

# CEPA Communications Strategy

(Updated August 5, 2009)

The goal of the Campaign to End Pediatric AIDS (CEPA) is to increase coverage rates for prevention of mother-to-child transmission and pediatric treatment services from the current average of 30% to 40% to the globally agreed-upon target of 80%, and to ensure high-quality services. This central, compelling human dimension of CEPA – saving lives and improving overall quality of life for millions of women and children -- will serve as the basis for our communications strategies and messaging. It will appeal to a broad range of stakeholders, including advocates for global health, poverty reduction, women's rights, mother and child welfare, and related causes; the medical profession and public health experts, including pediatricians, infectious disease specialists, and community health practitioners; and politicians and elected government officials, particularly in Africa, Europe, and North America.

The compelling nature of the CEPA story will appeal to journalists reporting on a wide variety of beats, including family, health, human interest, human rights, international development, international affairs/politics, pharmaceuticals, reproductive rights, and women's issues.

Our communications strategy will seek to highlight the human and civil society dimensions of CEPA through core messaging (in advocacy and media relations) that will reflect and reinforce these outcomes:

- **Human:** People are empowered and lives are saved through better access to family-centered care and nutrition.
- **Civil society:** Civil society has a central role in achieving improvements in quality of life.
- **Local-to-Global Advocacy works:** Bottlenecks to deployment of ART for PMTCT+ on a large scale in Africa can be eliminated through our local-to-global advocacy model

Our communications activities will be broadly based and targeted in such a way as to allow us to shape media coverage of global AIDS, especially in Africa. The credibility of our messaging will be established through the program successes we report. CEPA communications activities will be directed towards sectors that include:

- African Governments
- Global/Regional Political Organizations – G8, UN, UNAIDS, EU
- Global partnerships – Global Fund
- National partnerships
- Professional organizations (medical, public health, international development)
- US Government (Administration, Congress)
- Newspapers of record in the US, EU, and Africa, and elsewhere as feasible
- Grassroots/Grasstops who can assist in shaping U.S. policies that affect CEPA goals (full funding for PEPFAR, USG contribution to the Global Fund, etc.)

# Major CEPA Communications Activities

## Phase #1: Laying the Foundation (Months 1-6): May – November 2009

**Key activities:** Assess needs and develop communications strategy; announce the program in October

### 1. Network communications:

- Assess program communications needs including: internet-based network communications; in-country partner needs *Completed*
- Development of web/internet strategy to facilitate network communications
- A CEPA network communications consultant will develop a needs assessment and prepare a set of recommendations by early July. *Completed*
- Coordinate ongoing development and implementation of network communications in conjunction with our M&E partner.

### 2. Planning/Implementation Conference – Nairobi, Aug. 19-21

Plan and deliver two sessions at the Nairobi Meeting:

- Overview of CEPA Communications Strategy (Day 1)
- Media tactical session – discussion of general media strategy, resources needed, and media plans for launch in October (Day 2)

### 3. CEPA Launch (See Addendum on pg. 4 for further detail.)

#### A. Johannesburg, October 20-22

- Internationally-focused press event in Johannesburg announcing the launch of CEPA on Oct. 22

#### B. Post-Johannesburg, October-November

- Optional follow-on press conferences in national capitols of CEPA countries to announce the global and national launch of CEPA
  - Opportunity for in-country national partners to showcase their CEPA affiliation
  - Suggested core press materials (generic press release, talking points, letter to the editor, Op-Ed piece) provided electronically to permit tailoring/adapting to the local situation at the discretion of the CEPA partners.
- Follow-on media availability for Paul Zeitz in Washington, DC, with US-based reporters/writers after return to DC.
- Official campaign announcement to key external constituencies
  - US Government (Administration, Congress)
  - Global Political Organizations –UN
  - Global partnerships - Global Fund for ATM
  - National partnerships
  - Professional organizations
  - GAA grassroots networks
  - Faith and community organizations

## **Phase #2: Initial Implementation: (Months 7-18)**

**Key activities:** Continue to work with regional and country partners to identify stories for media placement in-country and internationally; leverage CODEL visit to Africa for media coverage of CEPA; second annual conference; ongoing communications with key external constituencies.

### **5. Creating a web-presence for CEPA**

- Build a web-presence for CEPA to share successes with a global audience
- Provide CEPA-related resources to advocates in other parts of the world via the web.

### **6. Building/strengthening network communications horizontally among national partners, and vertically with national-regional-global partners**

- Introduction of CEPA communications network, with accompanying training and development of CEPA partners,
- Email-based newsletter to keep all partners up-to-date

### **7. Ongoing support to in-country media/communications about CEPA**

- Assistance with messaging, story development, linking to World AIDS Day and other highly-visible public events

### **8. Advocacy outcomes, as achieved, become basis for press releases, media outreach, posting to website.**

- Best practices and successes become the basis for media outreach, and sharing best practices with global partners, and all CEPA network participants.

### **9. CEPA-Sponsored Congressional Delegation (CODEL) to Africa in 2010**

- Leverage domestic U.S., in-country, and international coverage of CEPA through a highly-visible CODEL

### **9. Seek speaking opportunities in US and international venues for CEPA partners.**

### **10. Engaging grassroots and faith and community organizations in CEPA advocacy**

- Build support for funding PMTCT, family-centered care and nutrition and other CEPA priorities

## **Phase #3: Refinement, Full Implementation, and Evaluation: (Months 19-36)**

10. Continue to seek speaking opportunities in US and international venues to promote the results of CEPA local-to-global advocacy model.

11. Look for opportunity to report on CEPA outcomes in the professional literature.

12. Ongoing communications with key external constituencies about program progress, lessons learned, best practices, and outcomes.

## ADDENDUM

# Media Plan for CEPA Launch

## August

### **Nairobi – August 19-21, 2009**

- Review overall media strategy with national partners during small group breakout sessions on media on day 2.
  - October 22, 2009, press conference in Johannesburg
  - Follow-on press activity in CEPA countries following Johannesburg
- Seek partner input and ideas for follow on press activity post-Johannesburg
  - Materials and resources that would be helpful
  - Messaging

## September

- Development and drafting of press kit materials for Johannesburg press event on October 22
- Development and drafting of generic press materials for in-country media work post-Johannesburg
  - Use input from Nairobi meeting (see above)
  - Regional and national partners to review drafts

## October

- **October 22, 2009, press conference in Johannesburg**
  - Afternoon of 10/22/09. Guest of honor: Mrs. Graça Machel. Other guests/speakers to be determined.
  - Media targets:
    - Influential newspapers and radio stations throughout the African continent, especially sub-Saharan Africa
    - Influential newspapers in the global north which have press operations in South Africa
    - Selected TV and radio outlets with operations in Johannesburg, including Al Jazeera English, BBC, SAB, and CNN
- **Week of October 26 (suggested) – In-country media outreach**
  - Suggested follow-on media outreach in-country by national partners after returning home from Johannesburg, to announce their affiliation with CEPA
    - Opportunity for in-country national partners to showcase their CEPA affiliation
    - Core press materials (generic press release, talking points, letter to the editor, Op-Ed piece) provided electronically to permit tailoring/adapting to the local situation.