Webinar: Engaging the Public & Policymakers to Support Investing in Global Health

Sept. 24, 2019
Consortium of Universities for Global Health

- WWW.CUGH.ORG
- 2008 Founded - 24 institutions
- 2012-Secretariat opened – Washington DC - 53 members
- 2019 - 185 institutional members - 35+ nations, 36 US states, 30,000+ person network, > 80 student ambassadors

MISSION - support academic institutions & partners to improve the health of people & the planet across research, education, service and advocacy
WHY SHOULD WE SUPPORT GLOBAL HEALTH?
SDGs-17 Goals, 169 Targets
ALL POLITICS IS LOCAL

Economic Prosperity

Security

It is the Right Thing to Do
Scientists & the Public via Dr. Peter Hotez

Science and Public Engagement

Most Americans Cannot Name a Living Scientist

Can you name a living scientist?

- Yes, I can name (19%)
- No, I cannot name/Not sure (81%)

Names:
- Stephen Hawking (27%)
- Neil deGrasse Tyson (19%)
- Bill Nye (5%)
- Richard Dawkins (3%)
- Jane Goodall (2%)
- Anthony Fauci (2%)
- Michio Kaku (2%)
- Me (2%)
- James Watson (1%)

Source: A ResearchAmerica poll of U.S. adults conducted in partnership with Zogby Analytics in January 2017.

Scientists Connect Directly with Citizens and Use New Media Tools, Too

% of AAAS scientists who do the following activities in connection with science or research findings:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Often/Occasionally</th>
<th>Rarely</th>
<th>Never</th>
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<tbody>
<tr>
<td>Talk with citizens</td>
<td>86</td>
<td>12</td>
<td>2</td>
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<tr>
<td>Talk with reporters</td>
<td>21</td>
<td>30</td>
<td>48</td>
</tr>
<tr>
<td>Use social media</td>
<td>27</td>
<td>20</td>
<td>52</td>
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<tr>
<td>Write blog</td>
<td>10</td>
<td>14</td>
<td>74</td>
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AAAS scientists survey Sept. 11-Oct. 13, 2014. Q50a-f. Social media based on combined responses to Q50d,e. Blog use based on combined responses to Q50a,f. Those giving no answer are not shown.

PEW RESEARCH CENTER
ADVOCACY STRATEGY = THE PLAN

➢ HAVE A CLEAR GOAL
➢ CLEAR ASK
➢ IDENTIFY WHO TO TARGET: public & politicians, influencers (the movables)
➢ TACTICS = what you will do to implement the plan
ADVOCACY TACTICS

- Engage the public & policymakers
- Identify allies, opponents & moveables
- Engage locally
- Message
- Develop your material
- Platforms - social media, traditional media, public meetings, use your networks
- See www.results.org
- The public moves the political
- Effective advocacy = strong relationships
YOUR MESSAGE

➢ BE CLEAR
➢ FOCUSSED
➢ BE POSITIVE
➢ PROBLEM +SOLUTIONS: who benefits? who pays?
➢ Costs, Rate of return
➢ TELL STORIES: APPEAL TO THE HEART & THE BRAIN
➢ BE VISUAL
➢ ALIGN WITH TARGET’S SELF INTEREST
➢ ALL POLITICS IS LOCAL
➢ REPEAT, REPEAT REPEAT
CUGH’s Communication Products

➢ Specific Issue FAQs

➢ Webinars

➢ Workshops – Pulitzer Center for Crisis Reporting

➢ Website material – UC Global Health Inst. Toolkit

➢ Twitter - @CUGHnews & @CUGH_TAC

➢ Capitol Hill Days- Nov. 19, 2019 & Apr. 16, 2020

ENGAGE THE PUBLIC & US POLICYMAKERS (Federal & State)
Goal: increase US leadership & support for global health & int’l development
Connect local academics to their politicians (Network of Academic Advisors)
Increase public awareness of global health

Monica Gilsanz    mgilsanz@cugh.org
CUGH’s Advocacy Efforts Include

➢ Funding US Global Health Institutions & Depts: NIH, CDC, USAID, EPA, NOAA, HHS, State.
➢ Funding US Academic Institutions & students
➢ Opposing the Gag Rule
➢ Cervical Cancer Elimination
➢ Opposing the Muslim Ban
➢ Plight of Migrants from Central America & the Forced Removal of their Children
STUDENT ENGAGEMENT

➢ Trainee Advisory Committee
➢ Student Representative Network
➢ Mobilize students and the public to vote
➢ CUGH Issues: Climate Change, Gag Rule, Gun Violence, Ebola, ODA Funding, refugee health
➢ Student Issues- e.g. student debt
➢ BI-DIRECTIONAL
  CUGH ↔ Students
CUGH’s Response to Gun Violence

➢ Press releases and the Gun Control Tracker
➢ The Tracker identifies supporters and opponents of gun control in the US Congress

➢ GOAL: reduce the number of people shot in the US = 100,000/ year (32,000 die)

➢ Data was verified by information from Moms Demand and Gun Sense
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<tr>
<th>State</th>
<th>Party</th>
<th>Senator</th>
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<th>Supporters of Gun Control</th>
<th>Opponents of Gun Control</th>
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<td>AK</td>
<td>Republican</td>
<td>Dan Sullivan</td>
<td>(202)224-3004</td>
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<td>AR</td>
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<td>AZ</td>
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<td>Kyrsten Sinema</td>
<td>(202)224-4521</td>
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<td>CA</td>
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<td>Dianne Feinstein</td>
<td>(202)224-3841</td>
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<td>CA</td>
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Call for Action to Reduce Gun Violence

- **Share** the Tracker widely with your networks

- **Ask them to share it too!**

- **See who supports gun control**

- **If you want to save lives & reduce gun violence ....** **VOTE FOR SUPPORTERS OF GUN SAFETY**
Nov. 19, 2019  Full Day
April 17, 2020  Half Day
11th Annual Global Health Conference

Global Health in a Time of Worldwide Political Change

CONFERENCE
APRIL 18 – 20, 2020

SATELLITE SESSIONS
APRIL 17, 2020

Washington Hilton Hotel | Washington

Go to www.cugh2020.org to learn how to:

● Register
● Submit abstracts, nominations, panel proposals & organize your own satellite sessions

Co-Hosts:
Thank you

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@CUGH_TAC
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