

Session 4 Table 3

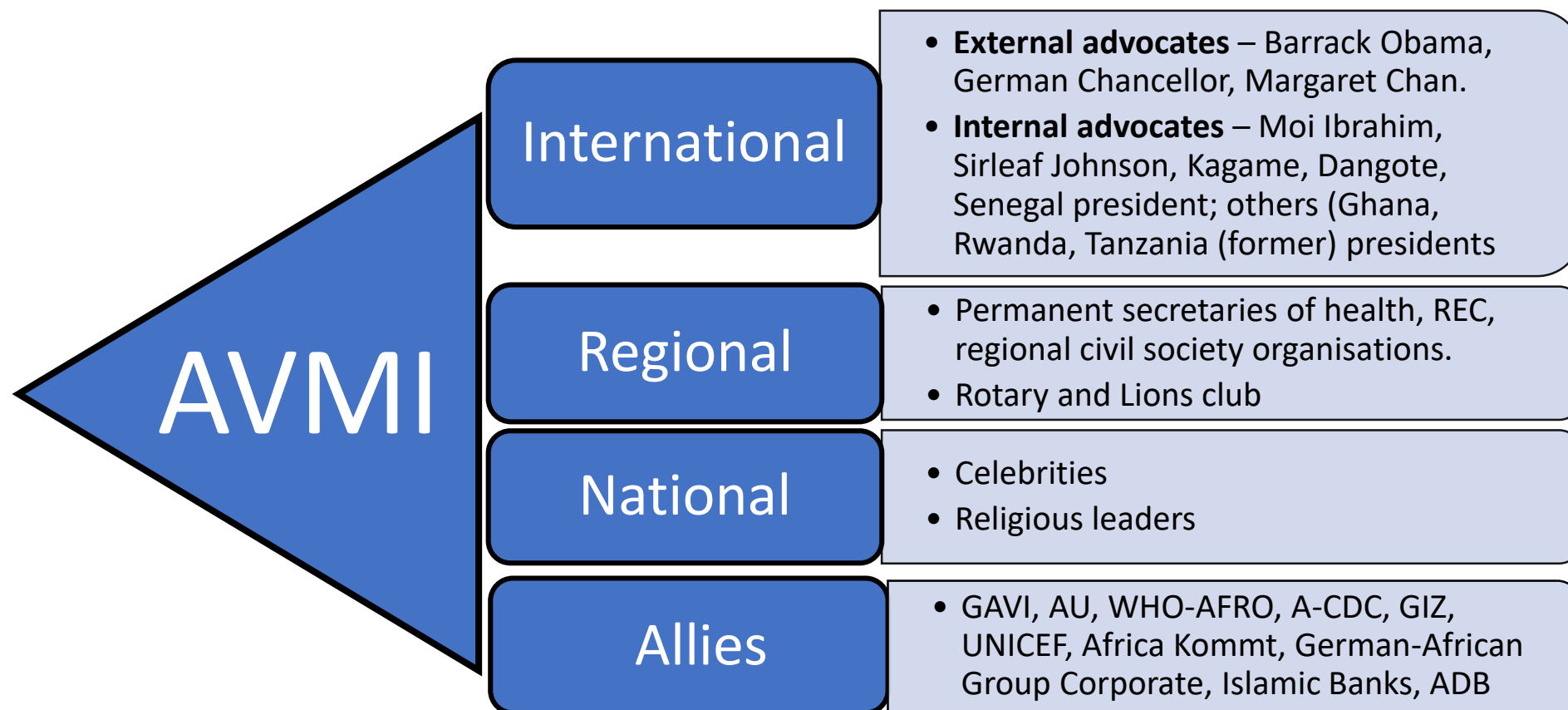


Goal: Identify potential **Advocacy Champions** and **Approaches to secure their commitment**

Once the messages AVMI wants to convey to its target audience have been articulated, AVMI will need to identify the right messengers to deliver the messages. Engaging influential individuals to promote change is an innovative and evidence-based advocacy strategy for advancing social, economic, political, and public health issues.

