



**We won't stop until we  
#MeetTheTarget  
to end HIV, TB &  
Malaria as epidemics  
and achieve  
#TheUHCThatWeNeed**



# MEET THE TARGET



**SAVE THE DATE**

**Lancement de la campagne MEET THE TARGET**

Une campagne des communautés et de la société civile pour la septième reconstitution des ressources du Fonds mondial de lutte contre le VIH/sida, la tuberculose et le paludisme

**Un événement en ligne**  
sur zoom.us

Mercredi **8 juin** 2022 | **13h00 - 14h30 UTC Time**  
(svp vérifiez l'heure dans votre pays)  
Inscrivez-vous ici et recevez votre lien Zoom



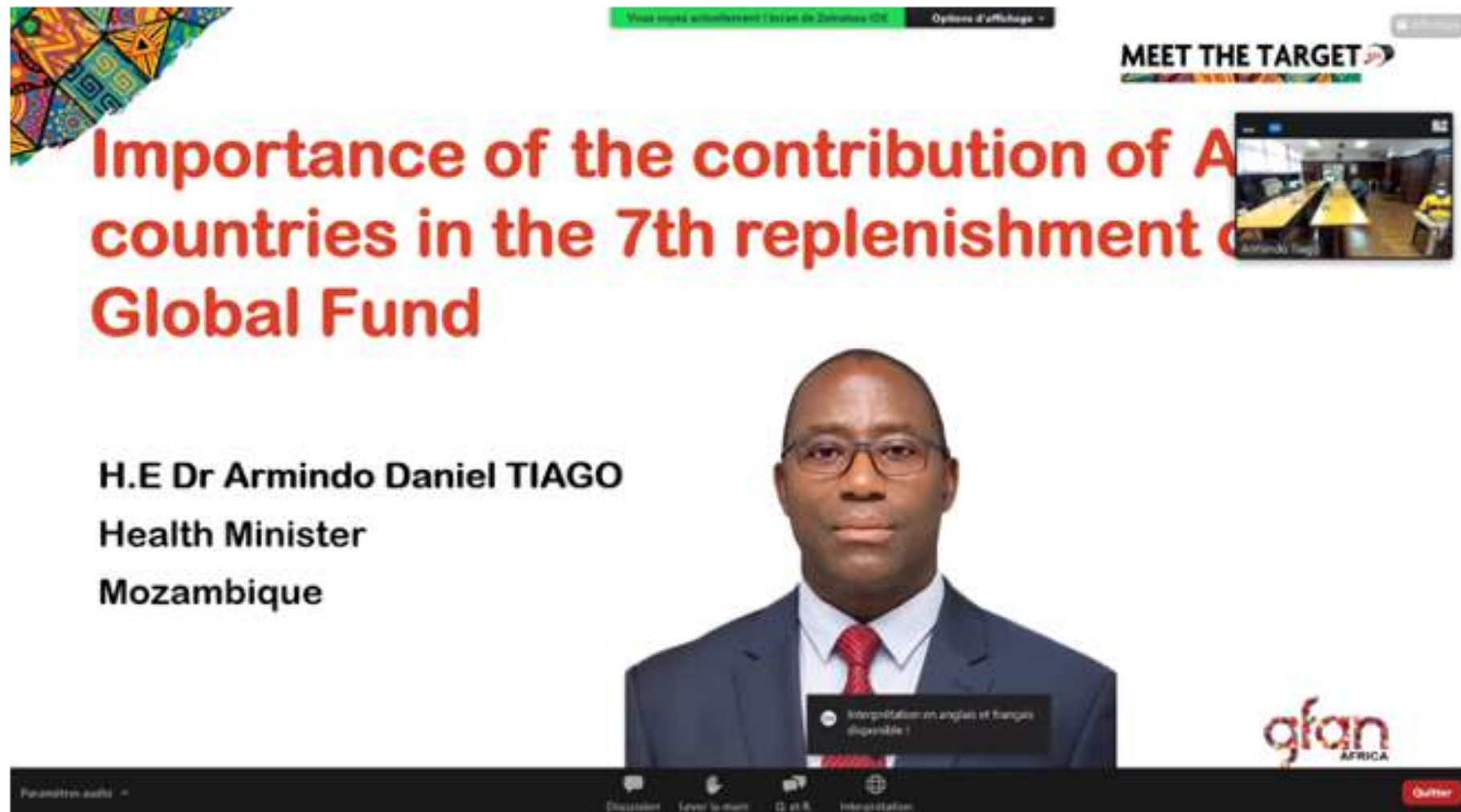
GFAN Africa member civil society organizations in collaboration with communities and other civil society networks launched a large-scale campaign online on June 8, 2022. The Meet The Target campaign was implemented at regional level in Africa and globally by associating platforms such as GFAN Asia-Pacific, CS4ME, Coalition Plus, ACT TB, TB People, TB Women, W4GF and Malaria Youth Army.

