



*The Action Plan of the
UN Secretary-General's
MDG Advocacy Group*





*education
health
partnership
equality
sustainability
food security*

To galvanize support for the Millennium Development Goals, United Nations Secretary-General H.E. Mr. Ban Ki-moon in June 2010 established an Advocacy Group of eminent personalities who have shown outstanding leadership in promoting the implementation of the Goals — in such fields as education, food security, health, environment and the empowerment of women. The Group supports the Secretary-General in building political will and mobilizing global action for the benefit of the poor and most vulnerable, aiming for the achievement of the Millennium Development Goals by the 2015 target date.



THE MDG ADVOCACY GROUP

CO-CHAIRS

PAUL KAGAME

President of Rwanda

JOSÉ LUIS RODRÍGUEZ ZAPATERO

President of Spain

MEMBERS

MUHAMMAD YUNUS

BANGLADESH

Nobel Peace Prize Laureate, founder of the Grameen Bank
Focus on MDG 8 (global partnership for development)

MARINA SILVA

BRAZIL

Environmentalist and politician
Focus on MDG 7 (environmental sustainability)

WANG YINGFAN

CHINA

Vice-Chairman, Foreign Affairs Committee, Chinese National People's Congress (2003-2008)
Focus on MDG 1 (extreme poverty and hunger)

STINE BOSSE

DENMARK

Former CEO of Tryg Group, Chairman of Børnefonden (The Children's Fund)
Focus on MDG 3 (gender equality and the empowerment of women)



PHILIPPE DOUSTE-BLAZY

FRANCE

UN Special Advisor on innovative financing for development
Focus on MDGs 4, 5, 6 and 8 (child mortality, maternal health, HIV/AIDS, malaria and other diseases, and global partnership for development)

MUKESH D. AMBANI

INDIA

Chairman and Managing Director, Reliance Industries
Focus on MDG 8 (global partnership for development)

HIROMASA YONEKURA

JAPAN

Chairman of Sumitomo Chemical and of the Japan Business Federation (Keidanren)
Focus on MDG 6 (malaria and other diseases)

WANGARI MAATHAI

KENYA

Nobel Peace Prize Laureate, environmental and political activist
Focus on MDG 7 (environmental sustainability)

DHO YOUNG-SHIM

REPUBLIC OF KOREA

Chairperson of the UN World Tourism Organization's Sustainable Tourism for Eliminating Poverty (ST-EP) Foundation
Focus on MDG 2 (universal primary education)

JULIO FRENK

MEXICO

Dean of the Harvard School of Public Health, former Minister of Health in Mexico
Focus on MDGs 4, 5, 6 and 8 (child mortality, maternal health, HIV/AIDS, malaria and other diseases, global partnership for development)

AKIN ADESINA

NIGERIA

Minister of Agriculture and Rural Development in Nigeria, former Vice President of the Alliance for a Green Revolution in Africa (AGRA)
Focus on MDG 1 (extreme poverty and hunger)

H.H. SHEIKHA MOZAH BINT NASSER AL MISSNED

QATAR

First Lady, Chairperson of the Qatar Foundation for Education, Science and Community Development
Focus on MDG 2 (universal primary education)

GRAÇA MACHEL

SOUTH AFRICA / MOZAMBIQUE

Former First Lady, advocate for women's and children's rights
Focus on MDG 3 (gender equality and the empowerment of women)

JAN ELIASSON

SWEDEN

Chair of WaterAid Sweden, Former President of the UN General Assembly
Focus on MDGs 7 and 8 (environmental sustainability and global partnership for development)

BOB GELDOP

UNITED KINGDOM

Singer, songwriter, political activist
Focus on all MDGs

RAY CHAMBERS

UNITED STATES

UN Secretary-General's Special Envoy for Malaria
Focus on MDGs 4, 5, 6 (child mortality, maternal health, HIV/AIDS, malaria and other diseases)

