



*Microbicides, HIV Vaccines, &  
treatment access: Comparing the  
advocacy challenges*

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## *What is the Global Campaign?*

- A coalition of over 100 organizations worldwide that work to expand the range of HIV/STD prevention options available to individuals, especially women
- Our vision:
  - A world in which all individuals have the power, social support and tools they need to protect themselves from HIV and STDs
  - Where individuals, especially women, are empowered to be agents in their own protection



# *Goals of the Global Campaign*

- To mobilize increased investment and political support for microbicides and other user-controlled methods of HIV/STD prevention
- To create a supportive policy and provider environment for the timely development, introduction and use new prevention technologies
- To ensure that as science proceeds, the public interest is protected and the rights and interests of trial participants, users, and communities are fully represented and respected



## *Global Campaign objectives*

- Targeted awareness-raising
- Resource mobilization on behalf of the field
- Ensuring a place at the table for advocates and civil society groups in technology development
- Representing user needs and interests
- Mainstreaming microbicides (and other user-controlled technologies) into AIDS & reproductive health discourse
- Protecting the public interest



## *Global Campaign successes*

- ▶ Over last 2 years, mobilized at least \$40 million new dollars for microbicide R&D from US Congress
- ▶ Responsible for Kofi Anan taking up the microbicide cause
- ▶ In 2001 alone, sponsored over 55 workshops in 14 countries
- ▶ Helped make “Access” a key priority in new Rockefeller-funded IPM

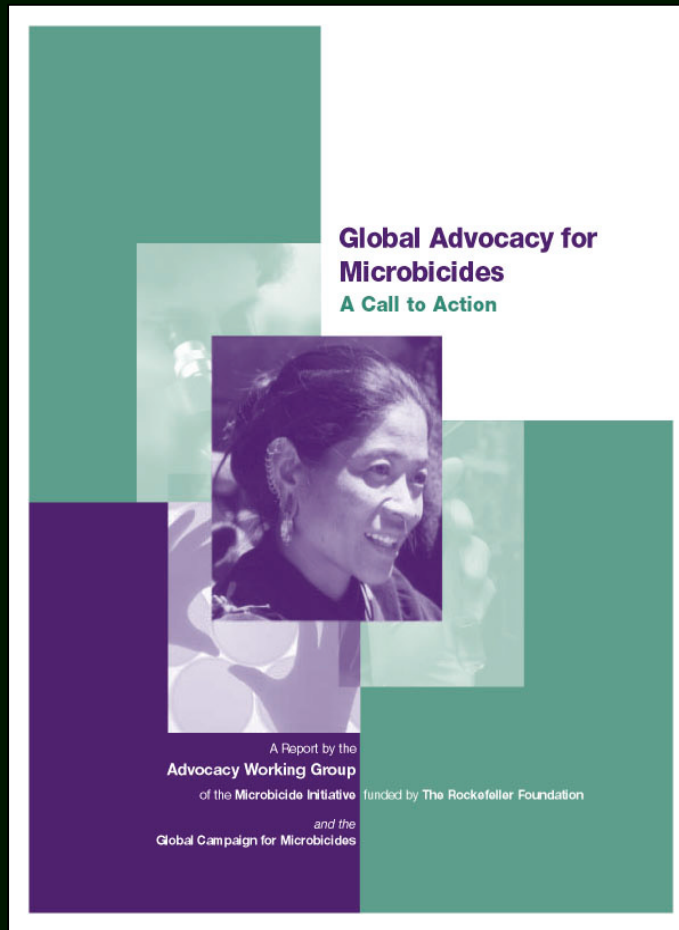


## *Rockefeller -funded working groups*

- In 2001, convened working groups to explore 5 areas key to microbicide development:
  - scientific agenda
  - public health impact
  - private investment view
  - preparing for access and use
  - advocacy



# *Global Advocacy for Microbicides: A Call to Action*



8 month consultative  
process

Jointly sponsored by  
Global Campaign &  
the Rockefeller  
Foundation

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# *Global Campaign international advocates meeting -*

**June 28-July 2: 60 advocates from 28 countries**

- Overwhelming recognition of need; high resonance & commitment
- Differing strategies/priorities emerged by region
  - LDCs embraced woman-focused agenda; advocacy agenda must include female condom; HIV focus
  - Industrial world interested only in microbicides; must include traditional STDs; prefer gender-neutral language
- Significant concern around clinical testing and the ethics of clinical trials
- Strong demand for transparency and participation



## *Rockefeller-funded Consultation*

### **25 people from 8 countries -- strong emphasis on Europe**

- Review of advocacy landscape based on mapping exercise
- Strong consensus on the importance of community involvement and political mobilization to the success of any microbicide initiative
- Concern that the field actively engage and manage on-going political sensitivities around international research, ethics, drug safety, pricing and access issues.
- Rich discussion on the extent to which the challenges faced by microbicide advocates are the same or different from those faced by vaccine or treatment advocates

# *Political Landscape Faced by Advocates*

	Microbicide	Vaccine	Treatment
Must mobilize around product that does not yet exist	Π	Π	
Must organize from the ranks of the “non-affected”	Π	Π	
Policy makers and end users are familiar with the concept		Π *	Π
Ambivalence in the public health community	Π		Π
Engages cultural discomfort with sexuality, vaginas, etc.	Π		
Confronts legacy of contraceptive R&D	Π		

# *Science - related advocacy challenges*

	<u>Microbicide</u>	<u>Vaccine</u>	<u>Treatment</u>
Considered “kitchen sink” science	Π		
Research involves healthy people	Π	Π	
Lacks proof of concept	Π		
Different clades could affect effectiveness		Π	
No surrogate markers for efficacy	Π		
Concerns over user adherence	Π		Π

# *Access and use advocacy challenges*

	<u>Microbicide</u>	<u>Vaccine</u>	<u>Treatment</u>
Physician driven; provider dependent		Π	Π
Effectiveness depends on user behavior	Π		Π
Focuses attention on sexuality/ adolescent sexuality	Π	Π	
Likely to be expensive		Π	Π
Likely to require huge infrastructure investments		Π	Π

With condoms, safer sex is *his* decision.....



We want to make it *yours*.....

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