

## Neglected Tropical Diseases

### Launch of new road map for 2021-2030

#### 28 January 2021 – a concept note

31 December 2020 marks the end of WHO's first road map for neglected tropical diseases (NTDs). Over the past two years, WHO has implemented a wide consultative approach to develop a new road map for 2021-2030. Due to COVID-19-related disruption and a 'shortened' session of the Seventy-third World Health Assembly in May 2020, the agenda item to examine the road map was moved to the 'resumed' sitting in November when it was finally endorsed<sup>1</sup> by WHO Member States.

#### The road map at a glance

*'Ending the neglect to attain the Sustainable Development Goals: a road map for neglected tropical diseases 2021–2030'* is a high-level strategic document and advocacy tool, aimed at strengthening programmatic response to NTDs through shared goals and disease specific targets backed by smarter investments. By mainstreaming 20 diseases, it aims to push for:

- **Stronger accountability** – shifting from process to impact indicators and accelerating programmatic action to improve scientific understanding, planning and logistics, advocacy and funding, collaboration & multisectoral action
- **Intensified cross-cutting approaches** - integrating delivery platforms; mainstreaming with local health systems; coordinating beyond health; strengthening country capacity; mobilizing regional & global resources
- **A change in operating model and culture** – stronger country ownership, improved roles of stakeholders, clearer roles and responsibilities to deliver on 2030 targets

#### The launch

This global launch happens against the backdrop of the ongoing pandemic and its challenges. It celebrates progress under the first road map from 2012-2020 and focuses on how cross-sectoral, integrated interventions, smart investment and community engagement can strengthen and sustain health systems. The launch will provide opportunities to share country stories, perspectives and experiences from across sectors, including NTD response to COVID-19.

The road map represents intense collaboration between Member States and the global NTD community. As it advocates for well-aligned, collective action, its launch involves the participation of countries and full partner engagement.

Actors and audience	Engagement
<b>Policy-makers:</b> Heads of State and health ministries of endemic countries	Celebrate country leadership, ownership and successes across all WHO Regions. These are key to achieving the 2030 targets and the SDG goals
<b>Countries and institutions supporting the fight against NTDs</b>	Illustrating commitment towards the adoption of the road map and towards its implementation

<sup>1</sup> To link WHA73 (33)

<b>NTD global partners community:</b> Stakeholders, implementing partners, research institutions, academia, youth organizations, donors, cross-sectoral partners; pharmaceutical industry	Existing donors, implementing partners, research community to share the legacy of progress and to hear the way forward. Youth and people affected by NTDs to share perspectives on how working together can achieve equitable and inclusive treatment for all NGOs, industry, public/private partnerships, philanthropy, research and academia sharing their commitment, pledges and experiences.
<b>New stakeholders and communities:</b> education (GPE), One Health, NCDs, Prevention of Blindness and Deafness, Mental Health, Disability and Rehabilitation, Emergencies, HIV/AIDS humanitarian emergencies, nutrition initiatives, new donors	Non-traditional sectors, areas and global health communities illustrating opportunities to work together to end the burden of NTDs and achieve health for all, and sharing the potential of the road map to encourage collaboration and coordination of teams working across sectors.
<b>WHO:</b> Headquarters, Regional Offices and Country Offices, former key staff	NTD programmes across the three levels of the Organization showcasing success stories and ways of working together Evolution of the concept of NTDs over the last decades: building on the past and look to the future
<b>Other UN agencies and internal organizations:</b> FAO, OIE, GAVI, UNEP, UNICEF, World Bank, OIF, etc.	Illustrating cross-agency teamwork and inter-sectoral collaboration
<b>General public</b> (through social media)	Initiate drum beat moments to amplify success, challenges to overcome, hope and innovation to do better. These can also be translated into national launches and health forums throughout 2021.

## Planning

The launch will take place virtually from 14:00 – 16:00 on Thursday 28 January 2021. Invitees will include Heads of State, WHO Director-General, WHO Regional Directors, ministries of health, partners’ representatives and the media. WHO will work with partners and its Regional and Country Offices to:

- create specific groups/teams to assist with launch preparation
- advocate for compelling aspects, using targeted messaging developed for past webinars
- stimulate production of creative content and assets to amplify messages
- identify powerful NTD stories & voices
- generate opportunities to publish Op-Eds & opinion pieces
- celebrate success of past eight years

Preparation for the launch will include the support of the following groups:

### Steering Group

This group will comprise select WHO staff and representatives of stakeholders who will be responsible for:

- event design and run of show
- Coordination with logistics team hosting the launch
- Providing oversight, alignment of activities
- Coordinate invitation for guest speakers

### Working Streams

Three identified working streams will support:

- **Communications and messaging:** (i) refine messaging to guide all work stream activities (ii) develop a media release (iii) support writing of OpEds (iii) support briefing notes (iv) develop social media toolkit
- **Production of assets:** (i) curation of videos, human interest stories and images (ii) identify music for the online event (iii) support/lead design videos, production of interviews/ sound bites (iv) lead design concept and production of Vox-pop (v) develop infographic
- **Dissemination** – write blogs, Op-eds, social media (ii) support direct outreach to media outlets considering, national, regional and global outlets to support dissemination of assets (iii) develop social media toolkit to promote the launch of the road map and key messages based on the narrative of the launch

## Coverage

## Timeline

Proposed	Date	Platform	Lead	Category
Save the date	23 Dec – 4 January	Social/Web/Mass mail	NTD/Partners	Notification
Media advisory	25 January	Web/Social	DCO	Notification
Announcement	25 January	Web	NTD/DCO/Partners	Dissemination
News Release	28 January	Media/Social	NTD/DCO/Partners	Global coverage
Release social media toolkit	25 January	Twitter	NTD & Partners	Dissemination
Video clip	18 Jan	YouTube/Social	Graphist/Partners	Advocacy
Country stories	18-22 Jan	Web/Social	Regions/WCOs/Partners	Human stories
Infographic	11-15 Jan	Web/Social	Graphist/Partners	Visual impact
Social media cards	11-15 Jan	Social/Web	Graphist/Partners	Quotes
Blog/Opinion pieces	18-25 Jan	Web/Social	Partners/Advocates	Analytical
Pre-recorded launch interviews	18-22 Jan	Web/Social	Zoom recording	Messaging

**Launch platform:** Zoom, with visual aids and instant interpreting services in all WHO languages.

**Format:** Conference, with question time

### Campaign platform

Web exposure: WHO corporate, NTD websites, Regional Offices, partner organizations

Social network: Twitter, YouTube, Facebook, Instagram

### Slogan

*Eliminating NTDs: together towards 2030*

### Dissemination

The launch virtual campaign will start on 18 January with curated themes, roadmap-specific shareable content to amplify narrative widely. These will include video clips on various road map shifts, targets, challenges. Partners will be encouraged to share content used during past webinars and stories from the field will be prioritized.

-----