**Integrated Global Action Plan for the Prevention and Control of Pneumonia and Diarrhoea**

**Messages for Advocacy**

**In general an effective advocacy message covers four elements:**

* What is the issue?
* Why should the decision-maker care about the issue?
* What is the proposed solution and how will it impact the problem?
* What do you want the decision-maker to specifically do following your interaction?

**Some best practices to consider:**

* Try to keep the four parts of your advocacy message focused, compelling and action orientated.
* Save any facts, figures, quotes, stories, and analysis that support your message for a follow-up discussion. Capture the interest of your decision-maker first.
* Target the “why you should care” part of the message to reflect the key interests of the particular decision-maker in front of you.
* Always conclude your advocacy message with a request for the decision-maker to take a very clear, specific action that will help advance your advocacy goal. Most policymakers won’t be likely to achieve your entire goal as a result of one meeting; instead request an achievable intermediate step.

*Please consider these GAPPD potential messages as a starting point for creating the right messages for your country, including the specific details, tone, and “asks” that are most relevant for a particular country and situation.*

**GAPPD core messages:**

* Working together, we can end preventable deaths of young children around the world from two of the leading child killers, pneumonia and diarrhoea.
* The Integrated Global Action Plan for the Prevention and Control of Pneumonia and Diarrhoea (GAPPD) from the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF), goes to the heart of the challenge: recognising that prevention and control of pneumonia and diarrhoea cannot be adequately dealt with separately but only through integrated programmes.
* Without these urgent accelerated and coordinated efforts, each year more than two million of the world’s most vulnerable children will continue to die from pneumonia and diarrhoea. We must close this equity gap.
* Successfully reducing pneumonia and diarrhoea deaths requires engagement by a wide range of actors and sectors, and first and foremost it requires national political will.
* These diseases must be addressed if we are to move the needle significantly in achieving the Millennium Development Goal to save the lives of children under the age of five (MDG4) , as well as successful implementation of the United Nations Global Strategy for Women’s and Children’s Health, and the Promise Renewed commitment to child survival.

**GAPPD national advocacy messages:**

* In [country], too many children are still dying from pneumonia and diarrhoea. Globally, these diseases are the leading diseases causing child mortality, responsible for nearly one-third of deaths in children under age five, claiming more than 2 million lives each year.
* [If possible, add national diarrhoea and pneumonia mortality numbers; check data from <http://www.countdown2015mnch.org/>. Another resource is “A Promise Renewed” [Dashboard](http://www.apromiserenewed.org/Dashboard.html).]
* The GAPPD, just released by the WHO and UNICEF, provides the most up-to-date strategies to protect children from pneumonia and diarrhoea.
* The GAPPD outlines the crucial elements needed to address diarrhoea and pneumonia: nutrition; vaccines; access to safe water, sanitation, and better household air quality; and effective treatment with integrated case management that includes oral rehydration and zinc for diarrhoea and amoxicillin and oxygen for pneumonia.
* Coordinating our approach to fighting diarrhoea and pneumonia will be far more effective and efficient, and provide better services to communities, families and children. Our country can save countless lives by improving access to nutrition, vaccines, health, and water, sanitation, and hygiene interventions and using an integrated approach to fighting these diseases.
* The GAPPD is a resource for coordinating and integrating efforts to improve the impact of current programming.
* Here in [country], we can use this action plan to set our national priorities and put the focus on these two leading killers of children.
* [Mention any progress and recent successes, if notable].
  + Examples of these might include reduction of child mortality rates or increase in the number of people with access to safe drinking water and sanitation.
* [It might be helpful to explain how the GAPPD is aligned with existing policies, commitments, government statements related to pneumonia, diarrhoea, child survival, MDG 4.]
  + For example, if your government has signed on to A Promise Renewed, the GAPPD could be described as the concrete plan that will help achieve that commitment.
  + To look up if your country has signed onto A Promise Renewed, check here: <http://apr.nationbuilder.com/government_signatories>
  + To see if your country has signed the pledge regarding the UN Commission on Life-Saving Commodities for all Woman and Children, check here (in English): <http://www.everywomaneverychild.org/images/Communique_signed-English_pdf.pdf> or here (in French): <http://www.everywomaneverychild.org/images/Communiuqe_signed-French_pdf.pdf>
  + For additional insights on your country, check the Countdown site: <http://www.countdown2015mnch.org/>
* We call on our government to:
  + Prioritise the fight against pneumonia and diarrhoea.
  + Use the GAPPD to determine what specific plans, investments, and partners are needed to address the unique needs of our country and achieve the greatest health impact. This includes clear roles, responsibilities and accountability across ministries, sectors, and partners.
  + Engage stakeholders from affected communities, civil society, the private sector, donor agencies, and multilateral institutions to assess how our national efforts compare to the guidance in the Global Action Plan.
  + Put specific focus and resources towards reducing inequalities and reaching those of greatest need to both maximise health impact and improve equity.
  + [Add more specific “asks” if possible. What is strategically relevant and necessary in your country?]