

Global Campaign for Microbicides: Responding to the needs of communities and advocates

Update Report — September 2004 to February 2006

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For more information about the Global Campaign, visit our website or contact us at:

Global Campaign for Microbicides
c/o PATH, 1800 K Street NW, Suite 800, Washington, DC 20006, USA
Phone: +1 (202) 822-0033, Fax: +1 (202) 457-1466

7th Floor, Rue du Trône 98, Brussels 1050 Belgium
Phone: +32 (0)2 507 1221, Fax: +32 (0)2 507 1222

Email: info@global-campaign.org
www.global-campaign.org

Pictures on cover:

Cynthia Tucker (AIDS Foundation of Chicago) and Cathy Christeller (Chicago Women's AIDS Project) at a Campaign to End AIDS Awareness rally on Michigan Avenue, Chicago, USA.
October 2005

Image of possible microbicide formulations,
Photo credit: Salam Dahbor

Giving Women Power Over AIDS graphic

A collection of Global Campaign fact sheets.
Photo credit: Zoë Ruhf, PATH

Global Campaign logo

Francoise Welter, member of the Global Campaign steering committee, speaking at *Microbicides: Meeting the challenge of HIV prevention in women*, Brussels.
October 2005

En manos de las mujeres, DVD produced by Global Campaign for Microbicides.
Photo credit: Frank Herholdt, Microbicides Development Programme

Giving Women Power Over AIDS exhibit, European debut at Somerset House, London, UK. November 2005

Global Campaign button

Global Campaign for Microbicides Update Report

September 2004 to February 2006

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Introduction

The microbicides field and the Global Campaign in 2006

The HIV epidemic in the year 2006 tragically confirms what women's health, women's rights, HIV/AIDS, and social justice advocates have warned for years. Social, economic, and sexual vulnerability of women—particularly young women and girls—harms their health and increases their risk of HIV and other sexually transmitted infections (STIs). The existing prevention strategies of abstinence, mutual monogamy, and male condom use have largely failed to address this reality. Women, and some men who have sex with men, desperately need HIV and STI prevention tools they can use without their partner's active participation. Microbicides could provide receptive sex partners all over the world with an option that they can control.

Over the past 15 years, the microbicides movement has grown from just a few people talking about the need for such a product to an established field composed of thousands of researchers, donors, policy makers, community members, and advocates. As the microbicides field matures into its next stage—mounting large-scale clinical trials, confronting barriers to access and use, preparing for increased public attention, and developing microbicide programmes and policies—this collaboration between researchers, policy makers, and civil society remains fundamental.

The Global Campaign for Microbicides is at the nexus of this vital collaboration. We are a diverse coalition of over 250 nongovernmental organisations (NGOs) based in both the global south and north that work to enhance and accelerate the development of microbicides through the active participation of the constituencies and communities who will benefit from them. The Global Campaign acts as a platform that amplifies the voices of the civil society partners and highlights the critical importance of this sector to the ethical and timely development of accessible microbicides. Through our collaborations with advocates around the world, we build public awareness and support for microbicides, develop an enabling policy environment, and work toward achieving the necessary but delicate balance between the urgent need for microbicides and the imperative to ensure that the scientific process fully respects the rights of communities and end-users.

This report looks back at the period from September 2004 to February 2006. For us, it was a period of grappling with critical ethical challenges, fine-tuning our messages as trials progress, and creating new partnerships while consolidating existing ones. On the following pages, we provide a snapshot of the microbicides field in 2006, and how the Global Campaign is responding to the needs of communities and advocates.

What distinguishes the Global Campaign from other actors?

The “who’s who” of the microbicides field is growing rapidly as interest in this new prevention technology increases among NGOs, donors, private companies, governmental entities, and researchers. The Global Campaign can be sharply distinguished from other organisations in the field by looking at who we are, what we do, and the principles that guide our work:

We are an independent, community-oriented voice.

The Global Campaign does not have a vested interest in any particular product. Instead, we advocate on behalf of the field. This stance gives us unique credibility as a trusted, independent voice that represents the needs and interests of consumers, citizens, and communities hosting trials—not product sponsors, researchers, or corporate interests.

We build political support for the long term.

The Global Campaign focuses especially upon cultivating a sustained base of grassroots support for the microbicide issue among allied NGOs and the general public. This base is an essential backdrop for the field’s collective efforts to mobilise resources from the Canadian, US, and European governments. Ministers of health and development, politicians, and programme managers shift in and out of power. The only way to sustain political support for microbicides, therefore, is to cultivate an active informed constituency of NGOs, citizens, and advocates, who then pursue their advocacy for the issue consistently even as the players around them change.

We unite civil society perspectives from three critical movements.

The Global Campaign sits at the intersection of three movements: sexual and reproductive rights, women’s health, and HIV/AIDS. We explicitly chose a coalition structure in order to ensure that our efforts would consistently leverage the experience, perspectives, and political power of all *three* of these communities.

We build capacity for authentic engagement among civil society actors.

A key part of our mission is to ensure that advocates, communities, and users can productively engage in the scientific process and advocate on their own behalf. Instead of representing the community in international dialogues, we are ensuring that members of the community are *at* the table. The skills-building programmes of the Global Campaign help empower groups for authentic participation and ensure that their advocacy strategies are informed by an accurate understanding of the scientific issues at hand.

