## 1. UNIVERSAL ACCESS

<table>
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<th>Objectives</th>
<th>StrategiesOpportunities</th>
<th>Outputs Tactics/Targets</th>
<th>Outcomes Indicators</th>
<th>Partners</th>
<th>Timing Key Dates</th>
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<tbody>
<tr>
<td>1.1 Contribute Canada’s fair share of global funding needed to achieve Universal Access by 2010, including a sustained and predictable five percent contribution of the global resource needs of the Global Fund</td>
<td>Leverage Canada’s host role in the 2010 G8 to build momentum for HIV/AIDS funding and policy announcements.</td>
<td>Reports, letters, policy papers disseminated to government, media, civil society and partners on Canada’s stance and what needs to be done for Canada to contribute its fair share to the global response</td>
<td>Public and political pressure for Canada to meet its Universal Access commitments</td>
<td>- ICAD members</td>
<td>- G8: 2008 (Japan) 2009 (Italy) 2010 (Canada) - 2008 and 2011: UNGASS - 2008 and 2010: AIDS conference - December 1: World AIDS Day - Global Fund: Start efforts in 2009 for Replenishment in 2010</td>
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<tr>
<td>1.2 Ensure aid effectiveness by transparently tracking and monitoring Canada’s funding to meet Universal Access objectives</td>
<td>Coalition-building with Canadian and international civil society organizations to build momentum to achieve policy change with a focus on Universal Access and human rights.</td>
<td>Meetings with officials, Ministers, critics MPs, Standing Committees &amp; National Partners</td>
<td>Increased profile for ICAD’s public and policy messages in the lead up to 2010</td>
<td>- GTAG</td>
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<tr>
<td>1.3 Ensure long term sustainable funding to civil society in Canada and internationally for scaling up Universal Access</td>
<td>Hold Canadian government accountable for Universal Access commitments made at home and abroad</td>
<td>Increased transparency of Canadian spending on Universal Access</td>
<td>- World AIDS Campaign</td>
<td>- Stop AIDS Campaign</td>
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<td>Mobilize members and allies for interventions in the federal budget cycle and key policy opportunities focusing on Universal Access goals related to health systems and prevention.</td>
<td>Uptake of policy goals: members, partners, media, government</td>
<td>- Make Poverty History</td>
<td>- National Partners</td>
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<td></td>
<td>Background material: key messages, kits, briefing notes, Q&amp;A, letters</td>
<td>Increased federal funding for HIV/AIDS initiatives</td>
<td>- IMF, World Bank, UN, G8</td>
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<td>Meetings with key decision-makers, officials, MPs and National Partners</td>
<td>Policy and public events</td>
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## 2. PREVENTION

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<tr>
<td>2.2 Scale up Canadian funding and policies to address the social conditions necessary for prevention, including the promotion of human rights, gender equality and social justice</td>
<td>Bring Canadian civil society perspectives to Global Fund, UNAIDS, IAVI.</td>
<td>Government, media and member relations</td>
<td>Policy research Policy briefing</td>
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<tr>
<td>2.3 Increase Canadian support proven prevention strategies including parent-to-child transmission, harm reduction and education.</td>
<td>Build coalitions with leading national and international HIV/AIDS grassroots organizations working on prevention.</td>
<td>Background material: Key messages, kits, briefing notes, Q&amp;A, letters</td>
<td>Uptake of prevention policy goals: members, partners, media, government</td>
<td>- Members - GTAG - Make Poverty History - IPM - World AIDS Campaign - Global HIV Prevention Working Group</td>
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<tr>
<td></td>
<td></td>
<td>Meetings with decision-makers, officials, MPs</td>
<td>Increased federal funding for HIV/AIDS prevention initiatives</td>
<td>- National Partners</td>
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- Build ICAD’s capacity and profile on HIV prevention.  
- Bring Canadian civil society perspectives to Global Fund, UNAIDS, IAVI.  
- Build momentum in the lead up to 2010 universal access, health systems, and MDG benchmarks.  
- Build coalitions with leading national and international HIV/AIDS grassroots organizations working on prevention.  
- Policy and political entry points:  
  - Federal budget, Federal election, Speech from the Throne, Standing Committee, meetings, Ministerials, IMF World Bank  
  - UN, G8  
- Collaboration with members and partners  
- Government, media and member relations  
- Policy research Policy briefing  
- Public and political pressure for Canada to meet its Universal Access to prevention commitments  
- Increased federal funding for HIV/AIDS prevention initiatives  
- Policy and political entry points:
### 3. HEALTH SYSTEMS

