

8R Campaign Update

The Final Stretch

Building Momentum,
Moving the Needle.

From Strategic Restraint to Targeted Visibility

8R launch context: High political volatility, US “stop work” sensitivities.

Today’s context: Risks reduced (though not gone), geopolitical focus shifted, Gavi replenishment complete.

RR launch provides a powerful hook & good-news moment to ignite momentum for the campaign’s final push

- Targeted push and influencing strategy in key markets
- Unifying campaign strands (RR, advocacy, private sector, creative activations) and energizing our advocacy network.

An energetic, **unified rallying cry** will bring this all together – making our momentum **unstoppable**.

- Inject conviction and urgency at a critical juncture.
- Offers decision-makers a powerful call to action.
- Channel emotion and humanity when we need it most!

The Final Stretch

Building Momentum,
Moving the Needle.

From Strategic Restraint to Targeted Visibility

8R launch context: High political volatility, US “stop work” sensitivities.

Today’s context: Risks reduced (though not gone), geopolitical focus shifted, Gavi replenishment complete.

RR launch provides a powerful hook & good-news moment to ignite momentum for the campaign’s final push

- Targeted push and influencing strategy in key markets
- Unifying campaign strands (RR, advocacy, private sector, creative activations) and energizing our advocacy network.



**STOP AT
NOTHING.**
TO END AIDS, TB
AND MALARIA

**TOGETHER,
WE MUST**

**STOP AT
NOTHING.**

**STOP AT
NOTHING.**

**TO END AIDS, TB
AND MALARIA**

Results Report

Advocacy Push

Thought leadership

Campaign Push

"70M Reasons Why" Film

PS Film Series



RR Launch = A Powerful Hook for an 8R Groundswell
Combining a good-news moment with unified rallying cry to drive the campaign's final push.

Global Media Push



Messenger Endorsement & Amplification



8R Toolkit

One-Stop-Shop for Social Media & Communication Resources

Fabric Activation



Global Health Security



Postcards Flipboards



Additional Chapters

- Reasons Why video assets
- Results Report assets
- Data and Investment Case (TBD)
- Featured stories (Exposure pieces)

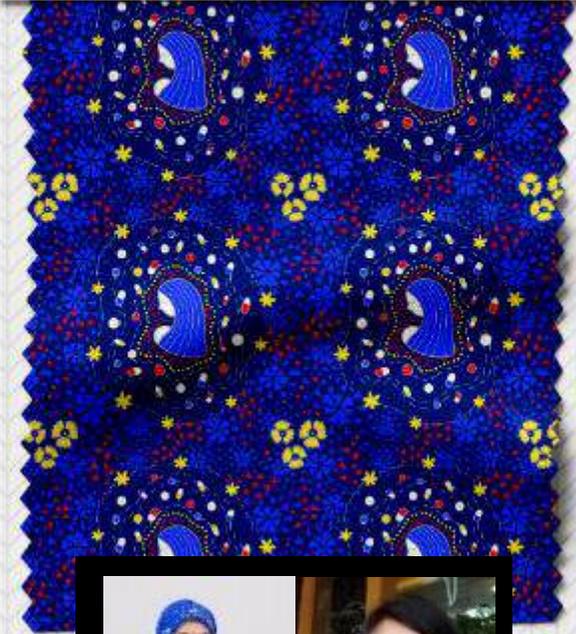
Four Stories, Four Patterns, One Bold Statement

