

### 3. *International Leverage on Domestic Decisions*

ACTION has found that there are two distinct advantages to operating in both donor and endemic countries: the discovery of new and creative advocacy synergies in approaching multilateral agencies and the ability to address donor assistance issues from both sides of the supply and demand chain. These synergies have not emerged by accident, but have been the result of weekly conference calls and interaction among the project's seven country teams and technical partners. Some of the synergies have included:

- ACTION country partners conduct simultaneous advocacy – delivering consistent messages – through their national networks, targeted at multiple World Bank senior staff and Executive Directors, Global Fund board members, as well as G8 sherpas.
- Following the release of a RESULTS International report criticizing the lack of adequate World Bank funding for TB in Africa, the Kenya team developed a sign-on letter for African NGOs which was sent to Ministers of Finance and top World Bank officials calling for increased World Bank support for TB in Africa.
- RESULTS Japan used the same report as an opportunity to mobilize 85 Diet members to send letters to former World Bank President Paul Wolfowitz calling on the World Bank to invest more in TB control globally and, particularly, in Africa.
- At the request of RESULTS Japan, RESULTS UK arranged for members of its Parliament to send letters to Diet members in Japan on the need for greater Japanese investment in TB control.
- RESULTS Canada worked with ACTION India and Global Health Advocates to organize an event to highlight the issues of TB and TB-HIV in India for the Indo-Canadian community in Toronto around the International AIDS Society Conference in August 2006.
- When Lucy Chesire of the Kenya project visited the UK, she hand-delivered a personal letter to Tony Blair at 10 Downing Street and met with members of the UK Parliament and the Minister for International Development.
- RESULTS UK grassroots members wrote letters to DFID country offices in African high burden countries requesting an update on steps they had taken to respond to the declaration of a TB emergency in Africa a year earlier.
- Finding it difficult to interest Japanese media based in Tokyo in reporting on the Global Fund, the media relations teams of other ACTION project countries placed a special emphasis on reaching out to Japanese foreign correspondents based in their own countries.

#### **Tips & Suggestions**

1. To take optimum advantage of country-to-country advocacy opportunities, country teams need a history of close collaboration and information sharing.
2. Frequent sharing of information and strategies through weekly telephone conferences and bi-monthly email newsletters has helped stimulate synergies among country teams.
3. Throughout the year, representatives of ACTION country teams and technical partners find the opportunity – usually in conjunction with an important international conference – to meet together for collaborative strategic planning.

These experiences can inform future TB advocacy efforts in donor and endemic countries, including less politically open countries. With more traditional advocacy tools such as media relations or public protest less viable, advocates in these countries can bring similar external forces to bear by being part of a global network which places a premium on close and strategic collaboration.