

Global Business Plan Advocacy Strategy

GBP Launch Roll Out to ...
... Countries Regions

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Geneva
July 3, 2007

Launch Roll Out: Countries and Regions

- You are an informed audience
- AWG grateful for your wisdom
- Insights needed on Critical Success Factors for Roll Out Launches
- Interactive session: shout out ideas
- Recorded by Secretariat
- But first: brief reflections on Advocacy

Political Advocacy – Strategic Communication I

To reach Health objectives ... Ask WWD?

Who has to What, Differently?

Answers = audience segmentation

- How can audiences be persuaded?
- Ask WI FM?
- Our job... help ...
... find the resonating frame = WI FM

Political Advocacy - Strategic Communication I I

Our job - we are all *Persuaders* - is to help:

- Get the issues in the Public Sphere
- Get a critical mass of Public Opinion behind the shared Health agenda
- Help everyone see:
 - Benefits of success
 - Costs of failure
 - WIFM!

GBP Country Launch

Audiences: locate on Power - Influence map

(NB: Who, What, Differently – WIFM - Woss Innit For Me)

- People
- Parties
- Politicians
- Notables and Opinion Formers
- Media
- Faiths
- Labour Unions
- Civil Service
- Professional bodies
- Academia
- Civil Society

Who else? Donors?

GBP Regional Launches

Audiences

Please shout them out?

What is their legitimacy?

WI FM?

Any traction in regional events?

Who owns outcomes?

GBP Country and Regional launches

- Any other points?
- Thank you for your wisdom...
- And now ...
- Let us return to our tents and prepare for power...