Advocacy Presentation
Advocacy Workshop Outline

1. KHG Overview
2. U.S. Government and Global Health Programs
4. Developing a Successful Advocacy Strategy
5. Examples of Successful Advocacy Campaigns
6. Questions
Background on the Kyle House Group
U.S. Government and Global Health
U.S. Global Health Funding as a Share of the Federal Budget, FY 2016 Request

Federal Budget
$4.0 trillion

Global Health
$9.7 billion
<1%
U.S. Global Health Funding, FY 2006-FY 2016 Request

In Billions

<table>
<thead>
<tr>
<th>Year</th>
<th>Funding (in billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>$4.6</td>
</tr>
<tr>
<td>2007</td>
<td>$6.0</td>
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<tr>
<td>2008</td>
<td>$7.9</td>
</tr>
<tr>
<td>2009</td>
<td>$8.5</td>
</tr>
<tr>
<td>2010</td>
<td>$9.6</td>
</tr>
<tr>
<td>2011</td>
<td>$9.4</td>
</tr>
<tr>
<td>2012</td>
<td>$9.5</td>
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<td>2013</td>
<td>$9.4</td>
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<tr>
<td>2014</td>
<td>$9.8</td>
</tr>
<tr>
<td>2015</td>
<td>$9.9</td>
</tr>
<tr>
<td>2016</td>
<td>$9.7</td>
</tr>
</tbody>
</table>

**Kaiser Family Foundation**
Global Health USG Funding: Perception vs. Reality

Public Overestimates Share Of Budget Going To Foreign Aid

Just your best guess, what percentage of the federal budget is spent on foreign aid?

- 0-1%: 4%
- 2-5%: 12%
- 6-10%: 13%
- 11-20%: 15%
- 21-30%: 14%
- 31-40%: 7%
- 41-50%: 8%
- 51% or more: 12%
- Don’t know/Refused: 17%

Average answer = 28% of the federal budget is spent on foreign aid

SOURCE: Kaiser Family Foundation 2013 Survey of Americans on the U.S. Role in Global Health (conducted August 6-20, 2013)
Organization of U.S. Government Global Health Efforts

The White House

USAID
- Global Health Bureau and Other Functional & Regional Bureaus
  - PMI
  - USAID NTD Program

State
- Office of the Secretary OGAC, GHD, OES, PRM, IO, GWI Ambassadors
  - PEPFAR

HHS
- Office of the Secretary OGA, ASH, ASPR
  - Defense
  - MCC
  - USDA
  - Treasury
  - Labor
  - EPA
  - Commerce
  - Homeland Security

PEPFAR
- Feed the Future
- Peace Corps
- Key Program Areas
  - HIV/AIDS Malaria TB NTDs
  - FP/RH Maternal Health Child Health Nutrition WASH HSS

Source: Kaiser Family Foundation
Key U.S. Government Global Health Efforts

Disease-Specific Programs

- **HIV/AIDS** - President’s Emergency Plan for AIDS Relief (PEPFAR)
- **Malaria** - President’s Malaria Initiative (PMI)
- **Tuberculosis** (TB)
- **Neglected tropical diseases** (NTDs)
- **The Global Fund to Fight AIDS, Tuberculosis and Malaria**
- **Emerging infectious diseases and pandemic preparedness** (Zika response)

Population-Based and Other Programs

- **Maternal, newborn, and child health** (MNCH)
- **Family planning and reproductive health** (FP/RH)
- **Nutrition** - Feed the Future
- **Clean water, sanitation, & hygiene** (WASH) - Water for the Poor Act
U.S. Global Health Funding, Distribution by Agency, FY 2006-FY 2016 Request

