Advocacy and Communications Committee Report 2019

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CUGH was very active in 2019 across its advocacy and communications activities. It was very helpful that we were able to secure a Bill and Melinda Gates Foundation grant for two years which enabled us to hire Monica Gilsanz to assist us in our work.

1) Gates Foundation Grant
   - Global Health Days on Capitol Hill
     o November 19th, 2019
       ▪ 29 participants, 54 meetings with Congressional offices
       ▪ Presentations from CDC, NIH, and Prime Advocacy preceded the meetings.
     o Planned: April 16th, 2020
       ▪ 12:00 pm to 6:00 pm (last Congressional meeting is scheduled for 5:00 pm)
       ▪ As of January 13th, 39 confirmed attendees
   - Network of Academic Advisors (NAA)
     o This network connects members of academia to the US Congress, with the goal of increasing data-based policies and strengthening overall investments and leadership in global health.
     o To join, please complete this form.
     o 97 confirmed members
     o Two meetings- Rep. Dan Crenshaw (R-TX-02) and Rep. Rashida Tlaib (D-MI-13)
   - State Technical Advisory Team (STAT)
     o The STAT works to connect researchers with their respective state elected officials in order to collaborate on issues pertaining to global health legislation.
     o To join STAT, please complete this form.
     o As of January 13th, 96 members have signed up

2) Webinars: 12 webinars were held (the goal was 8 webinars)
   - January 18th, 2019: Climate Information: A New Resource for the Health Community
     o 406 registrants
     o 203 sites logged on
   - June 19th, 2019: Implementation Science in Nutrition
     o 363 registrants
     o 145 sites logged on
   - June 27th, 2019: The Global Fund, Governance and Public Health
     o 309 registrants
     o 118 sites logged on
   - July 16th, 2019: Vaccines and Vaccine Hesitancy
     o 414 registrants
     o 190 sites logged on
   - July 22nd, 2019: CDC Update: Ebola in the DRC
     o 531 registrants
- 265 sites logged on
- August 23rd, 2019: Campus Representatives Webinar
  - 71 registrants
  - 34 sites logged on
- August 26th, 2019: Campus Representatives Webinar
  - 81 registrants
  - 40 sites logged on
- September 19th, 2019: Educational Equity: Improving Access to Short-Term Clinical Education for Non-US Physicians
  - 182 registrants
  - 88 sites logged on
- September 24th, 2019: Working with CUGH on Public and Political Engagement in Global Health
  - 111 registrants
  - 49 sites logged on
  - 263 registered
  - 131 sites logged on
- November 7th, 2019: CDC’s Integral Role in Ending the Global TB Epidemic
  - 302 registrants
  - 125 sites logged on
- November 20th, 2019: Toward Competency-Based Best Practices: The Global Health Starter Kit
  - 241 registrants
  - 79 sites logged on
- So far 4 webinars have been developed for 2020

3) Press Releases
- August 8th, 2019: US Academic Leaders Strongly Oppose the US Administration’s Freeze of Foreign Assistance.
- November 8th, 2019: The Consortium of Universities for Global Health Denounces the US’ Withdrawal from the Paris COP

4) Gun Control Tracker
- Disseminated to CUGH’s 30,000-person network
- CUGH’s student groups have specific requests to contact their congresspersons

5) Communications Training
- Pulitzer Center Communications workshop, March 10th, 2019
- Planned: With the AAAS, we will hold a workshop on media engagement in the autumn of 2020 in Washington, DC.
- Annual Pulitzer Communications workshop will take place on April 20th at CUGH2020

6) Social Media
- Twitter
  - CUGH’s Twitter account:
    - January 1st, 2019: 8,579 followers
    - January 13th, 2020: 9,454 followers
- Total gain: 875 followers
  - CUGH TAC Twitter account: 972 followers
  - In addition, CUGH has LinkedIn and Facebook accounts

7) CUGH Monthly Bulletin
   - Sent out 12 times; additional mailers and flyers promoting activities by CUGH and its members were sent out usually 2/week. CUGH member institutions were featured at least every 3 months.

8) Campus Representatives
   - Currently, there are 92 campus representatives who work on political engagement efforts
   - Anthony Mai is the campus representative leader from TAC