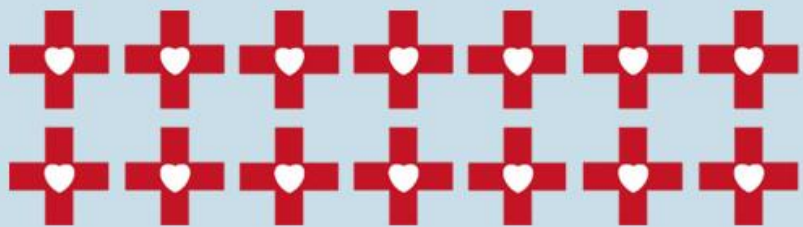


Measles & Rubella Initiative Mobilizing Support Workshop



We have the opportunity to ensure that no child dies from measles or is born with congenital rubella syndrome



13.8 **Million**
deaths averted
2000-2012

1 in 5 child

lives saved since 1990



due to measles vaccine

But there is still work to do...

- Measles kills 122,000 children per year.
- Elimination targets have been set in all 6 WHO regions by 2020, but are at risk of not being met.



Audience #1: Mobilizing key communities by reinforcing capacity to provide support, protection, and care for a common goal

Scenario: In Nepal, a measles-rubella campaign set a goal of reaching 10 million children with the vaccine. It seems impossible for a few people to take on, but, when 54,000 women take on the role of “Female Community Health Volunteer,” measurable results are seen, word spreads and notice is taken.

- What are some key barriers to generating demand?
- What can we do to spur demand?
- What is needed to ensure mothers and other health decision makers are invested?



Audience #2: Mobilizing resources and political-will in donor markets



Scenario: The M&RI budget forecast for 2015-2020 is \$635 million. There is currently a \$369 million funding gap.

- What can be done to leverage bilateral donors to fill this funding gap?
- How can we mobilize additional resources from existing bilateral donors?
- What can we do to target new bilateral donors?

Audience #3: Mobilizing in-country advocacy to build local political will

Scenario: More than 21 million children were not reached with measles vaccine in 2012 and over half of them live in just six countries: the Democratic Republic of the Congo, Ethiopia, India, Indonesia, Nigeria and Pakistan.



- What can we do to ensure local government leaders in these countries began asking for prioritization of measles & rubella?
- What further ideas do you have for encouraging target countries to prioritize measles & rubella?

Audience #4: Mobilizing grassroots individuals

Scenario: Mobilizing communities is critical in measles elimination. For example, Lions Clubs in Uganda leveraged a 3-day vaccination campaign to engage community members including local government leaders.

- What can we do to ensure community mobilization programs are sustainable?
- How can we successfully train and equip communities for action?



Group A: Social Mobilization and Demand Generation

Facilitators: Wendy Ward and Monica Sanders

Location: Conference Room A

Morris Ayikanying

Julie Boonprasarn

Robb Butler

Amy Callis

Gashaw Dagne Abebe

Robert Davis

Benjamin Futransky

James Goodson

Satish Gupta

Gena Hill

Kirsten Hongisto

Alan Janssen

Samuel Katz

Mariam Khan

Karen Mah

Eric Margules

William Mbabazi

Niki McMillan

James Noe

Stanely Plotkin

Eric Porterfield

Giselle McAuliffe

Prosper Rubera Ntagaramba

Joel Selanikio

Samir Sodha

Robert Steinglass

Assegd Tessema

Asnakew Tsega

Yodit Sahlemariam Yeshineh

Group B: Donor Advocacy and Resource Mobilization

Facilitator: Kimberly Sutton

Location: Folger Boardroom

Jon Andrus

Jamie Glenn

Susan Reef

Ousseynou Badiane

Matt Hanson

Carrie Santos

Harold Brooks

Myriam Henkens

Lora Shimp

Terrell Carter

Edward Hoekstra

David Sniadack

Stephen Cochi

John Lange

Peter Strebel

Louis Cooper

Louis Leech

Jane Zimmerman

Aaron Emmel

Robert Linkins

John Fitzsimmons

Eric Mondero

Andrea Gay

Hoa Thi Pham

Group C: National Advocacy and In-Country

Government Support

Facilitator: Jeff Lyle

Location: Conference Room D

Hinda Jama Ahmed

Reinhard Kaiser

Satyabrata Routray

Andrew Bakainaga

Mireille Kanda

W. William Schluter

Kaushik Benerjee

Elesha Kingshott

Abigail Shefer

Endele Eyenne

Selenge Lkhagva

Angela Shen

Pamela Bravo

Imran Mirza

Marvin Steele

Amadou Fall

William Moss

Bharathi Sundaram

Guillermo Garcia

Michel Othepa

Yoshihiro Takashima

Mark Grabowsky

Robert Perry

Marie Therese Guigui

Monique Petrofsky

Hayatee Hasan

Martha Rebour

Hector Izurieta

Crickett Nicovich

Group D: Grassroots/Individual Advocacy

Facilitator: Anne Myers

Location: NW 10-079

Daniel Baker

Frank Mahoney

Amanda Crabbe

Susana Martinez

Anupama Dathan

Schmickrath

Margaret Fisher

Robert Matthews

Leslie Goldman

Dyah Miller

David Harper

Norma Gamero

Kristi Haycock

Kiran Patel

Suresh Jadhav

Karen Quarles

Katrina Kretsinger

Rod Snider

Joseph Leive

Elizabeth Weinstein