<table>
<thead>
<tr>
<th>Year</th>
<th>CDC</th>
<th>NIH</th>
<th>State</th>
<th>USAID</th>
<th>DoD</th>
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<tbody>
<tr>
<td>FY 2006</td>
<td>8%</td>
<td>12%</td>
<td>49%</td>
<td>31%</td>
<td>1%</td>
</tr>
<tr>
<td>FY 2008</td>
<td>10%</td>
<td>63%</td>
<td>63%</td>
<td>23%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>FY 2010</td>
<td>7%</td>
<td>63%</td>
<td>62%</td>
<td>26%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>FY 2012</td>
<td>6%</td>
<td>6%</td>
<td>61%</td>
<td>28%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>FY 2014</td>
<td>6%</td>
<td>6%</td>
<td>60%</td>
<td>28%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>FY 2016</td>
<td>7%</td>
<td>7%</td>
<td>60%</td>
<td>28%</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

Total: $4.6b, $7.9b, $9.6b, $9.5b, $9.8b, $9.7b
U.S. Global Health Funding, Distribution by Sector, FY 2006-FY 2016 Request

Source: Kaiser Family Foundation

FY 2006: $4.6b
- MCH/Nutrition: 14%
- FP/RH: 9%
- NTDs: 5%
- Malaria: 57%
- TB: 4%
- HIV: 5%
- Global Fund: 5%
- G.H. Security: 3%
- Other: 3%

FY 2008: $7.9b
- MCH/Nutrition: 9%
- FP/RH: 5%
- NTDs: 9%
- Malaria: 63%
- TB: 2%
- HIV: 2%
- Global Fund: 2%
- G.H. Security: 3%
- Other: 3%

FY 2010: $9.6b
- MCH/Nutrition: 9%
- FP/RH: 6%
- NTDs: 8%
- Malaria: 58%
- TB: 3%
- HIV: 3%
- Global Fund: 1%
- G.H. Security: 3%
- Other: 3%

FY 2012: $9.5b
- MCH/Nutrition: 11%
- FP/RH: 6%
- NTDs: 8%
- Malaria: 54%
- TB: 1%
- HIV: 1%
- Global Fund: 1%
- G.H. Security: 3%
- Other: 3%

FY 2014: $9.8b
- MCH/Nutrition: 12%
- FP/RH: 6%
- NTDs: 9%
- Malaria: 50%
- TB: 1%
- HIV: 1%
- Global Fund: 1%
- G.H. Security: 3%
- Other: 3%

FY 2016 Request: $9.7b
- MCH/Nutrition: 13%
- FP/RH: 6%
- NTDs: 9%
- Malaria: 54%
- TB: 1%
- HIV: 1%
- Global Fund: 1%
- G.H. Security: 3%
- Other: 3%
Top 10 Donors for Global Health ODA, 2002 & 2012

2002

- United States: 31.7%
- World Bank: 21.2%
- United Kingdom: 9.5%
- UNFPA: 5.9%
- Netherlands: 3.5%
- UNICEF: 2.8%
- Japan: 2.7%
- Germany: 2.2%
- Norway: 1.9%
- All Other DAC: 12.8%

Total = $4.4 billion

2012

- United States: 34.6%
- Global Fund: 16.7%
- United Kingdom: 8.5%
- GAVI: 4.9%
- Germany: 9.1%
- Australia: 2.6%
- Japan: 2.5%
- EU Institution: 2.7%
- Canada: 3.4%
- World Bank: 4.4%
- All Other DAC: 11.3%
- All Other Multilaterals: 7.7%
- Non-DAC: 7.7%

Total = $20.1 billion

Source: Kaiser Family Foundation
### Top 5 Donors for Global Health, by Sector

#### In Billions

<table>
<thead>
<tr>
<th>Sector</th>
<th>Donor</th>
<th>% of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HIV</strong></td>
<td>U.S.</td>
<td>61%</td>
</tr>
<tr>
<td></td>
<td>Global Fund</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>U.K.</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>UNAIDS</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>World Bank</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$7.6</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Sector</th>
<th>Donor</th>
<th>% of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuberculosis</strong></td>
<td>Global Fund</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>U.S.</td>
<td>21%</td>
</tr>
<tr>
<td></td>
<td>Canada</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>World Bank</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>U.K.</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$0.7</td>
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</table>