JEFFREY SACHS

UNITED STATES

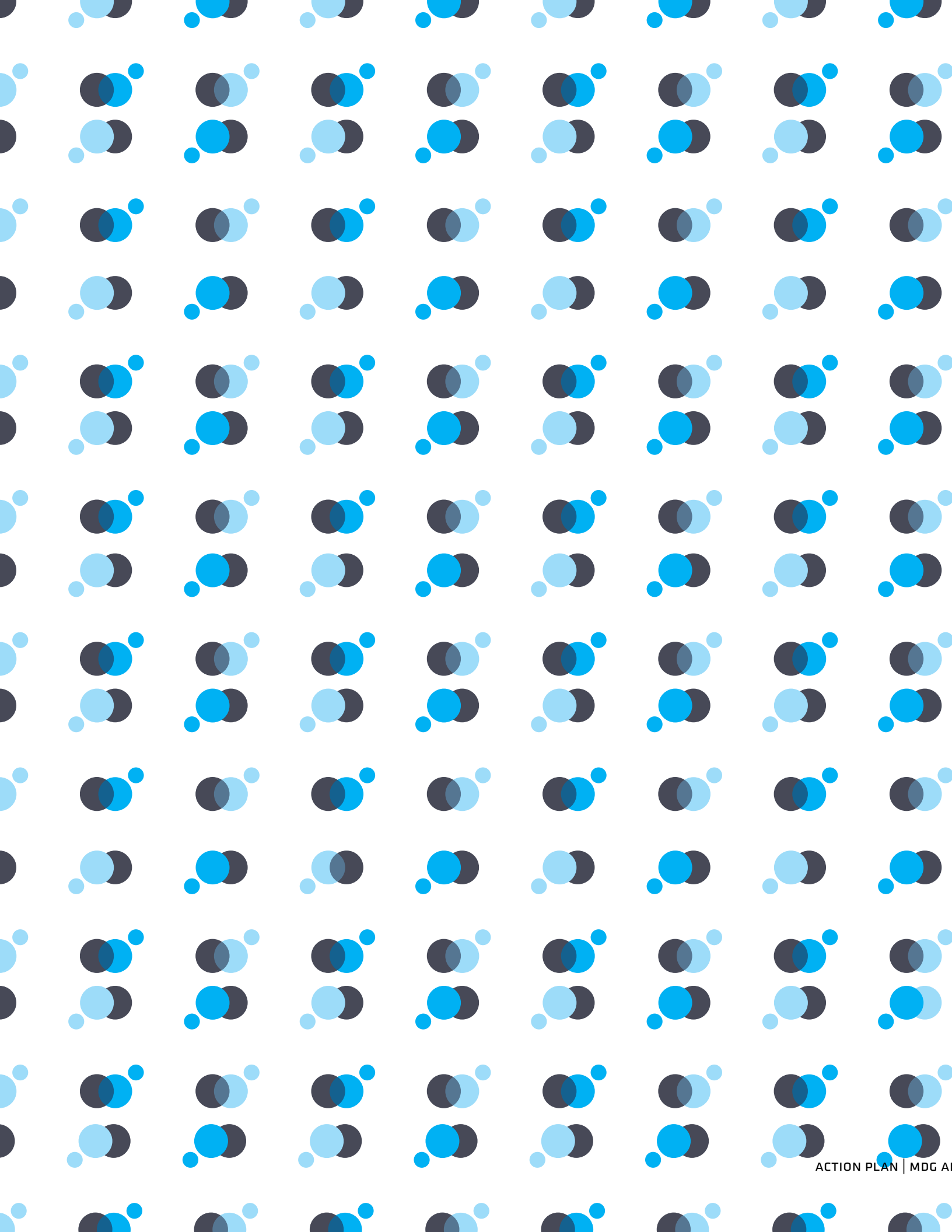
UN Secretary-General's Special Adviser on the MDGs
Focus on all MDGs

TED TURNER

UNITED STATES

Philanthropist, Chairman, UN Foundation
Focus on all MDGs





GUIDING PRINCIPLES

01.

The MDGs will be achieved mainly through country-led plans, taking into account the unique conditions in each country and encouraging broad participation by all sections of the society (government, civil society, NGOs, private sector, professional associations, youth organizations, religious bodies, etc.);

02.

There should be renewed focus on reaching the most disadvantaged groups, ensuring that they benefit from progress towards the MDGs. Such an approach is also highly cost-effective, as where we are lagging the most is where our resources will make the most difference;

03.

The MDGs should be pursued holistically, building upon the synergies in addressing poverty, education, health, hunger and infrastructure comprehensively;

04.