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<tr>
<td><strong>3.1 Scale up Canada’s ODA to strengthen publicly funded health systems in developing countries to support HIV/AIDS treatment, prevention and care.</strong></td>
<td>Work in collaboration on health systems with leading national and international HIV/AIDS and health organizations. Build momentum in the lead up to 2010 Universal Access, health systems, and MDG benchmarks.</td>
<td>Health systems paper Consultations with CIDA Letters and meetings—critics, CIDA and Finance Ministers</td>
<td>Increased transparency from CIDA regarding its investments in health systems</td>
<td>- Members - GTAG - World AIDS Campaign - Stop AIDS Campaign</td>
<td>June 18 2008 consultation with CIDA G8: 2008-2010 World Health Assembly: May 2009, 2010 Federal budget cycle</td>
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<td><strong>3.2 Address Canada’s Access to Medicines Régime: Remove red tape discouraging generic medicine manufacturers and developing countries from using the legislation.</strong></td>
<td>Work in collaboration with GTAG, HIV/AIDS Legal Network, Grandmothers for Africa (Team CAMR)</td>
<td>Briefing notes, petition, Private members bill Letters and meetings with critics, Industry and CIDA Ministers</td>
<td>Reformed legislation and regulations Generic medicine shipped to developing countries</td>
<td>- HIV/AIDS Legal Network -GTAG</td>
<td>Start fall 2008</td>
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<tr>
<td><strong>3.3 Support greater retention of health care workers in developing countries through training, fair wages, working conditions and international ethical guidelines for the recruitment of health workers.</strong></td>
<td>Work in coalition with GTAG, health professional associations, labour Work with federal and provincial governments to implement policies to promote alternatives to recruitment from developing countries</td>
<td>Briefing Notes Letters and meetings with federal and provincial decision-makers.</td>
<td>Increased development assistance for retention of health care workers Increased numbers of health workers.</td>
<td>GTAG CLC Canadian Nurses Association</td>
<td>Federal and provincial budget cycles</td>
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NOTES ON ICAD’S PUBLIC ENGAGEMENT GRID

1. PURPOSE OF THE GRID

ICAD’s public engagement grid provides an overview of ICAD’s 2008-2010 strategy.

2. PUBLIC ENGAGEMENT GOALS

The overarching goals of ICAD’s 2008-2010 public engagement program are to:

- Scale up Canada’s leadership to address and reverse the HIV/AIDS pandemic.
- Mobilize and build public engagement capacity among members and partners.
- Engage members, the public, media and decision-makers on HIV/AIDS, human rights and development.

3. PUBLIC ENGAGEMENT OBJECTIVES

ICAD’s public engagement objectives are grouped under the themes of Universal Access, prevention and health systems. The objectives outlined in the grid relate to ICAD’s targets primarily vis-à-vis the Canadian federal government. In addition, ICAD’s public engagement objectives are aimed at policy outcomes at the international level (G8, UN, World Bank and IMF) as well as at the provincial government health policy in Canada. Moreover, ICAD’s Executive Director promotes operational policies in his capacity on the Board of UNAIDS and the Global Fund.

4. STRATEGIES

Specific strategies are identified in ICAD’s grid for public engagement objectives under the themes of Universal Access, prevention and health systems. ICAD has identified the following overarching strategies for 2008-2010:

- Leverage Canada’s host role in the 2010 G8 to build momentum for HIV/AIDS policy and resource announcements.
- Effectively communicate ICAD’s policy and research to members, partners, decision-makers and media. Mobilize members and allies for focused interventions in the federal budget cycle on prevention, the Global Fund and health systems.
- Ground ICAD’s public engagement work in solid, evidence-based, policy and public engagement research.
ICAD Public Engagement Strategy 2008-2010

- Undertake public engagement work in coalition with leading national and international HIV/AIDS grassroots organizations.
- Build members’ capacity: Provide members with tools to effectively communicate with the public, media and decision-makers.
- Monitor and build momentum in the lead up to 2010 universal access, health systems, and MDG benchmarks.
- Root ICAD’s work in the experience of people living with HIV and AIDS in the global South and North.

**KEY DATES**

The following key dates and opportunities have been identified so far for 2008-2010:

- Federal election: 2008
- World Health Assembly (Geneva) (May 2008)
- Global Week of Action on HIV/AIDS (May 2008)
- UNGASS (June 8 2008)
- Federal Budget: Fall consultations, Spring budget
- G8 civil society mobilizations (2008-2010)
- G8: July 7-9, 2008 (Japan) 2009 (Italy) 2010 (Canada)
- CIDA Key date for funding for microbicides and vaccines (October 2008)
- World AIDS Day: December 1
- IMF and World Bank Meetings (Annual, Spring)
- UNAIDS meetings
- Global Fund meetings

What key dates are missing looking ahead to 2010?

**TACTICS/ ACTIVITIES/ TOOLS**

ICAD uses a number of tactics and tools to meet its strategies, fulfill its objectives and ultimately influence its goals. The grid identifies specific tactics in relation to specific objectives. ICAD’s public engagement activities include:

- Policy research, analysis, reports.
- Policy dialogue (events, meetings, roundtables) with CIDA, Finance, Foreign Affairs, Standing Committees, Ministers, critics. Identifying and providing policy resources to champions.
- Communications and media relations to raise the profile and support for Canada's role in the Global HIV/AIDS response.
- Tools for members to effectively engage the public and communicate with local and regional media and MPs in ridings across Canada (key messages, talking points, Q&As, Factsheets, briefing notes, template letters, etc.)
- Workshops, presentations, publications to build awareness across Canada of civil society perspectives on HIV/AIDS and
ICAD Public Engagement Strategy 2008-2010

development.

- Building capacity for youth through internships
- Web site, database, listserv

EVALUATION AND MEASURABLE OUTCOMES

Ongoing evaluation is built into ICAD’s public engagement strategy. ICAD evaluates to learn from, measure success and adapt its Public Engagement strategy. In addition to the specific outcomes identified in the grid, ICAD will measure the effectiveness of its public engagement strategy based on an assessment of the following measurable results:

- Uptake of ICAD messages by members, partners, media, government
- Statements of policy
- Number of members involved in ICAD’s public engagement initiatives
- Feedback from members, partners, decision-makers
- Number of ICAD public engagement workshops, presentations.
- Production, distribution and accessibility of ICAD public engagement tools
- Public awareness and opinion
- Number of media hits, type of coverage
- Number of web site hits, user surveys