<table>
<thead>
<tr>
<th>Sector</th>
<th>Donor</th>
<th>% of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Malaria</strong></td>
<td>Global Fund</td>
<td>57%</td>
</tr>
<tr>
<td></td>
<td>U.S.</td>
<td>26%</td>
</tr>
<tr>
<td></td>
<td>U.K.</td>
<td>7%</td>
</tr>
<tr>
<td></td>
<td>World Bank</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>Canada</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1.5</td>
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</table>

<table>
<thead>
<tr>
<th>Sector</th>
<th>Donor</th>
<th>% of Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FP/RH</strong></td>
<td>U.S.</td>
<td>29%</td>
</tr>
<tr>
<td></td>
<td>UNFPA</td>
<td>19%</td>
</tr>
<tr>
<td></td>
<td>U.K.</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Netherlands</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>World Bank</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$1.8</td>
<td></td>
</tr>
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</table>

Source: Kaiser Family Foundation
Recent Developments in U.S. Global Health Policy

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>UN Millennium Development Goals (MDGs) adopted</td>
</tr>
<tr>
<td>2002</td>
<td>The Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund) begins</td>
</tr>
<tr>
<td>2003</td>
<td>President’s Emergency Plan for AIDS Relief (PEPFAR) authorized</td>
</tr>
<tr>
<td>2005</td>
<td>President’s Malaria Initiative (PMI) created</td>
</tr>
<tr>
<td>2007</td>
<td>USAID Neglected Tropical Diseases (NTD) Program created</td>
</tr>
<tr>
<td>2008</td>
<td>PEPFAR 1st reauthorization</td>
</tr>
<tr>
<td>2009</td>
<td>Obama Administration launches Global Health Initiative (GHI)</td>
</tr>
<tr>
<td>2012</td>
<td>GHI office closes; Office of Global Health Diplomacy (GHD) established</td>
</tr>
<tr>
<td>2013</td>
<td>PEPFAR 2nd reauthorization</td>
</tr>
<tr>
<td>2014</td>
<td>Emergency Ebola appropriations</td>
</tr>
<tr>
<td>2015</td>
<td>Sustainable Development Goals</td>
</tr>
<tr>
<td>2016</td>
<td>Zika response</td>
</tr>
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Advocacy Resource Tool Kit

**Global Health Backgrounders**
- GHC Global Health Primer
- CRS Report on U.S. Foreign Assistance Programs
- CRS Report on Global Health Programs
- Kaiser Family Foundation Global Health Policy Overview
- Foreign Assistance Program Budget Chart
- 10 Reasons to Support U.S. Foreign Assistance Programs
- ONE SDG’s website
- REACH Act Website

**Letters/Articles**
- April 2016 Letter from 18 Former Senators
- Admiral Stavridis and General Zinni Letter
- FY17 NGO Letter to Congress
- Frist-Daschle Op-Ed
U.S. Government and Climate Change
US Support for COP 21 Paris Agreement and Green Climate Fund

- Debate in Congress on Paris Accord, and US implementation
- President Obama $3 billion GCF commitment over 4 years
- Congressional opposition
- Uncertain US commitment in new Congress and Administration
Global Climate Change Initiative

- Established in 2010, a platform within the President’s Policy Directive in Global Development

- The GCCI aims to integrate climate change considerations into U.S. foreign assistance through a range of bilateral, multilateral, and private sector mechanisms to promote sustainable and climate-resilient societies, foster low-carbon economic growth, and reduce greenhouse gas emissions from deforestation and land degradation.

- Implemented through State, Treasury, USAID.