Accountability is a key aspect of our mission.

The Global Campaign for Microbicides is the only microbicide-specific entity that makes public accountability a cornerstone of its mission. We have a dual agenda: to accelerate access to a safe and effective microbicide and to transform *how* science is done. This means asking critical questions: Whose voice is part of the process? How are taxpayer dollars being spent in this effort? How can we make sure that microbicides are acceptable, affordable, and available? ✧





Acting as an interface between the research enterprise and civil society

The Microbicides Field in 2006

- Public concerns about ethics of HIV prevention trials are intensifying
- Increased expectations for community involvement
- Communication challenges amongst stakeholders
- Need to focus on additional research questions



The Global Campaign Response

- Working to balance the urgent need for research and the rights of communities
- Helping move the field from community input to authentic partnership
- Leading the Microbicides Media and Communication Initiative
- Helping the field address the needs of positive women, commercial sex workers, and those seeking rectal microbicides

The Field:

Public concerns about ethics of HIV prevention trials are intensifying

In early 2005, controversies arose around the cancellation of trials in Cambodia and Cameroon of tenofovir for pre-exposure prophylaxis (PREP). Voices on all sides have expressed strong opinions—with some activists charging that the rights and interests of the highly vulnerable populations enrolling in the trials weren't adequately protected and that the trials were, therefore, unethical.

Knowing that clinical trials can be stopped by broad-based public opposition provides considerable impetus to resolve outstanding ethical issues. But neither researchers, nor sponsors, nor activists, nor host communities can do this alone. Collaboration and transparency—however difficult to achieve—will be required to move beyond ethical debate to the specifics of practical solutions.

As the report of a 2005 UNAIDS meeting on prevention trials notes, “the context of clinical research on HIV has changed. Activism has empowered previously marginalised populations to articulate and demand their rights. Changes in possibilities and expectations around providing treatment for HIV-related disease have also profoundly shifted the context; affected communities expect access to treatment, and are demanding that service providers, community groups, governments, and donors respond.”

Creating effective partnerships for HIV prevention trials: Report of a UNAIDS consultation. UNAIDS; October 2005.

The Global Campaign: Working to balance the urgent need for research and the rights of communities

Consensus statement on access to treatment and standards of care in microbicides trials

Through a series of structured discussions and debate among Global Campaign partners, allies, staff, and steering committee members in three consultations, we developed a “Consensus statement on access to treatment and standards of care in microbicides trials”. The consensus statement articulates a clear and specific position regarding standards of care that responds to community concerns and contributes to resolving the impasses that have resulted in trial closures.

When it comes to HIV prevention, the cost of delay is paid in human lives. What is the appropriate balance between protecting the rights and interests of trial participants and host communities and the urgency of developing a safe and effective microbicide?

We presented the statement to UNAIDS, sent it to all relevant trial investigators and sponsoring agencies and presented it formally to investigators at a meeting hosted by the US Agency for International Development. Investigators have largely responded favourably, appreciating greater clarity about what advocates consider minimally necessary for ethical trials. An article detailing the process of developing the consensus will appear in *PLoS Medicine* in the summer of 2006.

Report: “Rethinking the ethical roadmap for clinical testing of microbicides”

In June 2005, we published and distributed a ground-breaking report on ethical challenges in the design and implementation of microbicide trials that addresses informed consent, standards of care, and male and youth involvement in clinical trials of microbicides. This report, “Rethinking the ethical roadmap for clinical testing of microbicides,”¹ has generated significant visibility and brings new tools and insights to those who will grapple with the ethical challenges of making safe, effective microbicides a reality.

Training course in ethical reasoning

The Global Campaign’s participatory training course on ethical reasoning and HIV prevention trials familiarises participants with the logic of ethical reasoning and with existing guidance that governs trans-national research. At the same time, it emphasises that ethical principles are sometimes in conflict and that the work of ethics is to resolve how different principles should be balanced and interpreted in particular situations. The course is designed to build participants’ capacity to effectively advocate for themselves in negotiations with research entities, governmental policy makers, and others.

In July 2005, we worked with the Nigerian HIV Vaccine and Microbicide Advocacy Group (NHVMAG) to co-sponsor two workshops on ethical issues in new HIV prevention technologies. Civil society representatives from all over Nigeria and NHVMAG members attended the first two-and-a-half day session. A second workshop was specially designed for the chairs of all the ethical review boards in the country.

¹ Global Campaign for Microbicides, 2005. *Rethinking the ethical roadmap for clinical testing of microbicides: Report on an international consultation*. Available at www.global-campaign.org/researchethics.htm.



In December 2005, with the European AIDS Treatment Group (EATG), we co-sponsored a three-day meeting to introduce treatment activists from all over Europe to microbicides and prevention trials and to conduct a day-long workshop on clinical trial ethics. Although several treatment activists voiced initial misgivings about the ethics of microbicide trials as currently designed, most of their concerns had been allayed by the end of the workshop (pictured here, four workshop participants).



Looking ahead

In 2006, we will publish an analysis of the oral tenofovir trials—an investigation we undertook to identify lessons for future trial design and implementation. We are also engaged in an exercise to map the Standards of Care in microbicides trials and will continue to provide the ethics training as requested.

