

Advocacy Roadmap 2023-2025

The Global Fund's advocacy roadmap outlines concrete steps that the Political and Civil Society Advocacy (PCSA) Department will take, in partnership with others in the Secretariat, to achieve the objectives set out in the Global Fund Strategy for 2023-2028, "[Fighting Pandemics and Building a Healthier and More Equitable World.](#)"

1. The Global Fund Strategy

The Global Fund Strategy, approved by the board in 2022, represents an ambitious plan to accelerate progress towards the organization's primary goal of ending HIV, tuberculosis (TB) and malaria as epidemics by 2030 and make progress towards the Sustainable Development Goals (SDGs). It recognizes that this goal can only be achieved if:

- It strengthens people-centered, integrated systems for health.
- It maximizes the engagement and leadership of communities who are most affected by the three diseases.
- It addresses the health inequities, gender inequalities, and human rights violations that increase vulnerabilities to HIV, TB and malaria.
- It mobilizes increased resources.

In response to the changing global health and development landscape, the Strategy also recognizes that the Global Fund should contribute to pandemic preparedness and response beyond the three diseases, as well as build links to climate change and other factors that impact the Global Fund's work.

2. The Context

The world is currently facing a confluence of crises due to conflict, climate change, the ongoing impact of COVID-19, and related global economic instability. These crises are contributing to increasing inequality and polarization within countries and shifting alliances between them. They have set back progress in achieving the SDG targets, including those on health. Increasing debt burdens in developing countries are forcing difficult choices about where to invest limited resources, while donor governments are pulling back and redirecting development assistance away from core development priorities, such as health and education, toward urgent responses to humanitarian crises and in-country refugee costs. At the same time, increasing geopolitical tensions around conflict, trade and migration, among other issues, have made achieving consensus and taking bold action to address collective problems increasingly challenging.

Across countries, these crises are being used to appeal to nationalism, close civic space, curtail community and civil society advocacy, and restrict human rights and fundamental freedoms. While community-led and civil society organizations are responding to an even greater number of threats and challenges, they are also finding it increasingly difficult to secure sustainable resources for their work.

A key driver of the Global Fund's success has been a commitment to global solidarity and recognition that cooperation is needed between countries and between governments, civil society, and communities living with and affected by the diseases, including key and vulnerable populations, to achieve the goal of ending HIV, TB and malaria as epidemics. In the face of these crises, it is this commitment to solidarity and partnership that must be safeguarded. This advocacy roadmap is intended to help the Global Fund more effectively navigate this complex environment, take full advantage of the opportunities that lay ahead, and deliver on its 2023-2028 Strategy hand in hand with civil society and communities.

3. Objectives

This advocacy roadmap aims to:

- 1** Strengthen the leadership, engagement and funding of communities and civil society within the Global Fund's advocacy ecosystem.
- 2** Mobilize increased financial support for HIV, TB and malaria responses and the Global Fund's mission in partnership with communities and civil society.
- 3** Increase political support for HIV, TB, and malaria, while contributing to health system strengthening, pandemic preparedness and response, and other factors that impact the Global Fund's work, within the evolving global health and development landscape.
- 4** Leverage the Global Fund's diplomatic voice to protect and promote gender equality, human rights and equity, and challenge harmful and discriminatory laws, policies, and practices.

These objectives are mutually reinforcing and must be implemented in concert to achieve the greatest impact. Combined, they will contribute to a more robust advocacy ecosystem for HIV, TB and malaria, contribute to health systems strengthening and pandemic preparedness and response, and accelerate progress toward the Global Fund's goal of ending AIDS, TB and malaria as epidemics.

4. Scope and Accountability

This roadmap focuses on the work of the PCSA department, which sits within the External Relations and Communications Division (ERCD), which works with communities, civil society and political leaders to strengthen and sustain political and financial support for the three diseases, and for the Global Fund's mission and Strategy. The roadmap supports the meaningful engagement of and partnerships with communities and civil society in the Global Fund's advocacy, resource mobilization, and communications efforts.

The PCSA Department will coordinate with and support, as appropriate, other departments within the Global Fund who are responsible for implementing elements of the specific actions outlined herein. These departments include Donor Relations; Communications; Private Sector Engagement; Community, Rights and Gender; the Strategy and Policy Hub; the CCM Hub; along with the Grant Management Division.

PCSA will provide updates on the implementation of the roadmap annually and as requested. In addition, PCSA will hold an annual virtual briefing with community and civil society partners to update them on implementation and identify areas where additional work, or adjustments, may be necessary.