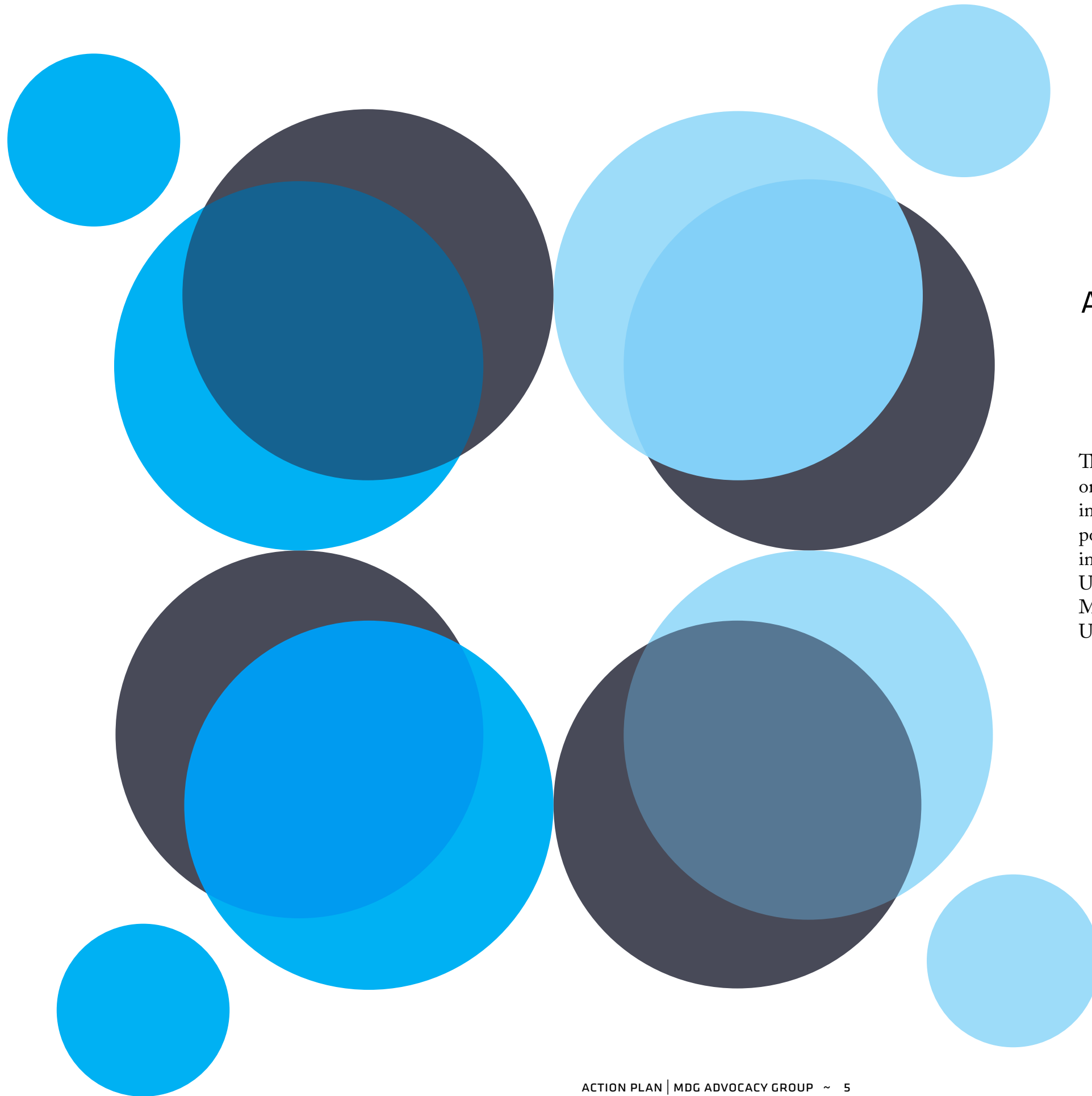
The MDGs require increased financial investments, first by the low-income countries themselves mobilizing their domestic resources, and second by development partners, through both official development assistance and private investments;

05.

MDG strategies should be practical, time-bound, focused on measurable outcomes and based on best practices, including the mobilization of new technologies in agriculture, health, education and infrastructure;

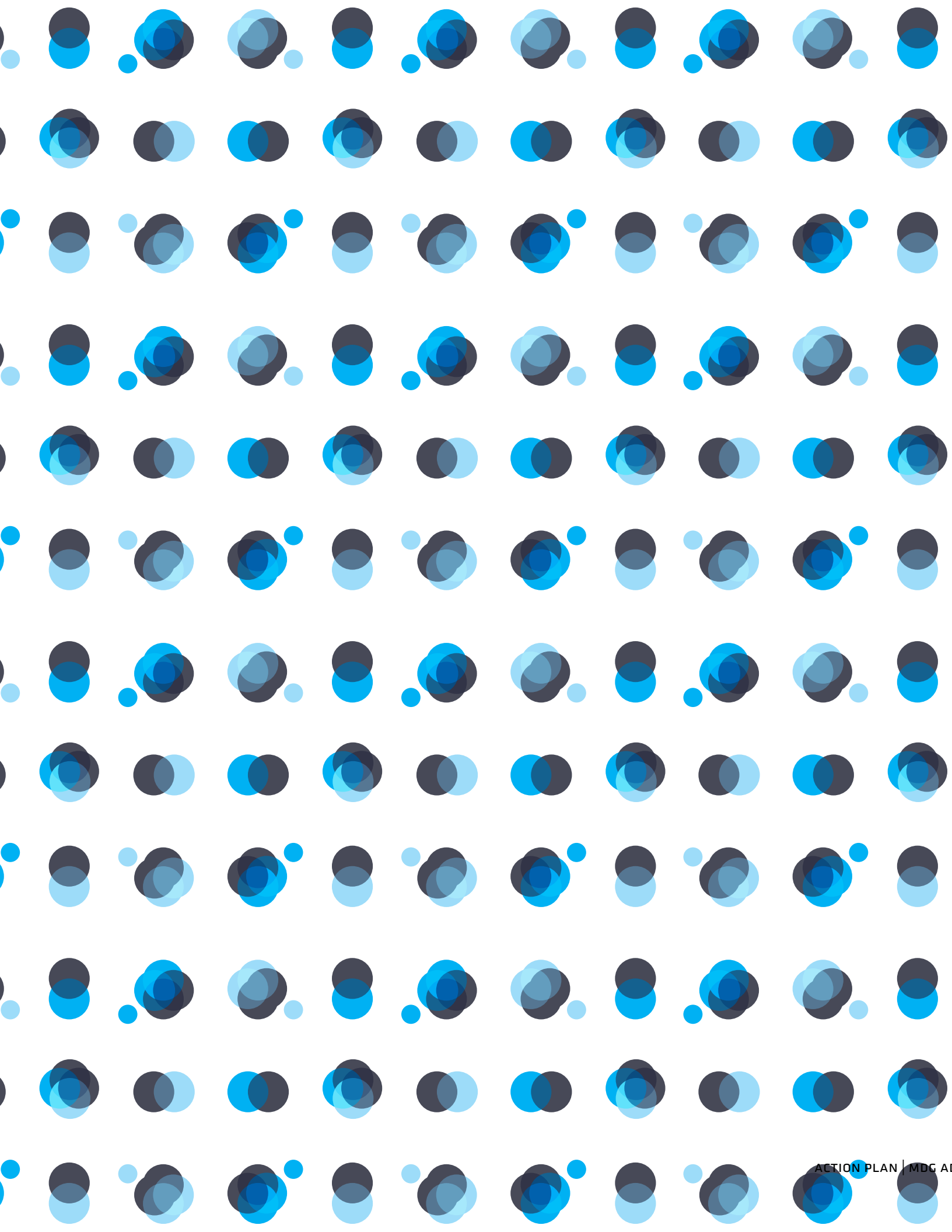
06.

