investments for the strengthening health systems globally.

- Investment through the 5Ss to meet health-related Sustainable Development Goals.

- Challenging structures that perpetuate global inequality.

Congressional Coverage
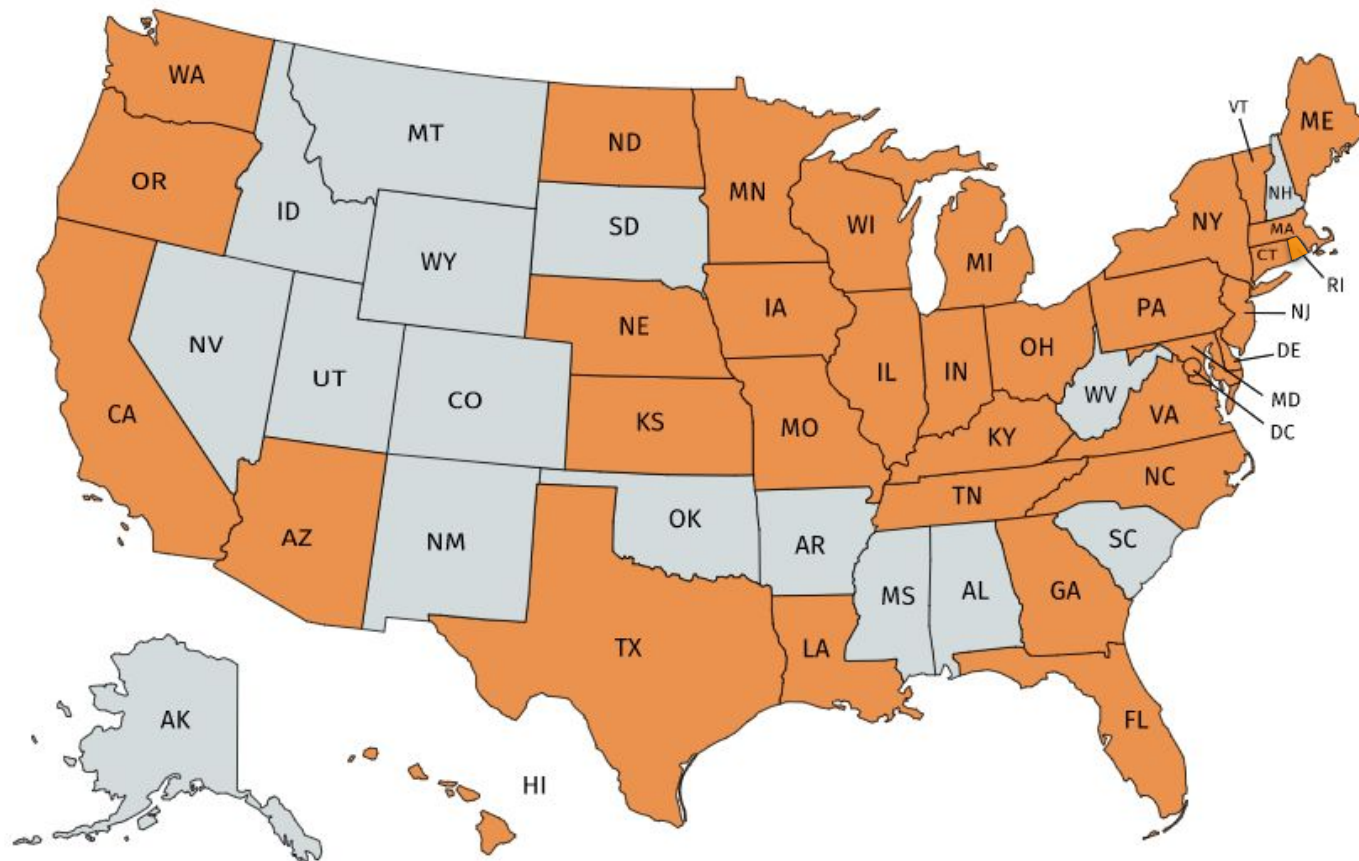
Theory of Change

- US residents taking collective action can have a real impact on Congress
- Congress controls massive funding that can support a more just COVID response and strengthen health systems
- As we grow and increase our network's capacity, we can amplify our impact on Congress

Network-wide Advocacy Goals

via Congressional action...