The Field:

Increased expectations for community involvement

“Community involvement” has become a norm of HIV prevention research. As large-scale microbicides trials roll out, the definition and scope of “community involvement” continues to evolve. Civil society actors are expanding both their experience with and expectations for engagement with political and scientific decision-makers. The discussion now focuses on developing **authentic partnership** between civil society actors, community stakeholders, and other sectors involved in the research enterprise.

The Global Campaign: Helping move the field from community input to authentic partnership

The Community Involvement Initiative of the Global Campaign develops tools designed to strengthen a broader, more comprehensive model of community involvement. The work is based on *Mobilisation for community involvement in microbicides trials*,² a report published by the Global Campaign in 2003–2004. The framework articulates a specific vision of community involvement in research that supports the increasing engagement and empowerment of communities—not only in the trial itself but in a broader research, health, and development agenda.

To help implement this framework on the ground, the Global Campaign advocates for a shift away from the historical reliance on a single mechanism—the Community Advisory Board (CAB) or similar structure—to a model that incorporates a series of activities, strategies, and mechanisms designed to enhance the community-research partnership.

² Global Campaign for Microbicides, 2004. *Mobilisation for community involvement in microbicides trials: Report from a dialogue in Southern Africa*. Available at www.global-campaign.org/clientfiles/SA-community-involvement.pdf.

Developing a model and resource kit to facilitate the design and implementation of community-research partnership plans

The Global Campaign is currently developing a model “community-research partnership process” oriented around two complementary goals:

- Implementing an ethically sound, scientifically valid, and locally acceptable trial.
- Strengthening community capacity to articulate and act upon their own priorities for research, health, and social needs.

To support this model, we are developing a resource kit for community liaison staff, community leaders, and NGOs at microbicide trial sites. The resource kit provides a menu of ideas, tools, information, and strategies from a number of disciplines (participatory action research, social mobilisation, community organising, adult learning, qualitative research methods, evaluation, etc.) for designing involvement activities. It also compiles experiences from ongoing research and advocacy initiatives and presents a list of resources for further information and cross-learning.

Expanding the understanding of “who is community”

In investigating the PREP trial closures in Cambodia and Cameroon, we found that trial sponsors conducted local level, formative work with the research communities, but they had neglected to address broader constituencies of national and international advocates and activists who also consider themselves stakeholders in the HIV research enterprise.

The Field:

Communication challenges amongst stakeholders

As described in previous sections, intense controversy in Cambodia and Cameroon brought two major HIV prevention trials to a halt. In both cases, failure to properly engage stakeholders and inflammatory and misleading media coverage contributed to the suspension of these trials. A quote from the Cambodian prime minister was spread widely around the world, “We will not let Cambodians be used as guinea pigs...” As this sentiment demonstrates, failure to properly handle communication with the press and wider stakeholder community can erode trust and undermine trials.

The Global Campaign:

Leading the Microbicides Media and Communications Initiative

In response, the Global Campaign worked with partners to establish the Microbicides Media and Communication Initiative (MMCI)—an effort to proactively prepare the microbicides field to handle the complex communications challenges presented by large-scale effectiveness trials. We established an informal working group of advocates, communications experts, and trial sponsors to chart a strategy for improving stakeholder outreach, media relations, training, and crisis management at trial sites.

To date, the Global Campaign has hosted six international MMCI conference calls to discuss common misperceptions; develop key messages about the cost, effectiveness, and timing of microbicides; and organise a rapid response team to deal with media flare-ups or unexpected developments in the field. Out of these conversations, we developed two messaging documents that have been distributed to communications officers and advocates worldwide.



based), and the National Association of People Living with HIV/AIDS (US-based), among others.

At the Microbicides 2006 conference, we will release a joint advocacy brief on the needs of HIV-positive women with regard to microbicide research that was drafted collaboratively with—and will feature the logos of—all of these organisations. The Global Campaign will also facilitate a roundtable presentation at the conference entitled, “HIV-Positive Women and Microbicides: Moving Research Forward,” at which positive women and key scientists will discuss research questions of importance to positive women and what is required to answer them.

Commercial sex workers

While commercial sex workers have been among the populations specifically recruited as participants in HIV prevention trials, they have historically been excluded from discussions and decision-making about HIV prevention strategy and policy development.

The Global Campaign has repeatedly challenged the once-prevalent assumption that sex workers are an obvious first target group for microbicides. We argue, instead, that the initial introduction of microbicides should be phased in through pilot projects accompanied by research to monitor the experiences, understanding, and behaviour of a wide range of product users.

In 2005, we initiated discussions with the leadership of the international Network of Sex Work Projects (NSWP) and EMPOWER (a Thai-based NGO supporting sex workers in southeast Asia) around a number of issues, including their concern that microbicides may make it more difficult for sex workers to insist that their clients use condoms. Plans are now being developed for a 2006 cross-training meeting and strategy dialogue involving NSWP, EMPOWER, and other groups to start the process of developing mutually supportable messaging and microbicide introduction approaches that can proactively address their concerns.

Rectal microbicides

In 2004, the AIDS Foundation of Chicago (AFC) and the Global Campaign for Microbicides launched LifeLube (www.lifelube.org), a multifaceted project designed to energise discussion in the gay community around the need for new prevention technologies and harm-reduction options for sexually active gay and bisexual men. Rectal microbicides are one such technology and could be of substantial benefit not only to men who have sex with men but also to heterosexual women engaging in anal sex.