Each country should be encouraged to adopt and implement initiatives to scale up country-led and contextually relevant best-practice interventions.



ACTION PLAN

The MDG Advocates will focus their advocacy on food security, integrated rural development, infrastructure (including water and sanitation, power and ICT connectivity), education, health and innovative financing. The Action Plan supports the UN agencies' leadership in their respective areas. The MDG Advocates will therefore work closely with UN Agencies on their respective advocacy efforts.



THEMATIC CLUSTERS

The Action Plan encourages each MDG Advocate to champion at least one specific MDG initiative. The activities of the MDG Advocates are broadly arranged in two thematic clusters: “Food Security and Sustainable Growth” (covering especially MDGs 1 and 7) facilitated by Professor Jeffrey Sachs and Ms. Graça Machel, and “Education and Health” (covering especially MDGs 2 and 4-6) facilitated by Her Highness Sheikha Moza bint Nasser of Qatar and Mr. Ray Chambers. Gender equality and global partnerships, namely MDGs 3 and 8, are defined as cross-cutting themes. Detailed information on this approach can be found at:

<http://www.un.org/millenniumgoals/advocates/thematicclusters.shtml>

FOOD SECURITY

With one billion people affected by chronic hunger and with food prices soaring, adequate investments in agricultural and rural development are key.

The MDG Advocates will support the crucial work of the Global Agriculture and Food Security Program (GAFSP) at the World Bank, as a new multi-donor trust fund to support smallholder agriculture. To date, many governments of food-insecure nations have submitted high-quality national action plans to the GAFSP, which still lacks the necessary resources to be fully operational throughout Africa. The Advocates will renew momentum for full funding of the GAFSP (currently only 50 per cent funded), and will advocate for holding donor and recipient governments accountable to their promises.

The Advocates will also help to build partnerships and mobilize funding from new and non-traditional donors and the private sector, including the banking sector and extractive industries – in the framework of the Extractive Industries Transparency Initiative (EITI) – to help contribute to covering the costs of proposals submitted to the GAFSP.

PARTICIPATING ADVOCATES President Zapatero, President Kagame, Akin Adesina, Jeffrey Sachs, Jan Eliasson

LEAD AGENCIES/ORGANIZATION WFP, FAO, World Bank, AGRA

LEAD FINANCIAL INSTRUMENT GAFSP (Global Agriculture and Food Security Program)

FURTHER READING GAFSP <http://www.gafspfund.org/gafspm>

French Presidency of G20 <http://www.g2o-g8.com>

EITI <http://eiti.org>



ACTIONS

1. To help fund the GAFSP to the level of a minimum of \$1 billion per year to support National and Regional Agriculture Plans, as submitted to the GAFSP, the MDG Advocates will reach G20 Leaders and encourage them to renew their political support and financial commitments to the GAFSP at the G20 Cannes Summit;
2. To help convene in 2011 a special high-level meeting of non-traditional donors, including commercial banks in Africa, with the goal of raising at least \$500 million for a new round of proposals to the GAFSP;
3. To support the Innovative Finance Forum for Agriculture to be convened by President Kagame in late 2011;
4. To participate in the Leading Group on Innovative Financing for Development annual meeting that will take place in Spain in December 2011 in order to advocate for streamlining innovative finance measures for improving food and nutrition security.



INTEGRATED RURAL DEVELOPMENT

Many countries, e.g. Mali and Nigeria, have now adopted integrated rural development approaches to scale up their investments in the MDGs. Based on lessons learnt from earlier projects, including the Millennium Villages, the MDG Advocates will promote rapid scale-up of integrated rural development projects, forming new partnerships with the donor, business, and philanthropic communities, and help bring microfinance and social businesses to these projects. As one specific example, the MDG Advocates will promote a new six-country initiative in the Horn of Africa, known as the Drylands Alliance, launched by Ethiopia, Uganda, Kenya, Djibouti, Somalia and Sudan in partnership with the Islamic Development Bank (IsDB), Intergovernmental Authority on Development (IGAD) and Common Market for Eastern and Southern Africa (COMESA).

ACTIONS

1. Support governments that are scaling up integrated rural development initiatives;
2. Promote the Drylands Alliance and support mobilization of resources to address the specific MDG challenges of the drylands in Africa, Asia and Latin America;
3. Work with industry and civil society to integrate microfinance, social businesses, environmental management and private-sector technologies into integrated rural development programmes.