FABRIC



Sibu & Mbhali
South Africa

FABRIC



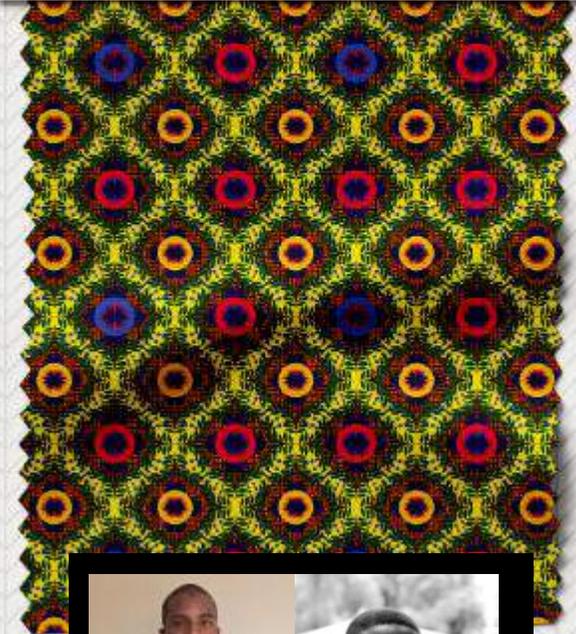
Ani & Dita
Indonesia

FABRIC



Ivan & Raffael
Bolivia

FABRIC



Nuradeen & Abraham
Nigeria

FABRIC



FABRIC



FABRIC



FABRIC



**Fabric Solidarity
Items to Inspire,
Engage & Influence**
Not Just Decoration –
But a Declaration.



Global Health Security

Fighting the deadliest infectious diseases strengthens GHS and pandemic preparedness for all.

[Link to Microsite](#)

Aim

Create and amplify a suite of user-friendly tools and assets which clearly and compellingly explain the multiplying impact of the Global Fund's GHS impact.

Tools and Activation

- **Microsite:** A dynamic site blending visuals, data viz and in-depth country examples.
- **Brochure:** A digestible 4-page 'leave behind'.
- **Visual Toolkit:** Slides with messaging and data.

Reach & Performance (Since 6 July launch)

- **Website:** Over 19,000 visits / 34,000 pageviews
- **Social impressions:** 767,000
- **Social engagement:** 23,700
- **Top channel:** LinkedIn
- **Animated plays:** 78,000



ROI / Growth

Ethiopia Case Study: How global health investments deliver significant returns.

Aim

Create a suite of tools that clearly articulate how investing in the fight against HIV, TB and malaria delivers real-world returns – with a deep dive on Ethiopia.

Tools and Activation

- Data driven publication
- Animated slides
- Social media assets
- Blogs and op-eds

Released in September – amplification plans in development.



The Global Fund's Return on Investment



2002: Where it Began

In the year 2002, Ethiopia's health system was in a state of crisis. The country had one of the highest rates of HIV/AIDS in the world, and malaria and tuberculosis were also major health concerns.

The Global Fund was established in 2002 to support countries like Ethiopia in their fight against these diseases.

Choosing Health

Ethiopia prioritized investing in the health of their citizens.

They're making the health system more resilient and more effective. This is a key goal of the Global Fund's investment in Ethiopia.

Three countries were selected by the Global Fund in 2002: Ethiopia, Mozambique, and Tanzania.

9.2 million Lives have been saved.

**The Global Fund's
Return on Investment**

THE GLOBAL FUND

Tackling HIV, TB and Malaria

By working to reduce the burden of these diseases, Ethiopia has seen significant improvements in its health system.

72% of people living with HIV are on antiretroviral therapy.

85% of people living with TB are on treatment.

33% of people living with malaria are on treatment.

3.9 million Lives have been saved.

9.2 million Lives have been saved.

The Ripple Effect

As health outcomes improved, Ethiopia saw broad benefits in communities and society as a whole.

1. Investment in Health

As a result of the investment in health, the country has seen significant improvements in its health system.

2. Improved Outcomes in Society

As a result of the investment in health, the country has seen significant improvements in its health system.

3. More Productive and Entrepreneurial Economy

As a result of the investment in health, the country has seen significant improvements in its health system.

4. Increased Trade and Commerce

As a result of the investment in health, the country has seen significant improvements in its health system.

5. Economic Resilience

As a result of the investment in health, the country has seen significant improvements in its health system.

The Bigger Picture

Ethiopia's story is powerful, but it's not unique.

Supported by Global Fund financing, over 100 countries are now prioritizing health investments. This is a key goal of the Global Fund's investment in Ethiopia.

Because when a nation puts health first, and when we tackle global challenges together, we all benefit.