- Congress is responsible for several activities in regard to the GCCI, including (1) authorizing periodic appropriations for federal agency programs and multilateral fund contributions, (2) enacting those appropriations, (3) providing guidance to the agencies, and (4) overseeing U.S. interests in the programs and the multilateral funds.
GCCI and Congress

• Congressional committees of jurisdiction over GCCI
  —House Foreign Affairs, Financial Services, Appropriations
  —Senate Foreign Relations and Appropriations

• Budget Authority

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY2010</td>
<td>$945 M</td>
</tr>
<tr>
<td>FY2011</td>
<td>$819 M</td>
</tr>
<tr>
<td>FY2012</td>
<td>$857 M</td>
</tr>
<tr>
<td>FY2013</td>
<td>$840 M</td>
</tr>
<tr>
<td>FY2014</td>
<td>$834 M</td>
</tr>
<tr>
<td>FY2015</td>
<td>(yet to be fully reported by agencies)</td>
</tr>
<tr>
<td>FY2016 Request</td>
<td>$1,290M</td>
</tr>
</tbody>
</table>

• Includes $500 M for the recently launched UN Framework Convention on Climate Change (UNFCCC) Green Climate Fund.
Linkages Between Climate and Health Policy and Advocacy Agendas

- Shifting Vector-Borne Disease Patterns
- Dramatic migration and refugee flows
- Droughts and natural disasters
- Adaptation and agriculture development
- Nexus forming between global development and climate advocacy organizations
Developing a Successful Advocacy Strategy
Budget and Legislative Process 101

• Budget and Appropriations Process
  • Annual President’s Budget Request
  • Congressional Budget Resolutions (302a)
  • Appropriations Process (302b)
    • State Foreign Operations and Labor-HHS
    • Emergency funding bills (Ebola, Zika, Haiti)

• Legislation and Authorization Process Overview
  • PEPFAR and REACH Act examples
How to Get Involved

- Educate yourself on global health and climate policy issues
- Start/join campus groups
- Engage your faculty leaders
- Work with leading advocacy NGOs (ONE, CARE, Save the Children, WorldVision, World Wildlife Fund, UN Foundation, Sierra Club, Natural Resources Defense Council, Oxfam)
Creating Your Own Narrative

• Advocacy is storytelling (like a job interview)

• Explain why you got involved in global health and/or climate policy

• Explain your areas of focus and expertise

• Speak to the strengths of UCF

• International experience
Global Health and Climate Advocacy Actions

- Write letters to Members of Congress
- Engage Members through social and traditional media
  - Facebook, Twitter, university publications, Op-Eds
- Meet with your Members of Congress
  - In-district meetings
  - Meetings on campus
  - Plan/attend events
  - DC meetings
- Mobilize other constituencies (university partners, local NGOs, churches, businesses, etc.)
Sample Global Health Advocacy Arguments

The Case for U.S. Global Health Investments
- U.S. global health programs represent ¼ of 1% of the Federal budget, but have achieved remarkable results in terms of millions of lives saved (great RoI)
- Core arguments for foreign assistance: Humanitarian, Economic, National Security
- Recent health crises such as Ebola and Zika highlight global health security risks
- Global health diplomacy arguments: BPC and Pew Global Attitudes Reports
- Cite specific health intervention results (HIV/AIDS, malaria, vaccines, polio, etc.)

The “Ask”
- Fully fund international affairs account (150 account)
- Maintain and increase funding for U.S. global health programs
  - Congress fully fund the President’s request
- Specific Actions
  - Cosponsor relevant legislation (REACH Act)
  - Congressional sign-on letter (nutrition, global fund, etc.)
  - Appropriations request letters
Challenges

• Understand the challenges you will face:
  – Skepticism
  – Issue fatigue
  – Constrained budget

• Be willing to change and adjust strategies and tactics along the way
What Advocacy Can Achieve
- Africa went from 50K on treatment before 2003 to 9.5 million today (15 million globally)

- Initial 2-7-10 Goals Reached across 15 focus countries
Other Global Health Success Stories--Children

• Past 30 years: cut by 50%--from 12M/yr to 6M/yr--in the developing world, despite birth rate increasing

• Dropped from 253M in 1990 to 162M in 2014
Other Global Health Success Stories--Vaccines

73 countries have now introduced underused and new vaccines

>7M future deaths averted through immunization of >500M children
Other Global Health Success Stories--Diseases

- Polio cases reduced by 99% since 1988
- 57 countries with malaria transmission in 2000 had reduced their malaria cases by 75% by December 2015
The Wildlife Trafficking Act of 2016
Questions