



CEPA Summit Advocacy Workshop Descriptions

The CEPA Advocacy Workshops are intended to assist in the development of strong national-level advocacy action plans by building participant capacity to refine advocacy strategies, clarify advocacy outputs and outcomes, and identify opportunities for joint action.

Workshop 1: Leveraging the Global Fund to Achieve CEPA Core Objectives

As one of the largest funders of HIV/AIDS programs around the world and the only HIV/AIDS funder explicitly and practically committed to supporting innovative, country-owned programs that truly address local context and epidemiology, the Global Fund to Fight AIDS, Tuberculosis and Malaria is an important target for increased support of the CEPA agenda.

This workshop is designed to support the National-level Advocacy Action Plan process by increasing participant understanding of Global Fund processes and identifying strategies to engage the Global Fund to advance the CEPA objectives. Specifically, this workshop will address:

- Global Fund Board policy issues
- Global Fund new policy considerations and funding opportunities (Round 10, National Strategy Application window, Rolling Continuation Channel)
- Global Fund replenishment process
- Overcoming Global Fund disbursement bottlenecks

Presenters:

- Jennifer Flynn, Managing Director, Health GAP (Global Access Project)
- Ntombekhaya Matsha-Carpentier, In – Country Support for Civil Society, Global Fund to Fight AIDS, TB & Malaria
- Paul Zeitz, Executive Director, Global AIDS Alliance

Available Bios:

Jennifer Flynn was the co-founder and Executive Director of the NYC AIDS Housing Network for 9 years prior to joining Health GAP in September, 2007. She has been a consultant to the Center for Community Change and the Open Society Institute, and worked at the Lower East Side Harm Reduction Center. Jennifer holds a Masters Degree from the New School for Social Research and was the first US based and focused human rights activist selected for Columbia University's Human Rights Advocates Training Fellowship. Jennifer was a recipient of the Union Square Award, Robert Wood Johnson Community Health Leadership Award and New York City Council Hero Award. She was named one of the most promising AIDS activists in 2001 by Poz Magazine and was just named 25 top AIDS activists in 25 years by HIV Plus Magazine (Nov/Dec, 2009 issue). She was a member of ACT UP NY, Fed Up Queers and other direct action groups. She has written numerous articles on AIDS and social justice issues, including *"The Drug Users Organizing Manual"* (OSI, 2005) and a chapter (with Eustacia Smith) in *"That's Revolting: Queers Strategies for Resisting Assimilation"* (Soft Skull Press, 2004).

Paul Zeitz co-founded the Global AIDS Alliance (GAA) and has served as its Executive Director since January 2001. In that role, he has taken the lead on GAA's advocacy across a range of issues, including universal access to HIV/AIDS prevention, treatment, and care, children's well-being, integration of HIV and reproductive health services, universal basic education, global AIDS funding, and the links between HIV/AIDS and the broader Millennium Development Goals. In addition, Paul has established strong relationships with key stakeholders, including the Global Fund to Fight AIDS, TB and Malaria, President's Emergency Plan for AIDS Relief, Education for All-Fast Track Initiative, UNAIDS, UNICEF, and World Health Organization, as well as with key decision-makers in the U.S. Congress, United Nations, and other G8 governments. Paul is an accomplished media spokesperson, appearing frequently on television and radio news programs and publishing op-eds in The New York Times, Boston Globe, and elsewhere. In addition, he helped create and currently chairs the board of directors of Global Action for Children.

Workshop 2: Leveraging PEPFAR to Achieve CEPA Core Objectives

PEPFAR is a key global target for CEPA as it is the largest commitment from any one country to addressing a single disease. However, PEPFAR does not provide formal routes for civil society input in most cases, nor are there mechanisms in place to establish accountability to people living with HIV in the countries where PEPFAR operates. This workshop is designed to support the National-level Advocacy Action Plan process by increasing participant understanding of PEPFAR and identifying strategies to engage and/or target PEPFAR to advance the activist coalition demands for CEPA and other objectives. Specifically, this workshop will address:

- How to leverage the new Partnership Framework and 2010 and 2011 COPS processes
- Strategies for aligning PEPFAR with national priorities to advance the CEPA agenda
- Ways to improve the transparency of PEPFAR
- Relationship between PEPFAR and the Global Health Initiative