In the spring of 2005, the Global Campaign participated in the launch of a Rectal Microbicide Working Group, an international coalition of advocates and researchers from the US, Canada, Mexico, the UK, Belgium, Nigeria, and Australia working together to advance the research and development of rectal microbicides, as well as other new prevention technologies. (pictured here, one of the leaders of the International Rectal Microbicide Working Group, Jim Pickett). ✧





Building Public and Political Support

The Microbicides Field in 2006

Around the world, unproven claims are multiplying

Investment is increasing, but so is the need

Potential allies must be activated

International policy dialogue is vital

Policy barriers could impede microbicide introduction



The Global Campaign Response

Maintaining an unproven product claims watch

Mobilising resources and political will

Giving Women Power Over AIDS Exhibit

Ensuring that civil society input about microbicides is included

Anticipating information needs of both advocates and policy makers

The Field:

Around the world, unproven claims are multiplying

In the 25th year of the HIV/AIDS pandemic, people around the world are desperate for something that will enable them to protect themselves from infection. This desperation is regrettably being exploited by individuals and companies marketing products publicly advertised as “microbicides” even though their safety and efficacy have not been proven.

The Global Campaign: Maintaining an unproven product claims watch

To help prevent such exploitation, the Global Campaign maintains an *Unproven Product Claims Watch* to alert the public to such products and warn of the risks associated with using them. We are also striving to get such products off the market whenever possible.

For example, recently we’ve worked with the National Women’s Health Network, the international law firm of Freshfields Bruckhaus Deringer, and Economists Inc., to stop the distribution of Freedom Lube, a product whose promoters claimed that it “greatly reduces the risk of contracting HIV.” As a result of our advocacy, the FDA issued a warning letter to Freedom Lube’s distributor and contacted the company that was processing the payments for Freedom Lube orders. That company immediately discontinued its contract with the distributor so it is now impossible to order Freedom Lube online.

GC News readers continue to bring other unproven product claims to our attention, and we are now pursuing similar investigations into products including Green Sun, Genvia, Splendo, and the Liquid Condom.

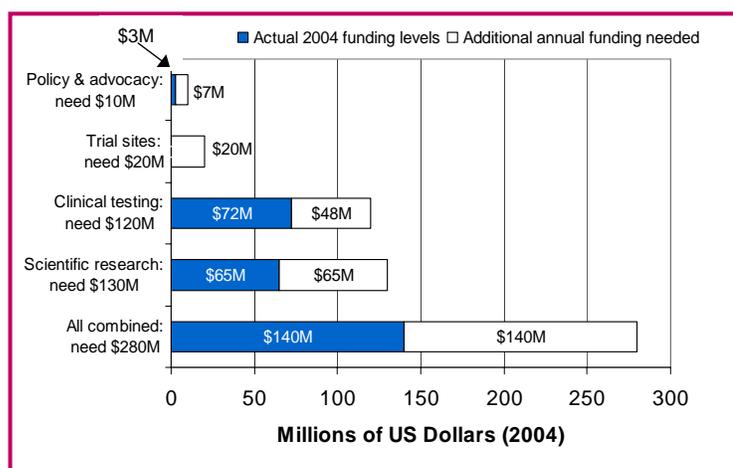
The Field:

Investment is increasing, but so is the need

Through the concerted advocacy of Global Campaign partners and colleagues around the world, global investment by the public and philanthropic sectors in microbicide research and development has more than doubled from US\$65 million in 2000 to US\$142 million in 2004.³

Despite this advocacy, a persistent gap remains between the level of funding available and the level needed. In 2005, the Global Campaign participated with several other organisations in an investment tracking exercise to determine how much was being spent on microbicide research, development, and advocacy worldwide and what was actually needed (chart at right⁴). Overall, investment into research, clinical testing, trial site development, and advocacy needs to double to \$280 million annually over the next five years in order to

move toward getting a safe, effective microbicide on the market as quickly as possible.⁵ Under-funding delays progress—and, when it comes to HIV prevention, delays cost lives.



The Global Campaign: Mobilising resources and political will

On World AIDS Day 2004, the Canadian Minister of International Cooperation, the Honourable Aileen Carroll, announced a contribution of Canadian\$15 million to the International Partnership for Microbicides—a major step forward that the Microbicides Advocacy Group Network (MAG-Net) had been urging the Canadian government to take for over four years. MAG-Net is an affiliate of the Global Campaign and is a coalition of over 70 Canadian NGOs and advocates interested in microbicides.

On International Women's Day 2005, the US Microbicide Development Act (MDA) was introduced by a bipartisan group of 18 influential senators. The MDA authorises increased support for microbicide research and development. A similar bill was introduced by 30 legislators in the House of Representatives in September 2005. Grassroots advocates have played a critical role in building support for the bill and in increasing the appropriations to microbicides through the budget process. Over 80 percent of the co-sponsors of the MDA as of March 2006 are from states in which the Global Campaign sponsors grassroots coalitions.

³ HIV Vaccines and Microbicides Resource Tracking Working Group, 2005. *Tracking Funding for Microbicide Research & Development: Estimates of Annual Investments, 2000 to 2005*. Available at www.global-campaign.org/download.htm.

