

# THE GLOBAL COALITION AGAINST CHILD PNEUMONIA: INTEGRATED SOLUTIONS, COORDINATED ACTIONS TO ACHIEVE POLITICAL SUPPORT & FINANCIAL SUSTAINABILITY

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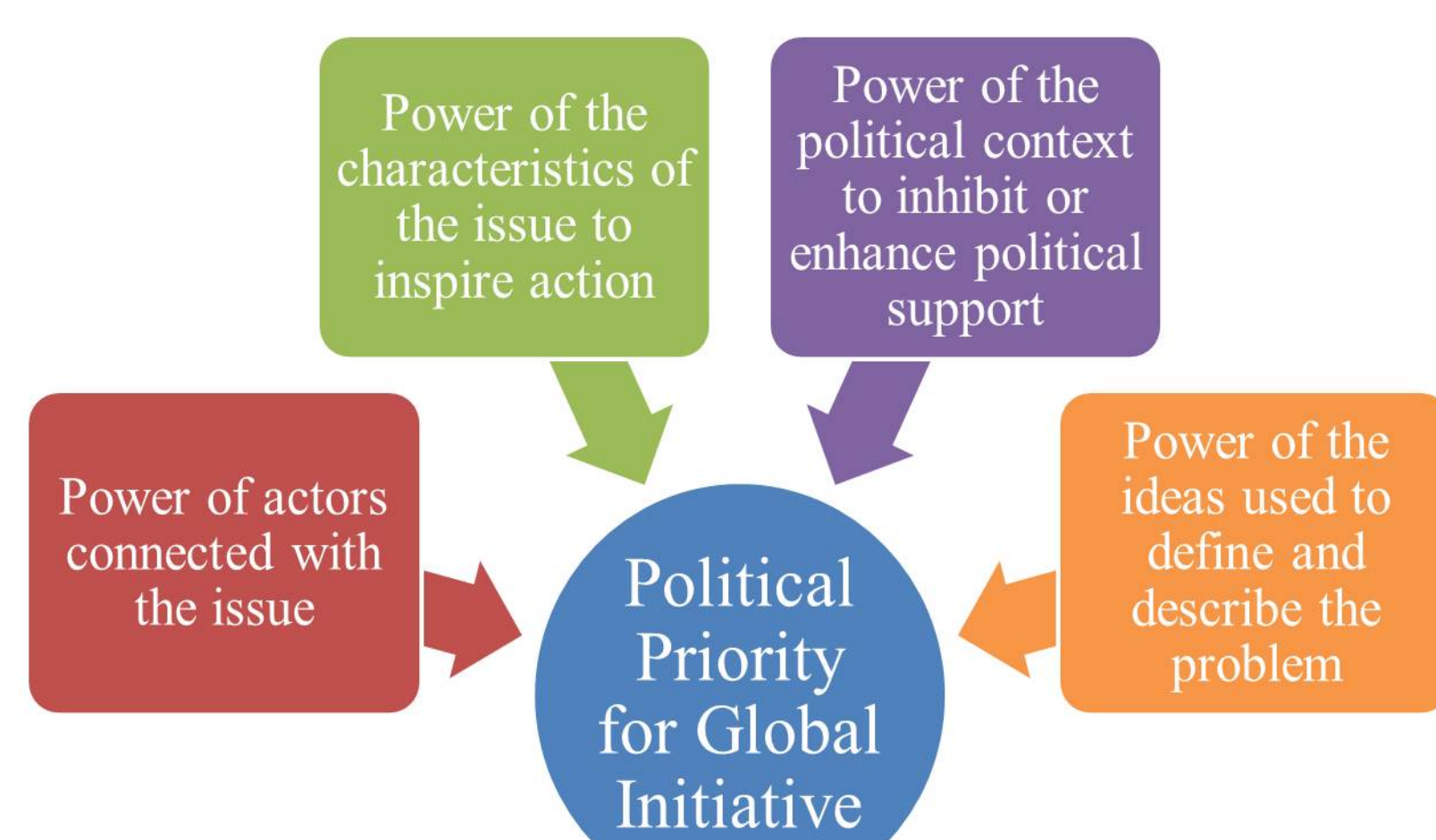
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## BACKGROUND

- Pneumonia is a “forgotten killer” - it is a leading cause of death in children under five years of age, yet garners little global attention
- In April 2009, the Global Coalition against Child Pneumonia (GCCP) was formed to help build public and political support to address this problem
- The Coalition developed a strategy based on the framework by Schiffman et al.<sup>1</sup> describing the determinants of global political priority (see Figure 1). Global political priority can be said to have been achieved when the following have occurred:
  1. Sustained concern for pneumonia by international & national political leaders
  2. Organizations and political systems they lead enacting policies to address the problem
  3. Organizations and political systems providing levels of resources to the problem that are commensurate with its severity

FIGURE 1

### Framework for Determinants of the Political Priority of a Global Initiative



Adapted from: Schiffman J, Smith S. Generation of political priority for global health initiatives: a framework and case study of maternal mortality. The Lancet, October 2007; 370(9595): 1370-1379.