1. Who are the potential advocacy champions which AVMI should reach out to and why? (within countries, RECs, continentally)
2. How should AVMI approach them? Linkages and introductions?
3. How would you prioritize the above?

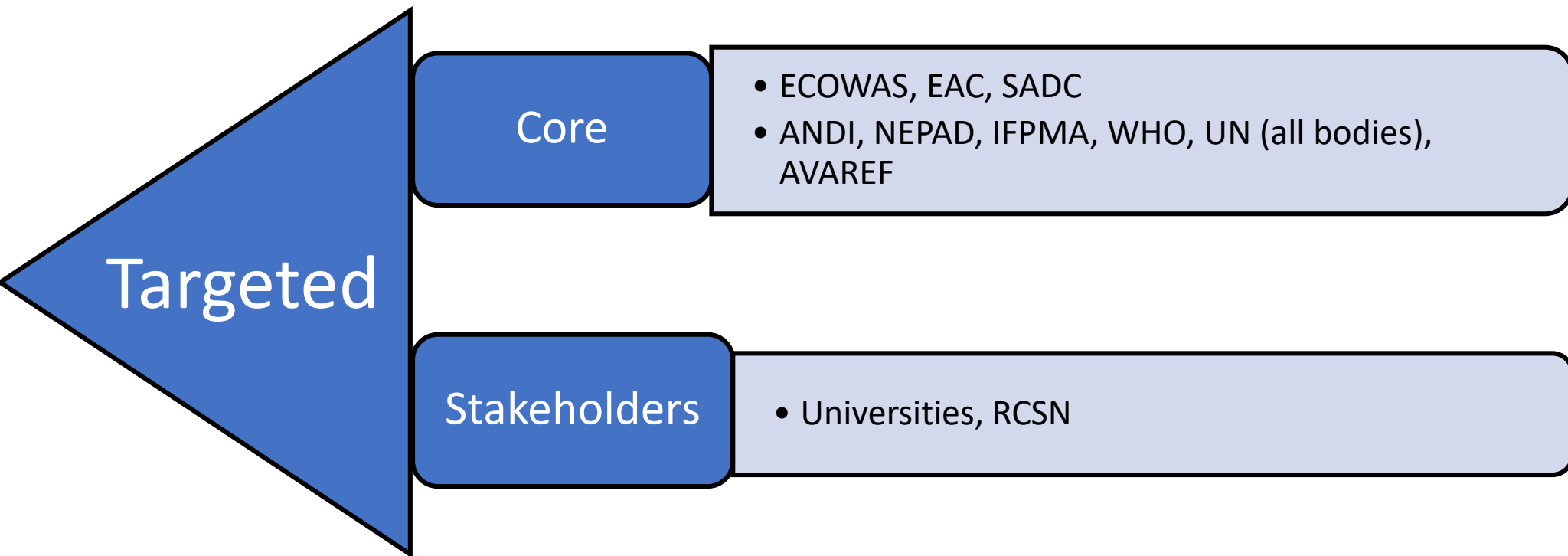
Table 3



Recommendations:

- AVMI to map space of potential champions/ambassadors/lobbyists
- Could use the Forbes List for identification of potential candidates
- Criteria:
 - Credible
 - Passionate
 - Create excitement
 - Will always relay AVMI message at conferences etc.

Table 3



Recommendations:

- Develop a communication plan
 - Ensure the message is consistent and relays the value-proposition of AVMI
 - Build relationships/connections = Networking
 - Make direct contact with institutions
 - Consistently engage the core
 - Ensure stakeholders receive information
 - Work with NGO's in the HIV field (good track record)
 - Strengthen old partnerships (e.g. Biozeen, GE, Merck, Innovative Biotech, Biovac, Biovaccines, NHVMAS)
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