⁴ Letter from Zeda Rosenberg, International Partnership for Microbicides, to Robin Gorna, Department for International Development, 28 February 2005; Microbicide Costing Exercise presentation at IPM Donors Meeting, London, 25 April 2005. Note: This breakdown is based on the preliminary investment tracking data available in early 2005. When the final report was published in August 2005, the total investment had been adjusted slightly based on more complete data.

⁵ HIV Vaccines and Microbicides Resource Tracking Working Group, 2005.



Funding from European governments is also steadily increasing, with the UK leading the way and Ireland and the Netherlands now contributing the most globally in terms of share of GDP. On World AIDS Day 2005, four European governments announced new commitments to the IPM totalling nearly US\$30 million. The Global Campaign commends our partners and allies in the UK, Ireland, Denmark, and Sweden for helping to secure this financial and political commitment.⁶

“The Global Campaign for Microbicides is to be congratulated for its efforts—thanks to you, we all now know what microbicides are and how they could make a difference.”
—Glenys Kinnock, MEP, speaking at a meeting of the European Parliamentary Working Group on Reproductive Health, HIV/AIDS, and Development.

The Global Campaign in print

Although not a focal point of our work, the Global Campaign occasionally appears in or contributes to publications intended for the general public.

Media coverage:

- Live online chat on *Washingtonpost.com*: “Preventing AIDS in Africa”
- *Medical News Today*: “US House introduces Microbicide Development Act of 2005”
- *NewKerala.com*: “Microbicides may give women power to choose”
- *Newsweek*: Letter to the editor
- *Philadelphia Weekly*: “Safety in numbers”
- *POZ*: “You go, girls”
- *Slate*: “Good goop: A new method of AIDS prevention for women”
- *The Cleveland Plain Dealer*: “Microbicides could reduce AIDS transmission to women”
- *The Nation (US)*: “Preventing AIDS”
- *The Nation (Pakistan)*: “Living positively with AIDS”
- *Toronto Star*: “HIV rates soaring for young women”
- *Voice of America*: “Search for HIV microbicide ongoing”
- *Washington Blade*: “Fight for microbicides focuses on women”

Publications by Global Campaign staff:

- *Choices*– (International Planned Parenthood Federation’s European Network magazine): “Microbicides - expanding the options in HIV and STI prevention”
- *European AIDS Treatment News*, Autumn 2005: “HIV prevention is for life”
- *Global Pulse* (AMSA’s International Health Journal): “AIDS—where do we go from here?”
- *Harvard Health Policy Review*: “One choice is no choice”
- Pages or guides on microbicides on three European-based websites (ELDIS, the DFID AIDS Portal, and Student AIDS Campaign)
- *Our Bodies, Ourselves* website: “The politics of microbicides”
- *Our Bodies, Ourselves: New Edition for a New Era*: Microbicides section
- *Positively Aware* magazine: “Microbicides: When, how, and why care now?”
- *Juice* (Smart Inc.’s newsletter): “The scoop on microbicides”

⁶ New commitments announced in December 2005 were from the UK (GBP 7.5 million, over three years), the Republic of Ireland (EUR 9 million, over three years), Denmark (DKK 27.5 million, over three years), and Sweden (SEK 10 million).

The Field:

Potential allies must be activated

Although many people in the global north express concern about the global pandemic, they often feel as though they don't fully understand it and do not know what they can do to help.

The Global Campaign: *Giving Women Power Over AIDS* exhibit

In 2004, the Global Campaign worked with *The Seattle Times* to develop a travelling exhibit to communicate to the public the horror of AIDS and the hope that microbicides could offer. The resulting exhibit, *Giving Women Power Over AIDS*, chronicles the story of Ruth Chimuonenji. Ruth, who dies of AIDS at age 24 after being infected by her husband, leaves behind her 6-year-old daughter Martha to join the ranks of AIDS orphans and step into her mother's shoes far too early. The poignant questions behind the series are: Will there be a microbicide by the time young Martha comes of age and will Martha have more options to help protect herself than her mother had?

In the US: Through the hard work of the Global Campaign's sites and partners, the US exhibit has toured to numerous venues as diverse as Christ Church in Philadelphia, the Seattle Art Museum, the Morehouse School of Medicine in Atlanta, the Connecticut State Capitol Building, the National Association of People with AIDS' Staying Alive Conference in Hollywood, the Los Angeles City Hall and San Jose State University. One of the focal points of this national tour was an evening reception at the United Nations following the UN General Assembly Special Session on HIV/AIDS in June 2005. Nane Annan (pictured at right) gave the opening speech and shared the stage with Paula Bock of *The Seattle Times*, Lori Heise of the Global Campaign, and Chris Elias of PATH.



Photo courtesy of Amy Whitehouse

In Europe: The European exhibit debuted at a high-level reception for development ministers attending a European Union summit on 30 November 2005 in London. This World AIDS Day gala was hosted by the UK All Party Parliamentary Groups on AIDS and Reproductive Health in order to give voice to civil society responses on AIDS and was attended by prominent scientists and senior policymakers.

In Canada: The Canadian version of the exhibit, presented bilingually in French and English, debuted at the 5th National HIV/AIDS Skills Building Symposium in Montreal in October 2005. A full national tour of the Canadian exhibit, including a display at the International AIDS Conference in Toronto in August 2006, is now underway, organised by MAG-Net, a Global Campaign-affiliated coalition led by the Canadian AIDS Society.