This campaign had the following objectives:

- Ask world leaders to increase their contributions by at least 30% for the Seventh Replenishment of the Global Fund to Fight AIDS, Tuberculosis and Malaria (Global Fund) to reach at least US\$18 billion.
- Urge African countries to increase their national health budgets by 2% from 2021.
- Mobilize, engage and coordinate CSO advocacy actions.



More than 300 participants attended the campaign launch, including distinguished guests such as the Mozambique Minister of Public Health, H.E. Dr Armindo Daniel Tiago and the interim CEO of RBM Partnership, Dr Corine Karema.



MEET THE TARGET

## Importance of the contribution of African countries in the 7th replenishment of the Global Fund

**H.E Dr Armindo Daniel TIAGO**  
Health Minister  
Mozambique

Interpretation en anglais et français disponible !

gfan AFRICA

Paramètres audio

Discussion Lever le chat Q et R Interpretation Quitter



MEET THE TARGET

## Why it is critical to have a successful 7th Replenishment this year

**Dr Corine KAREMA**  
Interim CEO  
RBM PARTNERSHIP TO END  
MALARIA

gfan AFRICA



# MEET THE TARGET

of at least 18\$ billion for the Global Fund's 7<sup>th</sup> replenishment to Fight For What Counts

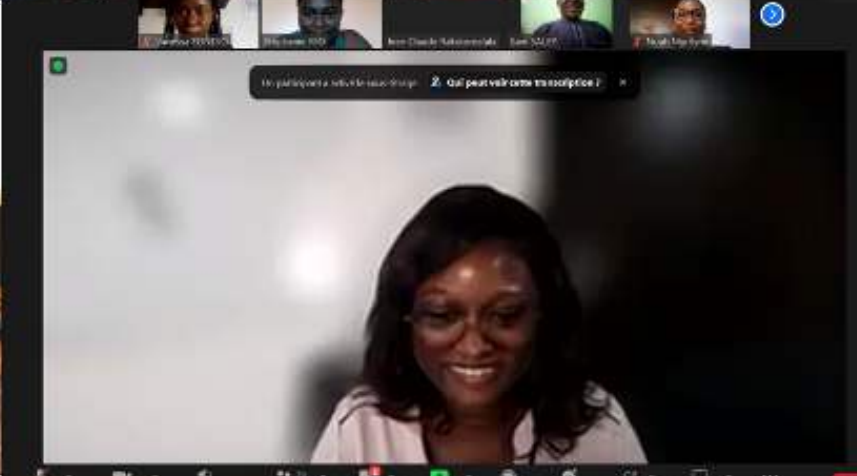
Over 500 people took part in the "Meet The Target" challenge including public figures such as Yannick Noah, directors of national malaria programs, Harvard University professors, scientists and researchers involved in the fight against malaria, young activists, civil society organizations, community health workers, community members and more.