- Decrease disparities in health outcomes
- Advance health systems towards UHC

Team-level Advocacy Goals

- Build relationships with XX members of Congress based on your team

- Year-on-year growth in advocacy capacity and productivity

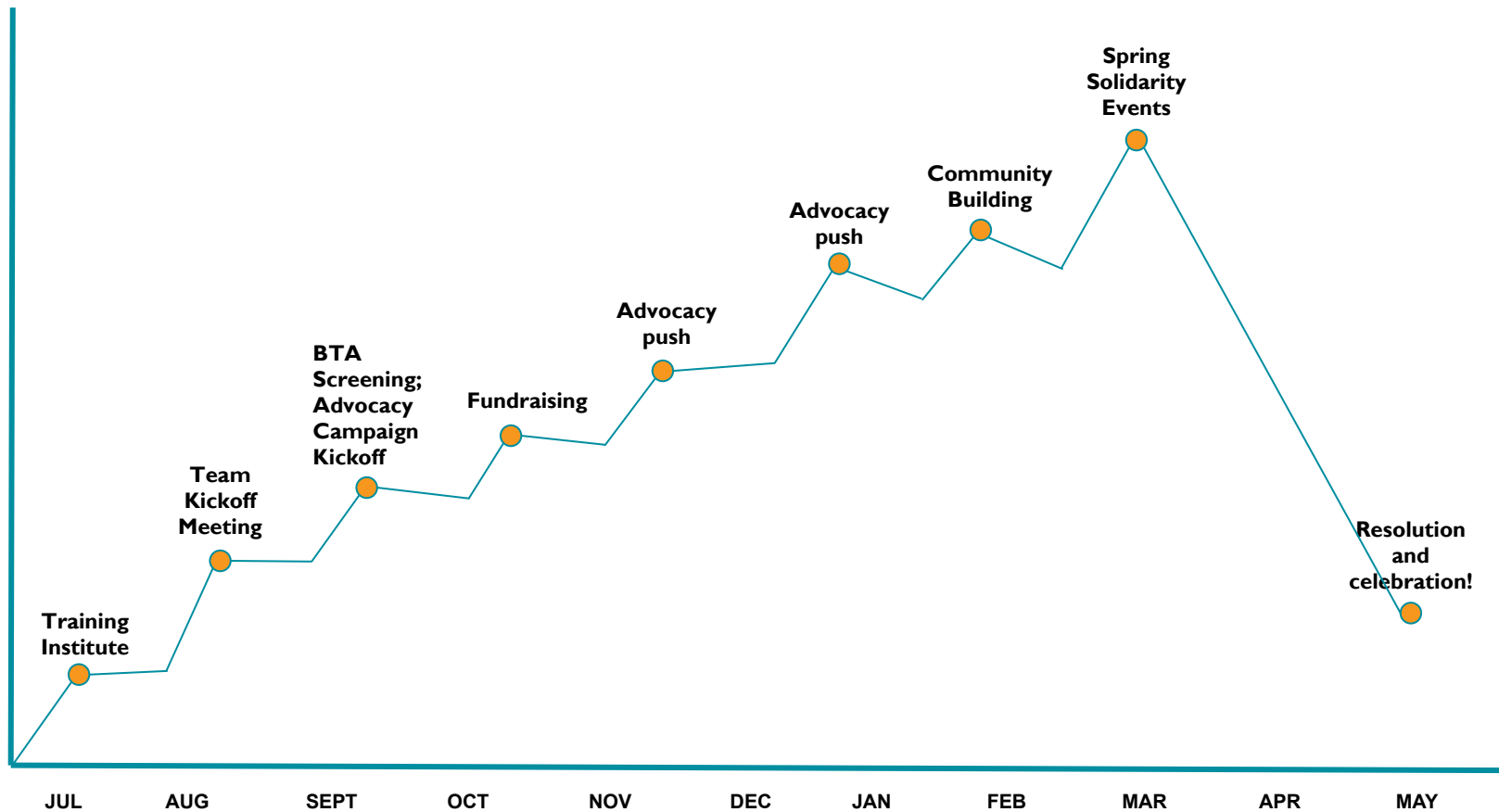- Produce concrete new action in support of an advocacy goal from a member of Congress

Our Strategy and Tactics

- **Strategy:** build relationships and power to influence congressional offices

- **Tactics:** Meetings, call-a-thons/write-a-thons, LTEs, direct action, etc!

Next Steps

- Wrap up and do follow-up from July meetings with MoCs
  - We hope to hear some legislative outcomes soon and will adjust strategy accordingly
- Strategize your team-level goals & strategy for the year.
  - Which MoCs can your team target? How many meetings, calls/letters, LTEs, direct actions can you make? When?
- Develop skills around tactics, learn about
  - 1) the threat of COVID, 2) how/why it disproportionately impacts BIPOC, 3) what's needed programmatically for epidemic control & HSS

Questions?