PARTICIPATING ADVOCATES Jeffrey Sachs, Muhammad Yunus, Graça Machel, Marina Silva, Wangari Maathai

LEAD AGENCIES/ORGANIZATION UNDP, IGAD, COMESA, other regional organizations

LEAD FINANCIAL INSTRUMENT World Bank, Regional Development Banks

FURTHER READING African Drylands Alliance Initiative <http://www.nri.org/projects/adappt>
Islamic Development Bank <http://www.isdb.org>
Millennium Villages <http://millenniumvillages.org>



WATER, SANITATION & ENVIRONMENT

Recognizing that sanitation and safe water are both key to human development and pivotal to the achievement of all of the MDGs, the MDG Advocates will focus on accelerating progress towards reaching the sanitation and water targets, which are among the most off-track of all the MDGs. Despite the urgency of an integrated water-sanitation-environment effort, investments in this area are still insufficient. Water scarcity and water-borne diseases remain among the greatest underlying causes of poverty, hunger and disease. In recognition of this, the Secretary-General launched in June 2011 an advocacy initiative, “Sustainable Sanitation: The Five-Year Drive (5YD) to 2015”, in order to mobilize political will and financial and technical resources to speed up progress on the sanitation MDG.

PARTICIPATING ADVOCATES	Jan Eliasson, Stine Bosse, Marina Silva, Wangari Maathai
LEAD AGENCIES/ORGANIZATION	UNEP, UNCCD, UNICEF, UN Water, World Bank
LEAD FINANCIAL INSTRUMENT	World Bank and Sanitation and Water for All (SWA)
FURTHER READING	Five-Year Drive to 2015 http://www.sanitationdrive2015.org Sanitation and Water for All http://www.sanitationandwaterforall.org



ACTIONS

1. Supporting the Secretary-General’s “Sustainable Sanitation: 5YD to 2015” initiative;
2. Endorsing and advocating for the support of the Sanitation and Water for All (SWA) initiative, a global partnership among developing countries, donors, multilateral agencies, civil society and other development partners (during the World Bank and IMF annual meetings);
3. Advocating for additional donors to join the 5YD initiative and the SWA;
4. Attending the SWA High Level Meeting in April 2012 in Washington, DC;
5. Convening a high-level meeting on the links between nutrition, environment, child health and sanitation (The Earth Institute offers to host this meeting, drawing on the successes of reduced stunting in the Millennium Villages through an integrated approach of water, sanitation, nutrition, health and agriculture.);
6. Encouraging the private sector to implement social business solutions to the problems related to water, sanitation and environment.



POWER & TRANSPORT INFRASTRUCTURE

Adequate investment in infrastructure is crucial to successful economic development. Therefore, the MDG Advocates will promote the establishment of new collaborations and partnerships among countries, the development banks, the private sector and other non-traditional donors to increase investment in infrastructure, especially in Africa. A special focus will be put on cross-border infrastructure in power and transport, which are among the highest investment priorities in low-income regions.

The MDG Advocates will work with the G20 Leaders to support the prioritization of infrastructure on the G20 development agenda. The G20 High Level Panel (HLP) on Infrastructure has been finalized and it has three work streams Advocates will support: sources of funding, assessment and understanding of the needs for infrastructure, and enabling environment for infrastructure projects.

ACTIONS

To identify at least three to six major cross-national infrastructure projects in sub-Saharan Africa that will be supported by the MDG Advocates group. The Advocates will work with the G20, public and private stakeholders, and national governments to help bring these complex projects to fruition.

- PARTICIPATING ADVOCATES** Jeffrey Sachs, Mukesh Ambani, Yingfan Wang, Bob Geldof
LEAD AGENCIES/ORGANIZATION IMF, World Bank
LEAD FINANCIAL INSTRUMENT World Bank, Regional Development Banks, sovereign wealth funds, private investment funds
FURTHER READING Preparation for G20 Summit in France
http://www.g20.org/Documents2011/02/COMMUNIQUE_HLP.pdf



ICT AND DEVELOPMENT

The MDG Advocates will promote the ITU/UNESCO Broadband Commission for Digital Development. High-speed and high-capacity broadband and mobile connections to the Internet are critical elements of today's society and powerful tools for development, as recognized in MDG 8. The expansion of broadband access requires partnerships and coordination between governments and the private sector. In particular, the Broadband Commission will support Information and Communication Technology (ICT) for health through m-Health applications for Health Workers and primary health facilities and ICT for education through the Connect-To-Learn initiative, building upon UN partnerships in the Millennium Villages for systems development and scale-up.

ACTIONS

1. To endorse and support the ITU/UNESCO Broadband Commission as a platform to promote partnerships for scaling up and integration of broadband and mobile into national development plans to accelerate the achievement of the MDGs;
2. To promote demonstration projects illustrating the use of cutting-edge ICT technologies for agriculture, health, education and business development;
3. To support the use of ICT technologies in national scaling-up efforts.