“In forming a local committee to bring the photo exhibit to Toronto, we had the opportunity to strengthen existing partnerships and forge new ones.”

—Janet Leclair, coordinator, Toronto exhibit support committee



The Field: International policy dialogue is vital

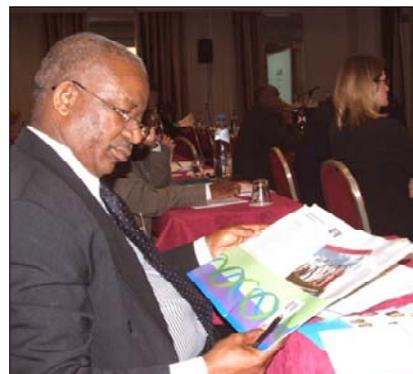
Policymakers all over the world continue to struggle with how best to address the HIV/AIDS epidemic, focusing on prevention, treatment, care, and support. Whether it is the Group of Eight, the European Union, or the United Nations, the life-and-death policy decisions that were previously made behind closed doors are increasingly being subjected to demands for transparency and public input.

The Global Campaign: Ensuring that civil society input about microbicides is included

The Global Campaign participated actively in shaping the UNAIDS new global policy on HIV prevention. Together with the International HIV/AIDS Alliance and International Planned Parenthood Federation, we co-convened a meeting in Brighton, UK, to solicit civil society input on the draft policy. In contrast to earlier versions, the final version released in 2005 was quite strong on the need for new prevention tools, including microbicides.

Via collaborative efforts with our NGO partners in Brussels and the UK, we lobbied the UK government for a visible European Union presidency focus on prevention. The outcome of this collaboration was the strongly worded “EU statement on HIV prevention for an AIDS free generation.” Our UK partner, Interact Worldwide, has also led the civil society efforts to place microbicides at the centre of the debate.

In October 2005, we jointly organised with the IPM a briefing on microbicides for the Brussels-based institutions of the European Union, including commission staff, permanent representations, ambassadors of Africa Caribbean Pacific countries, and members of the European Parliament. Particularly striking were the vocal commitments from the Ambassadors of Mozambique, Zambia, and Malawi to the EU in pledging their time and support to this issue. (pictured here, South African Ambassador, H. E. Mr. J.M. Matjila)



The UK Campaign for Microbicides, hosted by Interact Worldwide, was also instrumental in raising awareness about microbicides among delegates attending the G8 International Parliamentarians’ Conference on Development in Africa 2005, hosted by the Scottish Parliament. This session included a plenary highlighting the importance of investment in new HIV prevention technologies (NPTs) and each delegate received a copy of our film *In Women’s Hands*. This effort resulted in the inclusion of language on the need for NPTs in the Edinburgh Declaration, a document emerging from this conference and presented to the UK Prime Minister on the eve of the UK’s European Union presidency.

Also, with the IPM and the United Nations Fund for Population Activities, the Global Campaign co-convenes the women’s prevention technologies sub-group of the UNAIDS Global Coalition on Women and AIDS.



The Field:

Policy barriers could impede microbicide introduction

As we get closer to the introduction of a safe and effective microbicide, the field needs to forecast the concerns and questions that policymakers will have. Will microbicides reduce the use of condoms? How many infections will be averted? What will they cost? How much will people pay? How should microbicides be regulated?

The Global Campaign: Anticipating information needs of both advocates and policy makers

The Global Campaign has been at the forefront of anticipating the information needs of both advocates and policymakers and generating strategic research in order to stay ahead of the curve with respect to key policy and advocacy questions.

For the past four years, we have worked with the HIV Tools Group of the London School of Hygiene and Tropical Medicine (LSHTM) to develop mathematical models that can be used to estimate the impact of introducing microbicides into different epidemiological settings. With funding from the Global Campaign, LSHTM has developed a dynamic population-based model of HIV transmission that allowed us to:

- Estimate the public health impact of introducing a 60 percent efficacious microbicide into 73 low-income countries (it would avert 2.5 million HIV infections).
- Develop an estimate of the resources necessary to fund delivery of a first-generation microbicide in key developing countries.
- Explore the impact of introducing a 40 percent efficacious microbicide into three different settings (Hillbrow, South Africa; Cotonou, Benin; and Karnataka, India).
- Investigate under what circumstances condom migration is likely to be (or not to be) a problem following microbicide introduction.

Through our productive collaboration with the LSHTM, the Global Campaign is developing a user-friendly version of the mathematical model that policymakers can use to demonstrate that even a partially effective method can have a significant impact on HIV in their communities. ✧





Working with and supporting advocates around the world

The Microbicides Field in 2006

Increasing numbers of advocates are interested in microbicides

Advocates in each region have different needs

The Global Campaign Response

Providing information, skills building, and resources for advocates

Organising with different strategies and partners in every region

The Field:

Increasing numbers of advocates are interested in microbicides

As the concept of microbicides gains traction in the public imagination, people want to know more. New advocates need the basic information about microbicides, while seasoned advocates want more detailed information and guidance on messaging.

The Global Campaign:

Providing information, skills building, and resources for advocates

The Global Campaign takes every opportunity to work with communities and NGOs and provide them with the tools, training, resources, and support to become informed and engaged microbicides advocates.

