

Global health in a nutshell

The month, we are asking you to write to the Secretary of State Penny Mordaunt about the need to prioritise global health in DFID's aid programmes. Global health is a complex set of interlinked issues – here are some simple talking points you might find helpful.

- Since the 1990s, extreme poverty has more than halved. The Global Goals agreed in 2015 set out ambitious targets to combat poverty and disease by 2030.
- But many people are still beyond the reach of health services, and progress on combatting poverty and disease could be stalling.
- 5.6 million children still die before reaching their fifth birthday. And 100 million people are pushed into extreme poverty each year because they have to pay for health care.
- UK aid fights infectious diseases, strengthens health systems, and ensures children get the nutritious food they need for a healthy start in life.
- UK aid supported the immunisation of 37.4 million children against a range of diseases including measles, tetanus and malaria from 2015 to 2017, saving 610,000 lives.
- Health is vital for a productive life. Where governments invest in health and education, countries have a better chance of becoming more prosperous.
- The UK Government has said it wants to focus aid on economic development for poor countries. That means it's important to increase spending on health programmes.
- The UK should spend 0.1% of our national income on health programmes overseas. We currently spend less than this, and it could fall further.

A good letter on global health is...

- **Well-structured** – you can use the 'EPIC' model to set out your case (E=Engage the reader; P=state the Problem; I=Inform about a solution; C=Call to action – what can the reader do?).
- **Personal** – it's much more compelling and memorable if they can see why you care.
- **Short and snappy** – busy politicians and officials want to cut to the chase!
- **Morally persuasive** – show how people living in poverty need health care just like we do. Explain how health systems can help countries thrive.

What else can I do once I've written?

If you've written your letter, why not get others to do the same?

All the evidence we have suggests there's nothing like a personal letter (especially if hand-written) for getting the attention of politicians. And several letters on the same topic really get noticed.

Some ideas for next steps:

- Hold a letter-writing evening in your group, or invite new people to come and hear about the issues you are concerned about. Tell them why you support RESULTS and use this month's action materials to explain what we want to do and why.
- Offer to post letters for people to ensure they reach their target! RESULTS can reimburse you for postage costs.
- Use case studies and real-world examples to show why global health matters, and what is achieved through UK aid spending. Most people won't know!
- Amplify the impact of your letter using our 'letters get loud' model – share what you have written on social media, tagging people like your MP and the people you are writing to. Penny Mordaunt, the Secretary of State for International Development, and Matthew Rycroft, DFID's Permanent Secretary (its top civil servant) are both active on social media: @PennyMordaunt @MatthewRycroft1. You could include @DFID_UK too.
- Hashtags like #UKAid and those relating to health topics will also widen your reach.
- Using social media can be as simple as writing a post saying what you've done. Or you can make it more elaborate by taking a picture of your letter, or you can even get someone to take a video of you reading your letter out, using a mobile phone. Say who you are and what you've done, then read the letter out. End by thanking the Secretary of State for the UK's support for global health. This video can be used to inspire others at a letter-writing event as well as online.
- Writing to your local media or community newsletter to explain why you have written to the Secretary of State can reach even more people and inspire them to take action.