Presenters:

- Paul Davis, Director of Global Campaigns, Health GAP (Global Access Project), Kenya,
- Cheryl Mayo, CEPA Campaign Manager, Global AIDS Alliance

Available Bios:

Paul Davis, Health GAP (Global Access Project) Director of Global Campaigns, is based in Kenya and is currently organizing country-based coalitions that are increasing funding and programmatic demand on global health initiatives (GHIs) like the GFATM and PEPFAR, while also working to reform often-times invisible GHIs and international financial institutions operate in countries to make them more accessible and accountable to poor people and PLWHAs at the front lines. Prior to February 2009, Paul was the Director of U.S. Advocacy for Health GAP for nine years, and bottom-lined successful campaigns to create and reform both phases of PEPFAR. He first learned community organizing when he worked at Seattle's Tenant Union with renters and homeless people, most notably through a direct action group that successfully established hundreds of units of self-managed housing for homeless activists by occupying illegally abandoned buildings. Paul is a 2008 recipient of the Keith Cylar Courage Award from Housing Works. Paul has various published essays including a chapter in "Sickness and Wealth" (with Meredith Forte) (South End Press, 2003).

Cheryl Mayo, GAA, CEPA Campaign Manager, has over 20 years of experience in multisectoral HIV/AIDS programming, monitoring, community mobilization, health systems strengthening, and training. Prior to joining GAA, she served as Senior Program Director at the Academy for Educational Development, where she oversaw AED's international HIV/AIDS programs and managed several

large U.S. government grants; provided technical consulting support to a number of HIV/AIDS and development projects; and directed education programs for the International Association of Physicians in AIDS Care. Cheryl held a series of positions with the U.S. Centers for Disease Control Prevention, including Lead Training Specialist with CDC's HIV/STD/TB Prevention and Global AIDS Program, where she oversaw the design and implementation of a WHO-CDC training package and program on prevention of mother-to-child HIV transmission. Cheryl holds a B.S. in speech pathology and audiology from Tennessee State University.

Workshop 3: Overcoming the Human Resource Crisis

This workshop is designed to support the National-level Advocacy Action Plan process by increasing participant capacity to create and refine advocacy strategies to overcome the human resource crisis. Specifically, this workshop will address:

- Advocacy to promote innovative models to address the gap in human resources (e.g. mothers2mothers, CHAI model in Kenya)
- Advocacy on how to establish in law a new cadre of community health workers in the civil service
- Advocacy to promote harmonization of training programs (e.g. Botswana model)

Presenters:

- Karen Eaton, HR Manager - Eastern Africa, mothers2mothers
- Kate Schroder, Director Global Pediatrics Initiative, Clinton HIV/AIDS Initiative
- Dr. Rufaro Chatora, Director, Division of Prevention and Control of AIDS, TB and Malaria, WHO Regional Office for Africa

Available Bios:

Karen Eaton is mothers2mothers's HR Manager for the Eastern Africa region which includes Malawi, Kenya, Rwanda, Zambia, Uganda and Tanzania. Karen is also responsible for the strategic development of learning and development across the organisation, working in close collaboration with the HR team and senior management. Karen holds a B.Com in Economics and Accounting, and a Post Graduate Diploma in HR Management from the University of Cape Town. She has a broad HR background with experience in Recruitment, Organisational Development, Learning and People Development. Her passion is making a difference in people's lives. Leaving the private sector to join mothers2mothers has proven the NGO sector to be rewarding and challenging. She believes that mothers2mothers is uniquely positioned to help address the gap in human resources in Africa.

Kate Schroder is the Director of the Pediatric Initiative at the Clinton Foundation HIV/AIDS Initiative (CHAI). She joined CHAI in February 2007 as the first Country Director for the Zambia office where she helped to establish CHAI's presence in country and to launch programs in Pediatric HIV, Human Resources for Health, and a donation of commodities on behalf of UNITAID. She transitioned to her current role with the Pediatric Initiative in April of 2009 where she helps to lead CHAI's work in Pediatric HIV across 20+ countries globally. Prior to CHAI, Kate worked at the Advisory Board Company in Washington, DC, as a Senior Consultant leading best practice operations research for a membership of over 2500 hospitals and healthcare organizations. She has an MBA from the University of Pennsylvania and a BA from Indiana University.

