

Gates MOMENT

World Vision US Advocacy
and Government Relations





Objective

To build greater United States Congressional support to commit and protect resources for global maternal, neonatal and child health

- Key milestone is to create 10 new champions for MNCH and family planning

Activities

Congressional Learning Trips

- ❖ Completed 5 trips with Congressional staff and 1 with Members of House of Representatives
- ❖ Goal is education – seeing firsthand USG investments and WV programming
- ❖ Post-trip follow-up in DC and with WV advocates



Members of U.S. Congress visiting a pastor and his family in Kenya

Activities

Congressional Events

- ❖ Learning opportunities with technical experts or events to highlight MNCH/FP
- ❖ Goal is to engage and educate policymakers
- ❖ Highlight World Vision and our work, but also work in partnerships



Senator Johnny Isakson speaks at Congressional Child Survival Prayer Breakfast

Journey to Champion

Advocacy efforts start with education and awareness

- Next step is requesting action, such as Member of Congress making a request for MNCH or FP funding
- Follow up and engagement of constituent advocates critical

Champion Scorecard

Category	Activity	Base Score	Frequency	Total Score
Unaware – Little or no knowledge of MNCH and has no prior relationship with World Vision				
Meetings/Conversations	Indicates little knowledge in MNCH/HTSP in meeting/conversation with WV staff	1		
	No prior WV meetings with office on MNCH issues	0		
Events	No attendance at WV-sponsored meetings or events	0		
Aware – Demonstrates interest in learning more about MNCH/HTSP and demonstrates increased knowledge				
Meetings/Conversations	Indicates understanding of MNCH/HTSP in meeting/conversation with WV staff	2		
	Participates in meeting with advocates/faith leaders in DC or in Congressional district on MNCH	3		
Events	Attends WV-sponsored briefing, event or roundtable	2		
Learning Tours	Staff attends WV learning tour focusing on MNCH	5		
	Member attends WV learning tour	7		
Media/Materials	Read WV article, blog or publication on MNCH (sent via email and tracked through Knowlegis)	2		
	Responds to WV email (article, blog, publication) with comments/questions	3		
Friend – Promotes awareness and understanding of MNCH/HTSP with colleagues and constituents and engages regularly in conversations on MNCH/HTSP				
Meetings/Conversations	Staff indicates support for MNCH/HTSP with WV staff or advocates	5		
	Member indicates support for MNCH/HTSP	7		
Events	Serves as co-host of a WV-sponsored MNCH briefing, event or roundtable	2		
	Participates in an in-district event on MNCH	4		
	Participates in Congressional hearing on MNCH	2		
Learning Tours	Encourages colleagues to attend a learning tour	2		
	Writes blog, op-ed or other publication that discusses learning tour experience	4		
Media/Materials	Requests materials/information from WV on MNCH issues	2		
Champion – Supports improvements in policy and takes steps to engage publicly or privately in building support for MNCH/HTSP				
Events	Speaks at WV-sponsored MNCH briefing, event or roundtable	4		
	Speaks positively about MNCH at an in-district event	4		
Media/Materials	Writes blog, op-ed or other publication on MNCH (including social media) separate from learning tour experience	4		
Policy Promotion	Speaks privately with key Congressional colleagues to express support for MNCH/HTSP	8		
	Asks questions or makes statement during a Congressional hearing, floor debate or in the Congressional Record related to MNCH/HTSP	8		

Challenges

- Most of Congress doesn't know much about foreign aid or MNCH
- Getting attention when there are so many competing issues and seemingly little US public support for foreign aid
- Controversies in the US around family planning

Achievements

- More than 150 Congressional offices have been educated on MNCH/FP
- 15 offices moved along the champion journey to “friend” or “champion”
- Offices reached by World Vision are supporting MNCH legislation
- World Vision has increased credibility and visibility on family planning