Conferences and skills building workshops

One of our main strategies to reach new constituencies is to sponsor workshops, presentations, and/or events at venues and conferences that attract opinion leaders from the targeted community. From September 2004 to February 2006, the Global Campaign staff or Global Campaign partner groups had an organised presence at over 30 national and international conferences in 11 countries, in addition to dozens of local and regional conferences.

For example, at the 7th International Congress on AIDS in Asia and the Pacific conference in Kobe, Japan, we worked with the Asian Pacific Council of AIDS Services Organisation (APCASO) to organise a panel on community involvement and ethics of microbicide clinical trials, a skills building workshop on the basics of microbicides (pictured here), and an information booth.



National and international conferences at which the Global Campaign presented

2nd Canadian Microbicides Symposium, Ottawa, Canada	International Conference on AIDS and STIs, Africa, Abuja, Nigeria
AIDES/FMFP Microbicides conference, Paris, France	International Conference on AIDS, Asia and the Pacific, Kobe, Japan
AIDSWatch, Washington, USA	International Meeting on Women and Health, India
American Medical Students Association's 55th Annual Convention, Washington, USA	It's All About MEE! Black AIDS Institute, Los Angeles, USA
American Public Health Association, Philadelphia, USA	National AIDS Conference, Chennai, India
amFAR National HIV/AIDS Update Conference, Oakland, USA	National Association of People Living with AIDS, <i>Staying Alive</i> conference, Los Angeles, USA
Association for Women in Development conference, Bangkok, Thailand	National Gay Men's Health Summit, Salt Lake City, USA
Beijing + 10, New York City, USA	Network of European Women's Rights Conference, Birmingham, UK
Canadian National AIDS Skills-Building Symposium, Montreal, Canada	North American AIDS Treatment Advocates Forum, St. Louis, USA and Oaxaca, Mexico (2 years)
CDC Prevention Summit, Atlanta, USA	Reproductive Health Conference 2005, Portland, USA
CHAPS – 8th annual national UK gay men's health conference, Bristol, UK	Roundtable on HIV Prevention, Brussels, Belgium
Feminist Majority National Collegiate Global Women's and Human Rights Conference, Arlington, USA	Ryan White Youth Conference, Philadelphia, USA
Funders Network on Population, Reproductive Health and Rights, Cuernavaca, Mexico	Society for Women Against AIDS 10 th International Conference, Kigali, Rwanda
Gay Lesbian Medical Association, Montreal	US Conference on AIDS, Philadelphia, USA
Global Health Council, Washington, DC, USA	Western Regional International Health Conference, Seattle, USA
Harvard University United Against AIDS Summit, Cambridge, USA	Women and HIV, AIDS Action Europe, Paris
HIV Prevention Leadership Summit, San Francisco, USA	Youth Summit to End AIDS, Washington, DC, USA



We are also working in partnership with the African Microbicide Advocacy Group (AMAG) to prepare a pre-conference workshop for the Microbicides 2006 conference in Cape Town that will provide an overview of the microbicide field and introduce concepts and current debates that will be discussed in the main Microbicides 2006 conference sessions. Participants have uniformly cited these orientations as critical to their ability to actively participate and understand the larger conference discussions.

Information resources

The body of information produced by the Global Campaign has tripled in size in the past year. Our website provides presentations for download, conference abstracts, sample letters to the editor, and numerous briefing papers and fact sheets.

Most recently, we have created two North American and European partner's manuals, with Spanish and French translations of the European manual planned for 2006. These manuals include a series of 35 fact sheets that focus on specific constituencies, messages, and ethical issues that will allow advocates to build enthusiasm for microbicides while avoiding raising unrealistic expectations.



New fact sheets in 2005

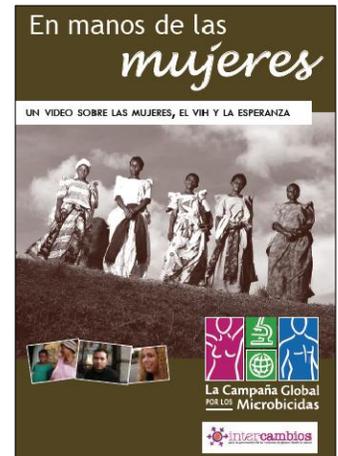
Clinical trial watch	Questions and common misperceptions about microbicide clinical trials
Clinical trials: Are they ethical?	Recommended reading list for advocates
Intro to microbicides for health care providers	Reproductive and sexual rights
Lemon and lime juice as potential microbicides: questions and cautions	Violence, HIV, and microbicides
Managing expectations around microbicides	Working in Europe to make microbicides a reality—IPM and the Global Campaign
Microbicide messaging: Themes to emphasise and avoid	

In Women's Hands film

Since its launch on World AIDS Day 2004, our short film *In Women's Hands* has been shown in over 154 cities and 45 countries.

Well over 200 advocates and organisations have requested copies of *In Women's Hands* to use in trainings and classes and to aid in their ongoing community outreach and advocacy work.

In 2005, the Global Campaign worked in partnership with Intercambios and Laughing Dog Productions to produce a Spanish translation of *In Women's Hands* (*En manos de las mujeres*) and its accompanying discussion guide. The Spanish translation was introduced in Guatemala, Honduras, and Nicaragua as part of the global *16 Days of Action Against Gender Violence*.