## ACTIVITIES PLANNED AND CARRIED OUT

- Mobilization of CSOs in several African countries through several regional campaigns on social networks (Twitter, Facebook, Instagram, Tiktok).
- Drafting and submission of advocacy letters to the presidency of the republics of several countries, to parliamentarians, to the embassies of major donors and to the embassies of several African countries.
- Press conferences
- Vuka Show on Youtube, with the participation of members of government, CSOs, PNL, etc.
- Advocacy meetings between CSOs and parliamentarians, etc



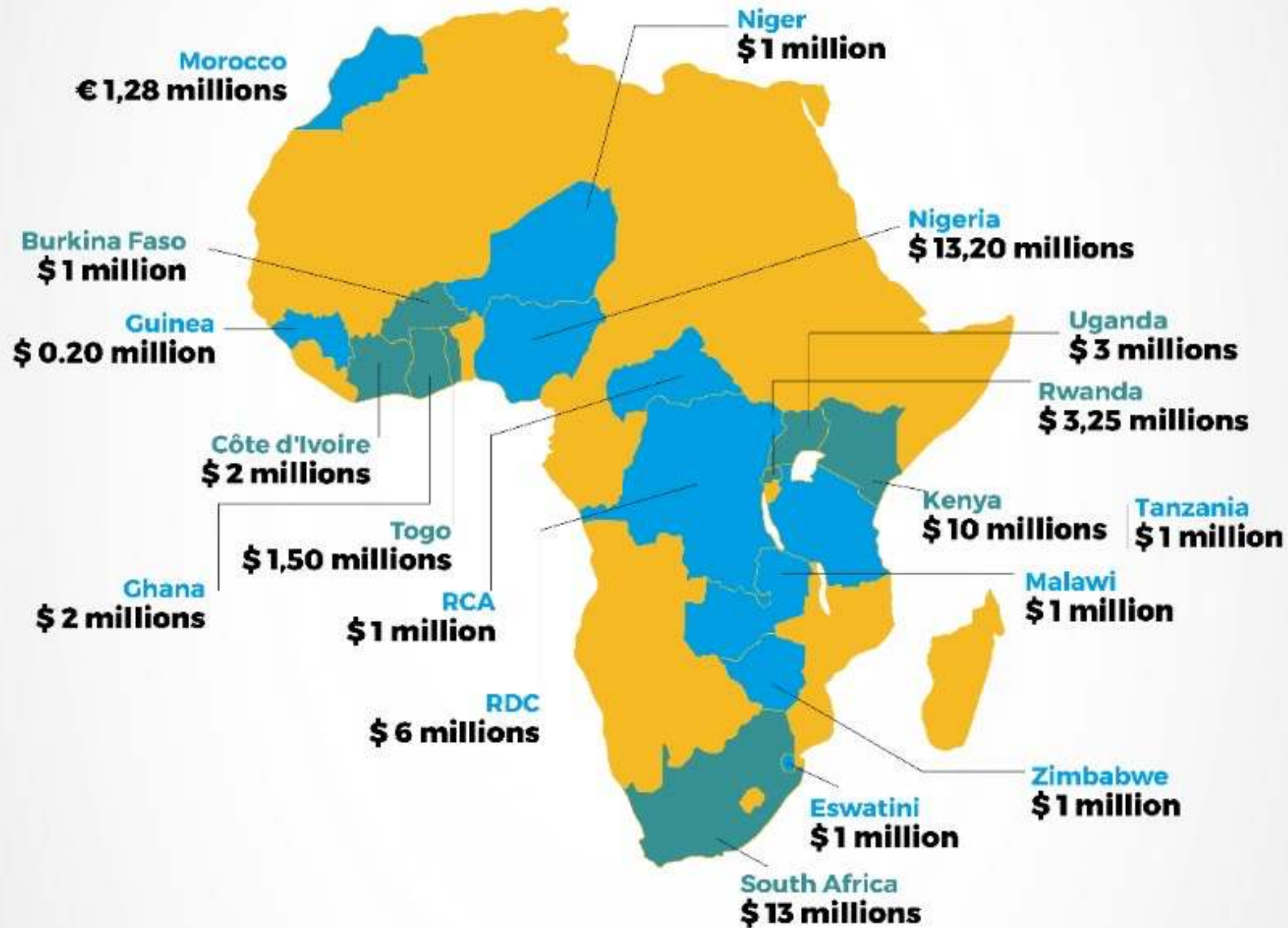


**MEET THE TARGET**  
of at least 18\$ billion for the Global  
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What Counts



