

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

Sept. 24, 2019



**Keith Martin MD, PC**

Executive Director

[Executivedirector@cugh.org](mailto:Executivedirector@cugh.org)

@CUGHnews

@CUGH\_TAC

[www.cugh.org](http://www.cugh.org)

# Consortium of Universities for Global Health

- [WWW.CUGH.ORG](http://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



# Key Areas of Common Interest in the US

## ALL POLITICS IS LOCAL

Economic Prosperity

Security

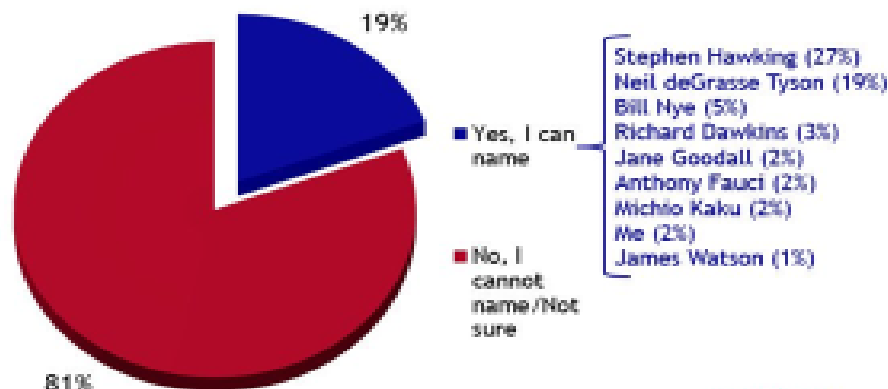
It is the Right Thing to Do

# Scientists & the Public via Dr. Peter Hotez

## Science and Public Engagement

### Most Americans Cannot Name a Living Scientist

Can you name a living scientist?



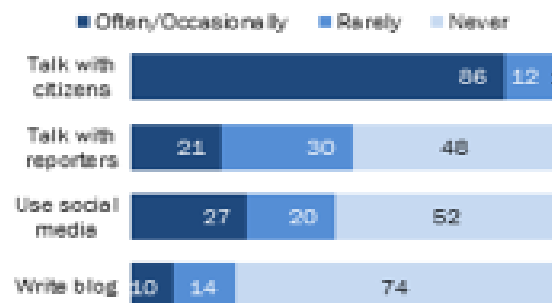
Zogby  
Analytics

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

RESEARCH  
AMERICA  
AN AMERICA'S RESEARCH CENTER

### 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



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 Q50e,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](http://WWW.RESULTS.ORG)
- **THE PUBLIC MOVES THE POLITICAL**
- **EFFECTIVE ADVOCACY = STRONG RELATIONSHIPS**

# YOUR MESSAGE

- BE CLEAR
- FOCUSED
- 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
  - <https://www.ucghi.universityofcalifornia.edu/sites/default/files/advocacy-student-guide.pdf>
- Twitter - @CUGHnews & @CUGH\_TAC
- Capitol Hill Days- Nov. 19, 2019 & Apr. 16, 2020



**CUGH**

@CUGHnews

CUGH supports academic institutions and partners to improve the wellbeing of people and the planet through education, research, service, and advocacy.

📍 Washington, DC 🔗 [cugh.org](https://cugh.org) 📅 Joined August 2009

2,705 Following 9,186 Followers

👤 Followed by Summits Education, Tom Coates, and 13 others you follow

Tweets

Tweets & replies

Media

Likes



**CUGH Trainee Advisory Committee (CUGH TAC)**

@CUGH\_TAC

Official account of the CUGH Trainee Advisory Committee, a panel of ~25 CUGH students/trainees representing the student/trainee views on global health  
[@CUGHNews](https://cugh.org)

📍 Global 🔗 [cugh.org](https://cugh.org) 📅 Joined March 2015

1,210 Following 935 Followers

👤 Followed by UCLA World Health and CUGH

Tweets

Tweets & replies

Media

Likes

# Bill & Melinda Gates' Fd. Grant

- 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](mailto: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

# CUGH 's Gun Control Tracker

## *Gun Control Tracker: The US Senate*

State	Party	Senator	Capitol Phone	Supporters of Gun Control	Opponents of Gun Control
AK	Republican	Dan Sullivan	(202)224-3004		x
AK	Republican	Lisa Murkowski	(202)224-6665		x
AL	Democrat	Doug Jones	(202)224-4124	x	
AL	Republican	Richard Shelby	(202)224-5744		x
AR	Republican	John Boozman	(202)224-4843		x
AR	Republican	Tom Cotton	(202)224-2353		x
AZ	Democrat	Kyrsten Sinema	(202)224-4521	x	
AZ	Republican	Martha McSally	(202)224-2235		x
CA	Democrat	Dianne Feinstein	(202)224-3841	x	
CA	Democrat	Kamala Harris	(202)224-3553	x	



*Share*

# 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**

# US Global Health Capitol Hill Days

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](http://www.cugh2020.org) to learn how to:

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

Co-Hosts:



THE GEORGE  
WASHINGTON  
UNIVERSITY  
WASHINGTON, DC



UNIVERSITY OF MARYLAND  
STRATEGIC PARTNERSHIP  
MPOWERING THE STATE



Thank  
you

Consortium of  
**Universities**  
for Global Health



Keith Martin MD,PC  
Executive Director  
[info@cugh.org](mailto:info@cugh.org)

Twitter: [@CUGHnews](https://twitter.com/CUGHnews)  
[@CUGH\\_TAC](https://twitter.com/CUGH_TAC)  
[www.cugh.org](http://www.cugh.org)