



Global Advocacy and Communications Working Group (GAC)

Terms of Reference

PURPOSE:

The GAC leads a coordinated advocacy, outreach, and communications effort at the global and regional levels to support a joint advocacy strategy for the introduction and scale-up of self-care interventions within health systems. The GAC provides opportunities for advocates to learn, collaborate, and align around common advocacy strategies, practices, and targets. Two workstreams will provide opportunities for members to engage in efforts to increase the awareness of and support for self-care by institutions and sectors that can contribute to advancing self-care at global, national, and subnational levels:

- Global Engagement Workstream increases the awareness of and support for self-care by institutions and sectors that can contribute to advancing self-care at global and regional levels resulting in changes at the national and subnational levels.
- Communications Workstream: advises the SCTG on the adoption and implementation of its communications plan at global, regional, and national levels.
- The GAC will consider additional workstreams and ad-hoc task forces, as appropriate.

GOALS:

The GAC will pursue the following outcomes as outlined in the SCTG Strategic Plan 2021-2025 and the Global Advocacy Strategy:

- Global Engagement Workstream:
 - Awareness and support for self-care increases among potential global, self-care influencers and funders.
 - SCTG to influence the political process at the highest levels and ensure that self-care is identified as a core UHC component and included in all relevant guidance, policies, and funding.
- Communications Workstream:
 - Awareness of the promise and practice of self-care increases among potential global, regional, and national self-care influencers, policymakers, and opposition

MANAGEMENT:

Co-Chair 1: (Facilitator/Administrator): to be filled by a Secretariat representative who will serve as facilitator/administrator.

- Scheduling and logistical coordination of meetings
- Tracking of progress on the advocacy strategy

Co-Chair 2: to be filled by a member organization from the SCTG

- Agenda development and facilitation of meeting
- Facilitation of meetings
- Reporting out on global and regional level work and progress

MEMBERSHIP:



Membership in the GAC is on a voluntary basis.

Type of members: advocates, advocacy/policy professionals, communications experts, those who work in technical or other areas, but have an interest and desire to advance policy advocacy, and communications work are welcome to join as a member.

Members will come from the following constituencies: youth, feminist organizations, universal health coverage (UHC) and primary health care (PHC) groups, sexual, family planning and reproductive health (FP/RH) groups, maternal, newborn, gender equality groups, global health donors, providers associations, etc.

COMMUNICATIONS:

Meetings will occur bi-monthly (third Tuesday of every other month from 10:30AM to 12:00 PM EST). The meetings will be an hour and a half long with dedicated time set aside for the different workstreams to meet. A proposed time split would be 45 minutes spent with the entire GAC group and 45 minutes broken out in breakout rooms. The Secretariat will also communicate with the group with monthly emails and on Slack to provide updates, announcements, and information on work planning.

CONTEXT:

The GAC is accountable to and will bring forward recommendations to the Coalition Steering Committee. It will also be required to produce an annual statement of work completed.

KEY MILESTONES:

The following activities will be carried out by the GAC workstreams (global communications) with input, feedback, and oversight from the Secretariat.

Global Milestones:

- Partner with global health care provider associations, SRHR bodies, UHC/PHC groups, women’s movements and youth groups that adopt language supportive of self-care in their strategic priorities, events, reports, position papers, and/or messaging materials.
- Work with global provider associations to include self-care as a component of sensitization and awareness building for their members.
- Identify target bodies and mechanisms for global and regional engagement.
- Participate in global coalitions, groups, stakeholder networks, or movements that SCTG actively participates in.
- Produce documents, statements, or policy papers that include language that self-care is part of UHC.

Communications Milestones:

- Create messages and materials tailored to UHC and self-care.
- Conduct joint outreach events to raise awareness about self-care.
- Events and meetings hosted/co-hosted by SCTG to reach specific target bodies, educating them about the value and components of self-care.

