

## Advocacy and Communications Committee Report 2019

**Committee Members:** Nirmal Ahuja (TAC), Michele Barry, Tara Casebolt (TAC), Patricia Conrad, Patricia Davidson, Lawrence Gostin, Rinki Goswami (TAC), Liz Grant, Tasdik Hasan (TAC), Shubhada Hooli, Ann Kurth, Charles Larson, Keith Martin (Chair), John Meadows, Benjamin Meier, Suzie Mutoni (TAC), Harmanpreet Kaur Panesar (TAC), Thomas Quinn

**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 19<sup>th</sup>, 2019
    - 29 participants, 54 meetings with Congressional offices
    - Presentations from CDC, NIH, and Prime Advocacy preceded the meetings.
  - o Planned: April 16<sup>th</sup>, 2020
    - 12:00 pm to 6:00 pm (last Congressional meeting is scheduled for 5:00 pm)
    - As of January 13<sup>th</sup>, 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 13<sup>th</sup>, 96 members have signed up

### 2) Webinars: 12 webinars were held (the goal was 8 webinars)

- January 18<sup>th</sup>, 2019: Climate Information: A New Resource for the Health Community
  - o 406 registrants
  - o 203 sites logged on
- June 19<sup>th</sup>, 2019: Implementation Science in Nutrition
  - o 363 registrants
  - o 145 sites logged on
- June 27<sup>th</sup>, 2019: The Global Fund, Governance and Public Health
  - o 309 registrants
  - o 118 sites logged on
- July 16<sup>th</sup>, 2019: Vaccines and Vaccine Hesitancy
  - o 414 registrants
  - o 190 sites logged on
- July 22<sup>nd</sup>, 2019: CDC Update: Ebola in the DRC
  - o 531 registrants

- 265 sites logged on
- August 23<sup>rd</sup>, 2019: Campus Representatives Webinar
  - 71 registrants
  - 34 sites logged on
- August 26<sup>th</sup>, 2019: Campus Representatives Webinar
  - 81 registrants
  - 40 sites logged on
- September 19<sup>th</sup>, 2019: Educational Equity: Improving Access to Short-Term Clinical Education for Non-US Physicians
  - 182 registrants
  - 88 sites logged on
- September 24<sup>th</sup>, 2019: Working with CUGH on Public and Political Engagement in Global Health
  - 111 registrants
  - 49 sites logged on
- October 1<sup>st</sup>, 2019: Using Global Health Competencies and Tools: Program Implementation Case Studies
  - 263 registered
  - 131 sites logged on
- November 7<sup>th</sup>, 2019: CDC's Integral Role in Ending the Global TB Epidemic
  - 302 registrants
  - 125 sites logged on
- November 20<sup>th</sup>, 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 8<sup>th</sup>, 2019: US Academic Leaders Strongly Oppose the US Administration's Freeze of Foreign Assistance.
- November 8<sup>th</sup>, 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 10<sup>th</sup>, 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 20<sup>th</sup> at CUGH2020

### 6) Social Media

- **Twitter**
- CUGH's Twitter account:
  - January 1<sup>st</sup>, 2019: 8, 579 followers
  - January 13<sup>th</sup>, 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