PARTICIPATING ADVOCATES President Kagame, Mukesh Ambani, Ted Turner, Jeffrey Sachs
LEAD AGENCIES/ORGANIZATION ITU, UNESCO
LEAD FINANCIAL INSTRUMENT World Bank, Development Banks
FURTHER READING Broadband Commission <http://www.broadbandcommission.org>
Report M-Technology <http://www.unfoundation.org/global-issues/technology/mhealth-report.html>



EDUCATION AND GENDER EQUALITY

The five strategic pillars guiding the MDG Advocates' actions for education will be: (i) promotion of the right to education and protection of schools and education systems against attacks; (ii) pursuit of innovative financing mechanisms and engagement of new donors to fund MDG 2 and Education for All (EFA) goals; (iii) strengthening of countries' capacity to design and implement national education strategies; (iv) use of ICT for achieving greater access to education, especially in remote and rural areas, and focusing on secondary education for girls; and (v) promotion of intercultural dialogue as a fundamental condition for peace and security to achieve the MDG 2 and EFA goals.

Under the leadership of Her Highness Sheikha Moza Bint Nasser, and in coordination with UNESCO and the Fast Track Initiative (FTI) for EFA, the MDG Advocates will endeavour to consolidate the Education for All Fund, operating under similar principles as the Global Fund to Fight AIDS, TB and Malaria. The Fund will support country-owned national education plans.

CLUSTER FACILITATOR/COORDINATOR	HH Sheikha Moza Bint Nasser
PARTICIPATING ADVOCATES	Ambassador Dho Young-shim, Graça Machel, Stine Bosse, Jan Eliasson
LEAD AGENCIES/ORGANIZATION	UNESCO, UN Women, World Bank, UNAOC, WISE
LEAD FINANCIAL INSTRUMENT	Education for All Fund, EFA/FTI
FURTHER READING	World Innovation Summit for Education http://www.wise-qatar.org Education for All http://www.campaignforeducation.org/docs/reports/brown/EFA%20Report_Low%20Res%20v2.pdf Education Monitoring Report 2011 http://www.unesco.org/new/en/education/themes/leading-the-international-agenda/efareport Alliance Of Civilizations http://www.unaoc.org/ http://www.qcaoc.gov.qa/ENGLISH/Pages/Civilization.aspx

ACTIONS

1. Develop an action plan to ensure the completion of primary schooling by out-of-school children, starting with the Arab world and extending it worldwide;
2. Use WISE as a platform to monitor and evaluate the performance of the FTI Education for All Fund and to track progress towards the MDG 2 and EFA goals;
3. Work with the ITU Broadband Commission to promote the use of ICT to support the scaling up of access to quality education and the Connect-To-Learn initiative;
4. Convene a high-level meeting in November 2011 in Doha on the margins of WISE with development banks, governments, UN agencies, prominent development and education experts, civil society and private sector leaders to discuss how innovative financing and new non-traditional donors can contribute towards consolidating the Education for All Fund;
5. Support international and national legal mechanisms to defend the right to education and to protect it from any violation;
6. Call upon all governments in conflict-affected States to develop national plans for education aimed at strengthening education systems and the rule of law, and curtailing violence;
7. Strengthen national and international practices to protect the right of education in zones of conflict;
8. Through the Fourth UN Alliance of Civilizations Forum (Doha, 11-13 December 2011), promote cultural diversity and intercultural dialogue as fundamental aspects of 21st century education and key to the achievement of the Education for All goals;
9. Support the Thank You, Small Libraries initiative in the least developed parts of the world, with guidance from Amb. Dho Young-shim and in partnership with the public and private sectors in order to advance development through education;
10. Explore the role of social businesses in fostering vocational training (e.g. nursing school, IT school, etc.).

CHILD MORTALITY

MDG 4 calls for a reduction in child mortality by two thirds from 1990 to 2015. In 1990, approximately 12 million children died. Most recently it has been estimated that 8 million children died last year. In order to accomplish Goal 4, deaths of children must be reduced by 4 million by the year 2015. Of those 4 million deaths, some 2 million occur within the first 28 days of life.

ACTIONS

1. Advocacy to support the rapid implementation of existing country plans with the aim that all plans will be in place as soon as possible;
2. Advocacy to mobilize funding, especially for the LDCs, to purchase new vaccines, commodities and equipment in the health field, including to address pneumonia, diarrhea, malaria and neo-natal survival.

PARTICIPATING ADVOCATES Ray Chambers, Julio Frenk, Graça Machel, Jan Eliasson; others to be determined

LEAD AGENCIES/ORGANIZATION UNFPA, UNICEF, WHO, UNAIDS and the World Bank

LEAD FINANCIAL INSTRUMENT GAVI; others to be determined



MATERNAL HEALTH

Stronger community links to the public health care system, through first-line contact with health workers (inclusive of community health workers and community midwives), and through proper referral to skilled attendants (midwives, nurses, doctors) at clinics and district hospitals, would greatly reduce deaths. For maternal and neonatal health, the MDG Advocates will support the work of the H4+ (UNFPA, UNICEF, WHO, UNAIDS and the World Bank) in at least seven high burden countries (Afghanistan, Bangladesh, DRC, Ethiopia, Mozambique, Nigeria and Tanzania).

