

November 2014 Background Sheet 1:

All this month's actions: hints and tips.

RESULTS
the power to end poverty

All our actions in one place....

As we get closer to an announcement from the UK Government, we are concerned that despite our best efforts and the efforts of our colleagues at Save the Children, the ONE Campaign, and the Global Poverty Project, the UK may still give less than the £1.2 billion we have been calling for. At this stage we need to use every tactic available to us to get our message out to Justine Greening and David Cameron that we are 100% behind them, and that we support the UK's leadership in support of Gavi – provided they meet the level of funding we're calling for. So this month we have a 'shopping list' of actions for you to take, to make a noise that cannot be ignored.

1. **Hand-write a group letter to Justine Greening, Secretary of State for international Development.**

Following the EPIC format try to cover these key points:

- a. **Engage** your reader. Open your letter with a key statistics relating to Gavi. We suggest: 'this year 1.6 children million will lose their lives to a disease which could have been prevented by a vaccine'. Also explain why you are writing to her and you can make it personal. 'We all received vaccines as children/our children received vaccines etc.' show why this issue affects you personally.
- b. State the **Problem**. Explain quickly and succinctly why this is still a major problem: 'Despite great progress, 1 in 5 children around the world do not receive the full course of life-saving vaccines. Most often these are children living in some of the world's poorest countries'.
- c. Explain the **Solution**. Outline the amazing work that is being undertaken by Gavi, the Vaccine alliance to deliver vaccines to 85 million more children over the next five years.
- d. Call to **action**. Ask her to step up and make a UK commitment of £1.2 billion pounds over the next five years to Gavi, helping to save 1.5 million lives. Explain that this is an incredible use of UK taxpayers money and that we lead the world in our commitment to Gavi.
- e. **Send the letter, signed by your group members, to The Rt. Hon. Justine Greening MP, Secretary of State for International Development, 22 Whitehall London SW1A 2EG.**

2. **Join our special global RESULTS webinar on Saturday November 8th at 4.30pm.** You'll be joining grassroots campaigners from the USA, Canada, and Australia. We'll be speaking on the webinar to Geoff Adlidge, Policy and Advocacy Manager at Gavi. Geoff will be discussing the work of Gavi, and the role of organisations like RESULTS around the world in helping support them in their efforts to secure financing and political support for their work.

- a. To connect to the webinar: Follow this link <http://fuze.me/26310650>. You can join via a web browser or they can download the Fuze Application.
- b. To connect your audio: You can either use your computer's audio after following the link above OR you can dial 0800 917 0889, plus meeting code 26310650#

3. **If you haven't yet done so, take our 'e-action'** which goes directly to Ms. Greening, you can find that here:

<http://act.results.org.uk/lobby/gavi>

4. **Get out on social media** – Tweet Justine Greening, and David Cameron calling on them to step up and make the pledge. Use the #vaccineswork. Use the infographic on Background Sheet 2. Suggested tweets:

- a. Tweet the infographic on BGS 2 using a tweet like ‘Here @resultsuk show how #vaccineswork. @JustineGreening please invest £1.2 bn in @GaviAlliance to save 1.5M lives.
 - b. The UK could immunise 85 million children. @JustineGreening please invest in @GaviAlliance to save 1.5M lives! #vaccineswork
 - c. #VaccinesWork - FACT. @JustineGreening and @David_Cameron please invest £1.2 bn in @GaviAlliance to save 1.5M lives.
 - d. We have the chance to save 1.5 million lives by investing £1.2 bn in @GaviAlliance. @JustineGreening please step up #vaccineswork
 - e. #Vaccineswork – yet 1 in 5 kids miss out. @David_Cameron, will you ensure the UK pledge to #Gavi supports vaccines for hardest-to-reach kids?”
 - f. Hey @David_Cameron #vaccineswork and by supporting @GaviAlliance with £1.2 bn we can save 1.5 mn lives. What are we waiting for?
5. **Contact your MP.** Last month we asked you to write to your MPs asking them to contact Justine Greening. If they haven’t yet got back to you about doing so, get in touch with their offices again – try putting in a call. It’s worth explaining that time is short for a decision to be made on Gavi, and that we need to apply pressure now to move the UK Government to come forward with a strong pledge.
6. **Take the actions that our colleagues at Save the Children, Global Poverty Project, and the ONE Campaign are running.** The more noise we can possibly make, the better:
- a. Global Poverty Project - <http://bit.ly/1pHWaGi>
 - b. Save The Children ‘would you survive in a world without vaccines?’- <http://t.co/9VjqnJtRHt>
 - c. The ONE Campaign - <http://www.one.org/international/take-action/vaccines/>