Advocacy & Communications Working Group Terms of Reference

Introduction to CS4ME

Created in 2018, the Civil Society for the Elimination of Malaria (CS4ME) is a global network of civil society organizations committed to achieving malaria elimination. CS4ME brings together malaria advocates, committed to working together to transform the malaria fight. Our work ensures that malaria programs are effective, sustainable, equitable, innovative, inclusive of civil society, and are community-based, human rights-based, gender-sensitive and adequately funded. This platform is guided by a Steering Committee, and supported by a secretariat. Its members have the opportunity to contribute and benefit directly through participating in working groups, campaigns, training events, and other activities. More information can be found at www.cs4me.org.

CS4ME Working Groups

CS4ME working groups bring together diverse members of the movement from different countries and backgrounds, to contribute their time, energy, knowledge, experience, and networks to helping CS4ME make progress against its Strategic Plan. Working groups ensure that the responsibilities are divided across CS4ME’s members, and to bring different voices and perspectives to designing, planning, and reviewing CS4ME’s work. While the working groups are of a voluntary nature, they offer members the opportunity to gain new knowledge, skills, and leadership opportunities. CS4ME aims to ensure that its working group members are supported to carry out their work effectively, and encourage commitments of at least one to two years, although short-term commitments are also possible to support specific activities.

Purpose of the Advocacy & Communications Working Group (ACWG)

One of CS4ME’s key roles is to advocate for: (a) a central role for civil society and communities in setting, implementing, and monitoring the malaria elimination agenda, and (b) adequate funding for malaria elimination initiatives, particularly for civil society and communities. Due to CS4ME’s critical advocacy role, advocacy is interwoven through its current Strategic Plan 2021-2025, including building members’ capacity (objective 1), increasing influence at the national level (objective 2), demonstrating impact as a way to strengthen civil society’s voice (objective 3), and in particular, “To deepen CS4ME’s global advocacy presence in malaria decision-making forums” (objective 4). This strategic objective focuses on enhancing CS4ME’s advocacy capacity and global presence. CS4ME does not want to just be invited to the table, but it is equipping its members to be ready to drive the conversation and influence decisions. CS4ME aims to build a cadre of strong advocates that all malaria stakeholders know, and want to have present in order to have any substantive malaria dialogue.

The purpose of this working group is therefore to oversee and guide CS4ME’s global advocacy strategy efforts. In particular, the working group aims to:

(a) Help finalise the development of CS4ME’s Advocacy & Communication Plan;
(b) Monitor and evaluate the implementation of CS4ME’s Advocacy & Communication Plan;
(c) Support the development, implementation and evaluation of CS4ME’s global media plan;
(d) Contribute examples of advocacy activities and successes to CS4ME’s advocacy database;
(e) Support and mentor (or facilitate mentorship) CS4ME’s emerging advocates.
Membership & Structure

The ACWG welcomes CS4ME members from different countries and backgrounds in order to bring together the rich diversity of the different CSOs involved. The working group is expected to have 6-8 members, aiming for geographic diversity and gender balance. A mix of age and experience levels is also welcome to bring in varied perspectives and skill sets.

The chair of the working group will be a member of CS4ME’s Steering Committee in order to ensure that there is a direct, stable link with CS4ME’s decision-making body. This will ensure continuity, and a strong connection with other aspects of Strategic Plan implementation. Among its members, a secretary will also be nominated who will support the chair with notetaking and communications.

Prior to volunteering to join the working group, members are expected to:

1. have an interest and some experience in malaria, and a track record in malaria advocacy;
2. have time available to commit, an average of 1-3 hours per week;
3. be willing and able to communicate in French and/or English;
4. have the support of his/her/their supervisor or organization;
5. have access to a computer and reliable internet.

Roles & Responsibilities of Working Group Members

Members of the ACWG will be expected to:

1. **Learn**: Become familiar with the Strategic Plan, and the advocacy-related details of the Operational Plan and Monitoring, Evaluation, Reflection and Learning (MERL) framework. Members will also be encouraged to learn more about existing malaria advocacy efforts across CS4ME and beyond, and explore other successful advocacy efforts that CS4ME can learn from;
2. **Participate**: Participate actively in meetings by sharing experiences, examples, and perspectives, bringing creative ideas, asking good questions, listening actively to other members, and contributing to decision making by consensus;
3. **Review**: Monitor progress of CS4ME’s advocacy strategy and propose adjustments as necessary, review materials, and provide input for their improvement;
4. **Connect**: Help identify examples or best practices relevant to capacity building topics from their own or other CS4ME member experience, or create linkages to advocacy stakeholders or opportunities;
5. **Promote**: Promote and be an advocate of CS4ME’s Advocacy & Communication Strategy among its members to encourage participation and mobilise action;
6. **Mentor**: Help support the development of the skills and confidence of emerging advocates across CS4ME. This may include providing advice, feedback or offering additional mentoring, and celebrating successes.
7. **Advocate**: Be an advocate for CS4ME and represent it effectively beyond the working group.
Expected outputs of the Working Group

1. Complete CS4ME’s Advocacy & Communication Plan;
2. Deliver updates on the progress of CS4ME’s Advocacy & Communication Plan, including lessons learned and recommendations for adaption or advancement;
3. Complete CS4ME’s global media plan;

Expected activities of the Working Group

1. Identify global advocacy opportunities;
2. Develop advocacy notes, media briefs, messages and strategies;
3. Build the capacity of CS4ME members to engage in sustained advocacy;
4. Provide guidance for CS4ME on specific advocacy approaches and campaigns;
5. Coordinate with other working groups to identify or support advocacy issues;
6. Develop, with the support of consultants, advocacy tool kits, media briefs and messages;
7. Develop the framework and criteria for identifying, selecting and training global advocates and media;
8. Map and maintain a schedule of media associates and journalists;
9. Identify relevant and friendly media houses and platforms;
10. Identify consultants/resource persons to create and maintain the advocacy database and other resources.

Rights of Working Group Members

Members of the working group have the right to:

1. **Respect**: be heard and respected for their experience and perspective;
2. **Withdraw**: withdraw from the working group at any time, providing written notice to the chair;
3. **Communicate**: speak in French or English at meetings, and have the meetings translated into one of these languages;
4. **Support**: receive a small stipend to help facilitate their participation, such as covering the cost of internet or mobile phone data, or laptop rental.

Meetings & Operational Procedures

- **Meetings**: The working group will meet at least every quarter, but may call additional meetings as needed. Meetings will be virtual and take place on Zoom.
- **Language**: Meetings will generally be in English or French, with translation into the other language provided as possible. Written communication will be provided in English and French.
• **Decision making:** Decisions will be made by consensus with the chair creating an environment open to reviewing different perspectives and finding an appropriate conclusion.

• **Meeting notes:** The working group secretary will send out notes summarising decisions, action points, and any other key points to all members within three days of the meeting.

• **Communication:** The working group will communicate via email and WhatsApp between meetings. Meetings will be called at least one or two weeks in advance.

• **Absences:** Members are expected to inform the chair of any expected absences from meetings at least one day prior to the meeting.

• **Reviews:** Documents for review will be sent out at least two weeks ahead of the review deadline to ensure members have time to read. Documents will be sent in English and French (although translations may be done by software while in draft form).

**Evaluation of working group performance**

The working group will be evaluated based on:

• The quality, acceptability, and appropriateness of its advocacy outputs;
• Effectiveness of advocacy initiatives designed or supported;
• Feedback received from CS4ME members to evaluate advocacy tool developed;
• Innovation, creativity and enjoyability of advocacy events and materials produced;
• Timeliness of activities compared against the operational plan.