PARTICIPATING ADVOCATES	Ray Chambers, Julio Frenk, Graça Machel, Jan Eliasson; others to be determined
LEAD AGENCIES/ORGANIZATION	UNFPA, UNICEF, WHO, UNAIDS and the World Bank
LEAD FINANCIAL INSTRUMENT	To be determined
FURTHER READING	Every Woman Every Child http://www.everywomaneverychild.org



ACTIONS

1. Support UNFPA and other H4+ partners as they work through September to help countries assemble refined gap plans in each of the seven identified high priority countries;
2. Engage India, a key partner in the fight against reducing the global burden of maternal and neonatal deaths;
3. Support the organization of a retreat adjacent to the Every Woman, Every Child event, to bring together Ministers of Health and Finance from each of the focus countries to examine the country roadmaps, understand more concretely the financial envelope required to bring plans to fruition, and renew and augment existing commitments to the Global Strategy for Women's and Children's Health in light of this new evidence. In advance of this meeting, Advocates will identify how the gaps highlighted in these plans can be filled. The proposed retreat will also be a platform for advocacy for elimination of new infections in children.



COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES

HIV/AIDS – Prevention of Mother-to-Child Transmission

In 2009 nearly 370,000 children were newly infected with HIV. In order to eliminate new HIV infections among children, maternal health services must be expanded and should include provision of key HIV services such as HIV testing and counselling and antiretrovirals (ARVs) for pregnant women. The principal gap consists of raising the coverage of HIV prevention and treatment services to at least 80% of all pregnant women living with HIV and their children. Eliminating new HIV infections also entails stopping new HIV infections among women and provision of family planning services for women living with HIV. A high level Global Task Team set up in April 2011 by UNAIDS has developed a Global Plan towards elimination of new HIV infections among children by 2015 and keeping their mothers alive. The Plan was presented at the UN General Assembly High Level Meeting on AIDS in New York in early June.

ACTIONS

Support virtual elimination of mother-to-child transmission of HIV by 2015, a goal that has been adopted by UN Member States at the UN General Assembly High Level Meeting on AIDS in June 2011, by drawing attention to the critical gaps that need to be addressed country-by-country in order to achieve the zero mother-to-child transmission goal, with particular focus on the 21 countries with the highest burden.



PARTICIPATING ADVOCATES Ray Chambers, Julio Frenk; others to be determined
LEAD AGENCIES/ORGANIZATION UNFPA, UNICEF, WHO, UNAIDS and the World Bank
LEAD FINANCIAL INSTRUMENT Global Fund, PEPFAR; others to be determined
FURTHER READING Statement, UN Secretary-General H.E. Mr. Ban Ki-moon
<http://www.unmultimedia.org/tv/unifeed/d/17817.html>
PEPFAR <http://www.pepfar.gov>



COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES

Malaria

To end deaths from malaria, the MDG Advocates will work with the Roll Back Malaria Partnership and the African Leaders Malaria Alliance (ALMA) to expand upon existing efforts to strengthen country-led programmes to prevent and treat malaria. The goal is to reach near-zero deaths from malaria by the end of 2015.

To reach that target, countries have to refine existing operational and strategic plans. It is expected that countries comprising over 80 per cent of worldwide malaria mortality will have plans in place by the end of 2011 to achieve zero deaths by the end of 2015.

Finally, the development of a “scorecard” for tracking progress and assuring mutual accountability – led by ALMA, in collaboration with the Roll Back Malaria Partnership – will be an important support tool in reaching the goal.

PARTICIPATING ADVOCATES	Ray Chambers, Julio Frenk, Hiromasa Yonekura; others to be determined
LEAD AGENCIES/ORGANIZATION	WHO, UNICEF, World Bank; others to be determined
LEAD FINANCIAL INSTRUMENT	Global Fund; others to be determined
FURTHER READING	What is RDT? http://www.everywomaneverychild.org ALMA http://www.alma2015.org Malaria Publication http://www.who.int/malaria/publications/atoz/9789241500838/en/index.html Roll Back Malaria http://www.rbm.who.int

ACTIONS

1. Promote attainment of near-zero deaths from malaria by the end of 2015 by ensuring universal coverage with long-lasting insecticide-treated bed nets (requiring 100 million nets a year through 2015), access to RDT and effective antimalarial drugs;
2. Tap into the potential of big private sector companies by using the social business summit in Vienna from 10-12 November as a platform, building upon the successful implementation of treated mosquito nets as a sustainable social business with BASF in Bangladesh.



COMBAT HIV/AIDS, MALARIA AND OTHER DISEASES

Tuberculosis

The launch of the Global Plan to Stop Tuberculosis by President Jorge Sampaio, the Secretary-General's Special Envoy on TB, was a further step towards control of TB. The MDG Advocates will support the plan in the last five years of its implementation. Also, the Stop TB partnership, working with WHO, has determined a realistic and attainable target for 2015 that will make a dramatic impact against TB in aiming to save 1 million lives from TB/HIV by the MDG deadline.

PARTICIPATING ADVOCATES	Ray Chambers, Julio Frenk; others to be determined
LEAD AGENCIES/ORGANIZATION	WHO
LEAD FINANCIAL INSTRUMENT	Global Fund; PEPFAR, others to be determined
FURTHER READING	Stop Tuberculosis http://www.stoptb.org



ACTIONS

Support the following activities to meet the 2015 TB goal of saving one million lives from TB/HIV:

1. Launch the campaign to save 1 million lives in collaboration with UNAIDS, and with support from the Global Fund and US PEPFAR;
2. Work with the ten target countries to develop and/or refine concrete plans to achieve the target;
3. Secure funding to fill any remaining gaps.
4. In addition to the above priorities for MDG 6, the Advocates will also identify ways to support current efforts to address the completely preventable burden of most of the Neglected Tropical Diseases.