Workshop 4: Developing a National-Level CEPA Watchdog Mechanism: Budget Monitoring; Procurement and Donor Program Disbursement

This workshop is designed to support the National-level Advocacy Action Plan process by introducing participants to advocacy tools that can be used to monitor:

- Sectoral and sub-sectoral budgets
- Drug and supply procurement, logistics and distribution systems
- Human resources for health at the delivery level for absenteeism, worker shortages and shadow employees
- Donor funding programs , including Global Fund and PEPFAR program disbursement

Presenters:

- Courtney Tolmie, Senior Program Officer, Results for Development
- Christa Cepuch, Director of Programs, Health Action International Africa
- Sostena Romano, Director of Global PMTCT Initiative, Clinton HIV/AIDS Initiative

Available Bios:

Courtney Tolmie leads the Governance and Accountability work at Results for Development, including the Transparency and Accountability Program (TAP) and the Strengthening Institutions program (a joint effort with the Global Development Network). She joined TAP in 2007 to manage the Independent Monitoring Organization (IMO) Support Program. While at R4D, she has developed numerous practitioner tools to support IMOs conducting analyses and undertaking advocacy related to social sector public spending. In addition, Courtney is co-author of the books *Improving Government Performance from the Ground Up* and *Lives in the Balance*, both expected Winter 2009 (Brookings Press).

Christa Cepuch is a pharmacist with experience in clinical practice, teaching, campaigns, policy analysis and program management. She has worked for MSF and HAI Africa in various countries in the region.

Workshop 5: Bi-annual “End Pediatric AIDS” National-level Campaign Weeks

This workshop is designed to build momentum for potential national-level campaign weeks, or “End Pediatric AIDS Push Campaigns,” twice per year during 2010 and 2011 to increase demand for services and incentivize the system to overcome CEPA bottlenecks and deliver high quality services, including PPTCT+ and pediatric treatment access. Building off the models of National Immunization Days (NIDs) and Child Health Days, this workshop will build the capacity of participants to mobilize their government, the UN family, PEPFAR and the Global Fund to engage in national-level social mobilization efforts to end pediatric AIDS.

Presenters:

- Shani Winterstein, Unite for Children, Unite against AIDS, UNICEF
- Ngashi Ngongo, UNICEF
- Denis Kibira, Medicines Advisor/Manager, Health Policy Advocacy, HEPS-Uganda
- Felix Mwanza, Program Manager, TALC

Bios:

Shani Winterstein is the Advocacy Planning Specialist within the *Unite for Children, Unite against AIDS* campaign. In 2005 the campaign was established in partnership with UNICEF and UNAIDS to

highlight the missing face of children in the global HIV response. Prior to UNICEF, Shani worked for Save the Children Sweden's Southern Africa regional office in the area of HIV/AIDS and Child protection. Her background is in policy development, legislative reform and protection issues within the Southern Africa region.

Denis Kibira is a Pharmacist with a background in Pharmaceutical Policy Analysis and Public Health. He is the Medicines Advisor/ Health Policy and Advocacy Program Manager at HEPS Uganda. He is the Survey Manager for Monitoring Medicine Prices Surveys and National Pharmaceutical Assessment Surveys. Denis coordinates the Stop Stock-outs campaign in Uganda and also the CSOs on MeTA coalition. He also sits on the national MeTA Secretariat.

Felix Mwanza is the Programmes Manager for the Treatment Advocacy and Literacy Campaign (TALC). TALC is a campaign and advocacy organization, lobbying for equitable and sustainable access to affordable HIV treatment in Zambia. TALC has a Matrix Membership of different organizations and has presence in seven out of the nine provinces of Zambia. Felix has spent the last seven years working on HIV/AIDS at the local and international levels and is involved with Network of Zambian People living with HIV/AIDS (NZP+) as a Volunteer and was formerly the head of NZP+ News Letter Magazine. He is a member of the G8 Civil Society under the World AIDS Campaign (WAC), a member of the International Treatment Preparedness Coalition (ITPC), one of the lead researchers of Missing the Target 4 and 6 Reports, Chairperson of a Community Support Group of People Living with HIV/AIDS and part of a team that took part in reviewing the "Positive Living Handbook" by Health Communication Partnership and published by Afya Mzuri. He is also one of the architects of "My Mum has HIV," a book published by TALC.