## AFRICAN COUNTRIES

### GLOBAL FUND CONTRIBUTIONS AT THE 7<sup>TH</sup> REPLENISHMENT FOR THE FIGHT AGAINST MALARIA, HIV/AIDS AND TUBERCULOSIS IN 2022



Source: THE GLOBAL FUND

# Pledges from Africa



African countries that pledged their Global Fund contributions at the 7th Replenishment



African countries that have increased by at least 30% their Global Fund contributions at the 7th Replenishment



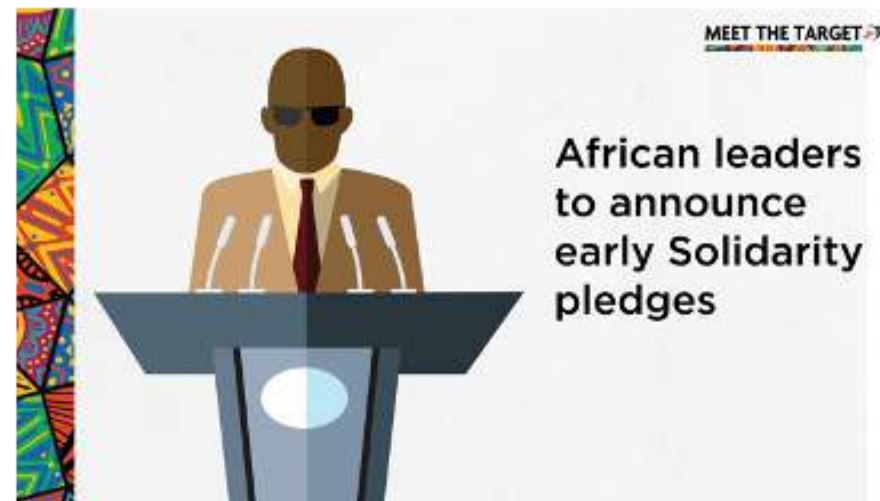
# Advocacy and Communication Tools



**Facebook | Twitter  
Frame**



**E-banner**



**Posters**



**This year, we'll be carrying forward a  
revamped Meet The Target campaign!**

5



# MEET THE TARTARGET



**The 'R' in the Meet The Target logo tells a story, of finding communities so that no one is left behind; which can be achieved by enhanced support, commitment and resources.**



# Introduction

GFAN Africa and GFAN Asia-Pacific are collaborating to continue the #MeetTheTarget campaign while broadening its advocacy scope to include not just the Global Fund Seventh Replenishment but also Domestic Resources Mobilisation (DRM) for health at the national level in implementing countries.

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- Achieving Universal Health Coverage (UHC);
- Building resilient and sustainable systems for health; and
- Engaging the private sector.





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**Encourage and advocate governments of implementing countries to increase DRM for health and for HIV, TB and malaria responses in line with #TheUHCThatWeNeed to leave no one behind.**



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**To engage and mobilise potential private sector donors including High Net-Worth Individuals (HNWI) for the Global Fund resources mobilisation efforts.**



**Advocacy and  
Communication  
Materials**



# Advocacy and Communication Materials

  
**JUL**



Co-financing brief for  
communities and civil society





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**AUG**



Toolkit for advocacy at country  
level on DRM and HLMs

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Zoom background, A2 sized  
poster and Email signature  
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Social Media toolkit

# Advocacy and Communication Materials



Advocacy videos



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# Advocacy and Communication Materials

AUG



Cross regional statement - **#TheUHCThatWeNeed** for communities and civil society to facilitate advocacy relevant to the three HLMs

AUG



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# Key Messages

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Fully  
Resourced  
Global Fund



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Fully  
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Domestic  
Responsibilities





# Key Messages

Fully  
Resourced  
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Domestic  
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Equity, Equality  
and Inclusivity



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Community  
System  
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One Health



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TRIPS and  
other concerns





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TRIPS and  
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Disease  
specific



# Important Events and Days



International Youth Day



G20 in India



UN HLM on UHC



One year since Seventh Replenishment conference of the Global Fund



World Mental Health Day



World AIDS Day



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