CROSS-CUTTING HEALTH PRIORITY: HEALTH WORKERS

Full funding of the Global Fund to Fight AIDS, TB and Malaria (GFATM), GAVI and greater levels of support from the World Bank's IDA will be critical for sustaining the progress toward achieving the health MDGs. However, in addition to financial constraints, another important barrier to achieving the health MDGs is the lack of trained human resources for health. We recommend that health workers be integrated into national health plans, that they be treated as a separate entity in terms of advocacy. Also, we recommend that Advocates support a bold campaign to raise awareness and funds for the additional 3.5 million health workers called for in the Global Strategy for Women's and Children's Health launched by the UN Secretary-General. These efforts will contribute significantly towards the strengthening of primary health systems. With rapid expansion of broadband and mobile in Africa, there is unprecedented opportunity to use these enabling technologies to empower health workers, and for surveillance, real-time monitoring and evaluation, and management of the primary health system.

ACTIONS

1. Promote scaling up of training and deployment of 3.5 million health workers in the 49 lowest income countries by 2015 by supporting the work of the UN agencies;
2. Support a public campaign to raise awareness and funds for a massive scale-up of health workers and the use of broadband mobile. Advocates can also explore the potential of social businesses in providing training opportunities for health workers.



PARTICIPATING ADVOCATES Ray Chambers, Julio Frenk, Jeffrey Sachs
LEAD AGENCIES/ORGANIZATION WHO, UNFPA, UNICEF, UNAIDS, World Bank
LEAD FINANCIAL INSTRUMENT GFATM, PEPFAR, GAVI
FURTHER READING Education Taskforce
<http://www.who.int/workforcealliance/news/education-taskforce-report/en>



CROSS CUTTING INITIATIVES

INNOVATIVE FINANCING FOR DEVELOPMENT

One of the key goals of the MDG Advocates will be to mobilize new forms of financing. This may include innovative financing along the lines of UNITAID (e.g. fees on airline tickets); new donor countries (such as the Republic of Korea's significant increase in official development assistance); and new forms of financial inclusion, building on microfinance and social business.

PARTICIPATING ADVOCATES	President Zapatero, Philippe Douste-Blazy, Muhammad Yunus, Jeffrey Sachs, Dho Young-shim, Ray Chambers.
LEAD AGENCIES/ORGANIZATION	UNITAID
LEAD FINANCIAL INSTRUMENT	UNITAID, new donors, innovative financing
FURTHER READING	Report http://www.un.org/esa/ffd/documents/InnovativeFinForDev.pdf

ACTIONS

Philippe Douste-Blazy will lead the group in advocacy for new and innovative forms of financing, as well as innovative forms of investing, and will draw upon individual MDG Advocates to promote new forms of donor assistance vis-à-vis particular governments and agencies.

GLOBAL POLITICAL ADVOCACY

In close cooperation with the Office of the Secretary-General, *all* Advocates will ensure sustained engagement by supportive Heads of State/Government, and other global decision and opinion makers, through bilateral and collective engagement. They will also make use of opportunities to participate in media and other events, in order to leverage, reward and recognize political and financial commitments and achievements towards realizing the MDGs by the 2015 deadline.

EMPOWERING YOUTH TO HELP ACHIEVE THE MDGS

Under the direct guidance of Prof. Muhammad Yunus and based on the concept of social business developed by him – a business that addresses social needs in a financially sustainable way and reinvests all profits to advance social goals – Grameen Creative Lab will work towards mobilizing youth around the world and empowering them to make an impact towards achieving the MDGs. The Advocates will join this work in their own areas of expertise and support the tour through speeches and other outreach activities, and leverage their respective networks to support the empowerment of youth towards MDG achievement by 2015.

PARTICIPATING ADVOCATES	Prof. Yunus; others to be determined
LEAD AGENCIES/ORGANIZATION	UN Global Compact, Inter-agency Network on Youth Development
FURTHER READINGS	YY Millennium Tour http://www.grameencreativelab.com Social Business Summit http://www.gsbs2011.com

ACTIONS

1. Develop and launch the “YY Millennium Tour” in cooperation with leading international companies, with a horizon until 2015, (i) starting out with a set of public events around the world and making use of social media to create awareness, (ii) building concrete ideas to tackle social challenges via a series of workshops with a train-the-trainer methodology, (iii) implementing these ideas on the ground, including facilitation of finance and technical assistance, and (iv) assessing impact, ensuring best practice exchange and scaling up, as needed;
2. Encourage the MDG Advocates to learn about social business and join the launch of the YY Millennium Tour at the Global Social Business Summit, in Vienna, Austria from 10-12 November 2011;
3. Encourage the MDG Advocates to take part in the YY Millennium Tour and related events and communications.



WWW.UN.ORG/MILLENNIUMGOALS/ADVOCATES