Workshop 6: Using the Stigma Index to Achieve CEPA Core Objectives

This workshop is designed to introduce participants to the People Living with HIV Stigma Index and to strategize about how it could be incorporated into National-level Advocacy Action Plans. The Stigma Index is a tool that can be used to measure and detect changing trends in relation to stigma and discrimination experienced by people living with HIV. It aims to address stigma relating to HIV while also advocating on the key barriers and issues perpetuating stigma - a key obstacle to HIV treatment, prevention, care and support. The Stigma Index Baseline is currently being implemented in four of the CEPA countries: Kenya, Mozambique, Zambia, and Nigeria. A process will be underway to rollout the Stigma Index in Tanzania.

Presenters:

- Lina Nykanen-Rettaroli, UNAIDS
- James Kamau, KETAM

Bios:

Lina Nykanen-Rettaroli works as a Human Rights and Law Programme Officer in UNAIDS, Geneva. Her work involves promoting expanded programming and funding to reduce stigma and discrimination and increase access to justice within national AIDS responses; involving National Human Rights Institutions in AIDS responses; building the capacity of UNAIDS staff on HIV and human rights; and increasing attention to women's rights in the context of HIV. Prior to joining UNAIDS, Lina worked as a campaigner and a lobbyist at Amnesty International in Ireland, and was involved in campaigns to stop violence against women, to call for an international arms trade treaty, and to stop human rights abuses in the "war on terror".

James Kamau is the Executive Director of the Kenya Treatment-Access Movement (KETAM) and has been an active participant in the world of NGOs for the span of his career. He has worked extensively in the fight against HIV/AIDS with a particular focus in most recent years on advocacy. He is a member of numerous committees of various international health organizations and is an acting board member of Women Fighting AIDS in Kenya.

Workshop 7: CEPA Network Communications

This workshop will showcase the dynamic and flexible network communications platform. The platform will allow users to interact, share, and coordinate in a friendly, familiar, and robust online platform with features such as blogs, comments, wikis, images, threaded discussions, private groups and more. The platform will use common features of online communities most users are familiar with, leveraging social network and Web 2.0 functionality.

Participants will leave this workshop with a clear understanding of how to login, read, and add content to the communications platform. Each participant will learn how to create his or her own user account and will submit a practice post to the network communications platform.

Presenter:

- Randy Kemp, iScale
- Carol Bergman, Deputy Executive Director, Policy and Advocacy, Global AIDS Alliance,

Available Bios:

Randy Kemp joined iScale in 2008 and is concurrently pursuing his PhD in Information Science from the University of Washington. At iScale Randy is currently working on the mass atrocities action learning project. In this role, he helps with data collection, organization, and analysis. As the Information Steward he addresses information organization, technology adaptation, and related information communication matters, including, in partnership with colleagues, the revamping of the iScale community web platform. He was most recently a research assistant working on projects related to international development and humanitarian action. He has published articles on information management in disaster risk reduction, public participatory Geographic Information Systems, privacy of information, intellectual property, and faceted classification. He worked as a librarian at UC Santa Barbara and Denver Seminary. He graduated with an MA in Information and Library Studies from the University of Michigan and an MA in Christian Studies from Denver Seminary.

Carol Bergman serves as the Deputy Executive Director of the Global Aids Alliance where she is responsible for policy and advocacy. Ms. Bergman has been engaged in federal legislative and policy work for more than twenty years, with an extensive background in criminal justice, immigration and civil rights. She served as Director of Legislative Affairs for drug policy in the Clinton White House, and as Associate Counsel for the Committee on Government Operations in the U.S. House of Representatives, under Chairman John Conyers. She has also worked as an organizer and lobbyist on domestic issues for several international human rights organizations. Ms. Bergman has testified before Congress on various criminal justice issues, and taught a seminar on congressional affairs at American University's Washington College of Law where she was a resident fellow in the Program on Law and Government. She has a B.A. from Hampshire College and a J.D. from Golden Gate University School of Law.

Workshop 8: CEPA Monitoring and Evaluation System

This workshop will introduce participants to the CEPA Monitoring and Evaluation (M&E) System, which is intended to support continuous learning, real-time course correction and periodic impact evaluation.

