



Stop TB Partnership

SUMMARY SHEET		
AGENDA NR. 2.10- 6.0	SUBJECT	VIPs AND AMBASSADORS
FOR INFORMATION <input type="checkbox"/>	FOR DISCUSSION <input type="checkbox"/>	FOR DECISION <input checked="" type="checkbox"/>
<p>RATIONALE:</p> <p>The Stop TB Partnership has engaged with a few Goodwill Ambassadors to raise awareness of TB among the general public. The program has grown since its establishment in 2007 and there is a need to discuss and agree on the strategic objectives for the coming years, including target audiences, management, capacity and scope. It is proposed that a revised strategy is presented at the next Coordinating Board meeting for discussion and input to identify the way forward.</p>		
<p>SUMMARY:</p> <p>Over recent years, the Stop TB Partnership has engaged with a few Goodwill Ambassadors including:</p> <ul style="list-style-type: none"> • Anna Cataldi, • Luis Figo, • Craig David. <p>The Stop TB Partnership is fortunate to have the position of Special Envoy for TB. This has offered an unprecedented level of exposure at political level. How to best support and deploy this post in the future is also an issue for reflection.</p> <p>The Goodwill Ambassadors have engaged in various activities on behalf of the Stop TB Partnership, including raising awareness with the general public and exposure to the media.</p> <p>The program has been based on a strategy developed in 2007 and revised in early 2010. In light of the increased visibility of the program and of the changing global advocacy needs, a revision of the strategy is required to ensure effectiveness of the project.</p> <p>It is proposed that a revised strategic paper is brought to the Coordinating Board for endorsement at the Spring 2011 meeting.</p>		
<p>DECISIONS REQUESTED (FROM STOP TB COORDINATING BOARD):</p> <ul style="list-style-type: none"> • Mandate the Secretariat to update the strategic paper with a view to enhancing the impact of the VIPs and Ambassadors based on lessons learned so far. . 		
<p>IMPLICATIONS (POLITICAL / FINANCIAL / STAFFING, ETC):</p> <ul style="list-style-type: none"> • Financial • Staff time 		
NEXT STEPS		
ACTION REQUIRED: Update strategy.		
FOCAL POINT: Vittorio Cammarota		
TIMEFRAME: By Coordinating Board meeting, Spring 2011		