### FIGURE 2: Coalition Objectives

- Impact policy change and budget allocations in donor countries
- Impact policy change based on GAPP recommendations and ensure better support of policies in developing countries
- Educate the public and health providers about the seriousness of pneumonia and the need for prevention and treatment

## RESULTS

In July 2009, the Coalition developed strategies to call for action and achieve political and financial support, and planned the first World Pneumonia Day (WPD), now commemorated annually on November 12<sup>th</sup>.

- By November 2009, 100 organizations joined the Coalition, which grew 40% by 2011
- Fifty countries, predominantly in Africa and Asia where pneumonia burden is highest, commemorated WPD in 2011
- Interest in Coalition-sponsored small grants program grew nearly 4-fold from 2009 to 2011; awards increased by 26%
- Digital communication in particular grew substantially from 2009-2011 with a 50% increase in blogs and 200% increase in Google search hits
- New partnerships and innovative activities including PneumoniaFighters, Pneumonia’s Last Syrah and Blue Jeans Day expanded the advocate base and communicated the issue to previously unreached audiences<sup>3</sup>

### World Pneumonia Day 2009-2011

TABLE 1

	2009	2011
<b>WPD Events</b>		
# Countries with events/ coverage	39	50
% of events in Africa / Asia	73%	80%
% of events in North America & Europe combined	21%	12%
<b>Small Grants for Pneumonia Advocacy</b>		
Small grants (awarded / applications received)	19/32	24/113
<b>Coalition Member Organizations</b>		
Coalition member organizations	100	140
<b>Media</b>		
Media stories (unique/total)*	/300	240/494
Blog placements	80	120
Google hits for “World Pneumonia Day”	233,000	705,000

\* English language media only

## Key Accomplishments

### Global Pneumonia Summit – November 2, 2009

- Nearly 200 participants from all over the world gathered in New York City on the first WPD
- Attendees included the global health community, foundations and governments as well as partners from the private sector, faith-based communities and influential journalists
- WHO and UNICEF released the GAPP report, which garnered significant attention
- Messages by celebrities and prominent world leaders around the time of the summit reinforced the significant need to increase attention surrounding pneumonia

### Establishment of Small Grants for Pneumonia Advocacy – May 2009 - present

- IVAC, supported by organizations including GAVI Alliance, Save the Children, Best Shot Foundation and the Global Alliance for Clean Cookstoves initiated a grants program in 2009
- The program fosters targeted, local efforts to increase public and political priority of childhood pneumonia. Events included calls on parliamentarians to increase resources allocated to pneumonia, sporting events, rallies and more to bring public awareness and political support
- These activities were catalytic and many grantees have sponsored their own events in years subsequent to a WPD Small Grant award

### World Health Assembly Resolution to Fight Childhood Pneumonia – May 2010

- Coalition members called on their country representatives to support a World Health Assembly resolution focused on the prevention & treatment of child pneumonia in May 2010
- The resolution passed and endorses the measures outlined by GAPP. The passing of this resolution was a highly visible achievement and a major international policy milestone for the Coalition and in the pneumonia fight

## GAPP & THE COALITION

- The Global Action Plan for the Prevention and Control of Pneumonia (GAPP)<sup>2</sup>, issued by WHO and UNICEF, shows that pneumonia deaths can be reduced by two-thirds by scaling up interventions to **protect** against, **prevent** and **treat** pneumonia
- The Coalition, including partners such as Save the Children, GAVI Alliance/Campaign, US Centers for Disease Control (CDC), Best Shot Foundation, UNICEF, WHO, the International Vaccine Access Center (IVAC) at JHU, the Pneumococcal Awareness Council of Experts (PACE), the UK All-Party Parliamentary Group for Global Action against Childhood Pneumonia (APPG) & others, helped to grow the Coalition and extend its reach
- GAPP was used as the foundation for calls to increase priority and financial resources through strategies outlined in Figure 3

FIGURE 3: Strategic coalition building



## CONCLUSION

In just three years, the GCCP has grown from a group of half a dozen founding organizations to a body of over 140 member organizations, spread across six continents. The concerted effort to promote GAPP and mobilize coordinated action through a variety of tactics helped build a committed and powerful community of actors in all countries.

These engaged individuals are poised to pressure policymakers for attention, action and financial support. By elevating the power of the actors, the ideas, the political context and the characteristics of pneumonia that inspire action, WPD raises the global political priority of child pneumonia and thus contributes to sustainable funding for maternal and child health programs, including immunization.

## REFERENCES

1. Schiffman, J; Smith, S. Generation of global political priority for global health initiatives: A framework and case study of maternal mortality. The Lancet, October 2007; 370(9595): 1370-9
2. WHO, Global Action Plan for the Prevention and Control of Childhood Pneumonia. November 2009 [http://www.who.int/maternal\\_child\\_adolescent/documents/fch\\_cah\\_nch\\_09\\_04/en/index.html](http://www.who.int/maternal_child_adolescent/documents/fch_cah_nch_09_04/en/index.html)
3. For more information, please visit: [www.worldpneumoniaday.org](http://www.worldpneumoniaday.org)