An advanced and multifaceted M&E system has been designed exclusively for CEPA and ties together a range of activities including: action planning, data gathering and monitoring, data analysis and evaluation, action learning, and reporting. This system is called Impact Planning, Assessment, Reporting and Learning (IPARL) and integrates various activities such as monitoring and evaluation and impact evaluation to determine whether the identified global and national advocacy and policy objectives have been achieved and the attribution/contribution of CEPA to these. Together, these mechanisms provide for real-time monitoring, learning, and reporting for adaptive course correction necessary for CEPA to achieve its goals efficiently and effectively.

This workshop includes a discussion of Key Performance Indicators, advocacy scorecards, data collection procedures and rapid advocacy learning activities.

Presenters:

- Dr. Sanjeev Khagram, iScale
- Andre Proctor , Keystone
- Natalia Kiryttopoulou, Keystone
- Subarna Nandi Mathes, iScale
- Marta Maroni, CEPA Advocacy Impact Officer, Global AIDS Alliance

Available Bios:

Dr. Sanjeev Khagram is known worldwide for his interdisciplinary and cross-sectoral leadership in the areas of globalization and transnationalism, sustainable development, human security, good governance, public policy, partnerships, social networks, corporate social responsibility, civil society, strategic management, impact assessment. He was honored as a 2009 Young Global Leader of the World Economic Forum. As of September 2008, Dr. Khagram is the Wyss Visiting Scholar at the Harvard Business School's Social Enterprise Program and Ratan Tata Honorary Chaired Professor in Globalization and Governance at the Tata Institute of Social Sciences in Mumbai, India. Dr. Khagram is also currently Lead Steward of a social enterprise named GAN-Net /iScale/ (ImpactGlobal Action Network-Net /Innovations for Scaling) and Co-Director of the Transnational Studies Initiative at Harvard University. He has held or holds visiting professorships at the University of Cape Town (South Africa), Chulalongkorn University (Thailand), University of Rio de Janeiro (Brazil), and Viadrina-Humboldt School of Governance (Germany) among others. He holds a B.A. in development studies/engineering, an M.A. in economics, and a Ph.D. in political science, all from Stanford University.

Andre Proctor is the Keystone partner who leads on the development of the technical support infrastructure for Keystone reporting - materials, workshops, and certification of technical support providers. Andre has an academic background in African History and Development Studies. He has worked for more than twenty-five years in education and training. He is the author of five series of History and Social Studies textbooks for new school curricula in South Africa and Zimbabwe, and two children's books. He has authored materials on quality assurance for further education institutions in South Africa; designed a web-based training course for small business exporters in the SADC. He also created an e-course 'Mobilising Resources for Sustainability' for managers of civil society organisations.

Natalia Kirytopoulou, originally from Greece, studied Law in the French Universities of Caen and Toulouse where she specialised in International and European Law. She completed postgraduate studies in International Commerce and a Master's degree in International Law and Relations at the Pompeu Fabra University in Barcelona. She has collaborated voluntarily as a researcher with the international cooperation department of Intermon Oxfam (Spain). Natalia joined the Keystone team in November 2006 as an Advisor and Research Associate. Natalia's current work involves strategic research on performance measurement and reporting of developmental processes and the use of participatory methods for enhancing the accountability of citizen organizations to their constituents. As a Keystone advisor, she provides services to citizen organizations and philanthropic institutions for designing impact planning and learning systems as well as comparative constituency feedback surveys. She also carries out the main project management tasks for Keystone's engagements. She speaks and writes fluently in Greek, English, French and Spanish.

Subarna Nandi Mathes joined GAN-Net in July 2008. She works on GAN-Net/iScale's projects related to Impact Planning Assessment and Learning (IPAL) systems. She is currently managing an advocacy evaluation action-learning project to implement a monitoring and evaluation system for an HIV/AIDS advocacy campaign. Prior to joining GAN-Net/iScale, Subarna managed a Gates Foundation-funded action-learning initiative to develop and implement the next frontier of advocacy impacts, learning, and evaluation at the University of Washington's Marc Lindenberg Center. Subarna has a Masters in Public Administration from the University of Washington's School of Public Affairs with a focus on international development. Subarna received an M.A. in South Asia Studies from the University of Michigan in 2004.