The Field:

Advocates in each region have different needs

In India, researchers are rapidly becoming engaged in the search for microbicides whereas women's groups are cautious about the ramifications. In Europe, partners are working across languages and national boundaries to ensure that the European Union has a strong stance on microbicides. In parts of Africa, advocates are engaging directly with clinical trials taking place in their communities.

The Global Campaign: Organising with different strategies and partners in every region

In each region, the Global Campaign follows the lead of our local partners and endorsers, so that the strategies are appropriate to the context, interests, and capacity of our partner organisations. We support these groups through a combination of site visits, technical assistance, ongoing communication, small sub-grants, information resources, conference calls, skills-building workshops, and regional strategy meetings.

In Africa

Microbicides advocacy work in Africa is increasingly being led by Global Campaign partner organisations with support from the secretariat.

The African Microbicides Advocacy Group (AMAG) has continued to strengthen microbicides advocacy at the regional level. Through its e-forum, AMAG is able to facilitate dialogue among various stakeholders from all over Africa, and represent these ideas at international forums. In preparation for the UNAIDS-sponsored meeting on partnership in HIV prevention research, AMAG held a structured dialogue on partnership issues at the local and national level in Africa, and was able to present a summary report along with specific recommendations to the global meeting.

In Nigeria, the Nigeria HIV Vaccine and Microbicide Advocacy Group (NHVMAG) has become a national and regional voice promoting HIV prevention research as well as advocating for civil society partnership. With support from the Global Campaign, they have sponsored a number of national stakeholder meetings and trainings on the ethics of clinical trials.

In South Africa, the Gender AIDS Forum (GAF) has implemented a campaign to integrate microbicides into the national response to AIDS. GAF has also supported synergies between microbicides, treatment, and vaccine advocates—the “MTV” agenda—and spearheads the Microbicides Ethics and Rights Group (MERG) to examine and promote a microbicides research process that protects and promotes the rights of participants and communities.

Together with GAF, the AMAG forum facilitated an advocates’ dialogue on unaddressed concerns from the trials of nonoxynol-9, which continue to be a barrier in some settings to widespread support of new microbicides research.

In Australia

The Global Campaign has recruited its first partner organisation in Australia. The Australian Reproductive Health Alliance (AHRA) is active across the Asia-Pacific region and works to promote public support for enhanced reproductive and sexual health and the advancement of the status of women and girls. As the secretariat to the Parliamentary Group on Population and Development, AHRA is well-placed to alert and recruit Australian elected officials and policymakers to the microbicides cause.

In Canada

As part of International Women’s Week 2005, the Canadian AIDS Society (CAS) organised the 2nd Canadian Microbicides Symposium: Advancing HIV Prevention, in Ottawa. At the opening reception, the Honourable Aileen Carroll, Canada’s Minister of International Cooperation, made an impassioned speech about the importance of microbicides for HIV prevention among women, and the key role Canada could play. The event was co-organised by ten community-based organisations, government departments, industry partners, and international partners.

At this meeting, a strategic decision was taken to found a steering committee charged with developing a Canadian Microbicides Action Plan—the first national plan of its kind. Immediately following the symposium, the Microbicides Advocacy Group Network (MAG-Net), held a day-long strategic planning meeting. Established in 2000, MAG-Net is now comprised of 70 NGO members across Canada who meet at least quarterly via conference calls convened by the Canadian AIDS Society.



In Europe

Our advocacy and awareness-raising efforts in Europe continue to expand with 18 new European endorsers, new partnerships in Belgium, France, and Spain, and ongoing efforts in the UK, Ireland, and the Netherlands. Amongst these new alliances, we have succeeded in getting microbicides onto the agendas of four pan-European civil society and community networks including the European AIDS Treatment Group, the European Women's Lobby, AIDS Action Europe, and the reproductive health network EuroNGOs. In the past two years, the Global Campaign has hosted two full meetings of our European partners to share strategies and plans for future collaboration.

In Brussels, our combined lobbying efforts with the International AIDS Vaccine Initiative, International Partnership for Microbicides, and the Stop AIDS Alliance resulted in the inclusion of microbicides language in a number of parliamentary reports and communications, including the new Programme for Action on AIDS, TB and Malaria, the Development Consensus, and the EU Statement for an AIDS Free Generation among others.

On World AIDS Day 2004, we co-hosted a hearing on "Women, Girls and HIV" with the European Parliamentary Working Group on Population, Sustainable Development and Reproductive Health. On World AIDS Day 2005 we collectively made a statement in the European Parliament calling for the scaling up of prevention policies and the promotion of research and development into new preventive and medicinal tools. By the end of the day, more than 2500 people in the Parliament were wearing a red ribbon. (pictured here, Arwa Meijer, Global Campaign Europe programme assistant, pinning on a ribbon)



Accomplishments of a few of our European partners:

French-based NGOs AIDES, the French Movement for Family Planning, and their colleagues in Paris launched a postcard campaign on International Women's Day 2005 that generated thousands of pieces of mail, with the French government and the European Commission receiving a stack of postcards at least a foot high.

The UK Campaign for Microbicides succeeded in getting microbicides into the centre of the British EU presidency agenda on HIV prevention as well as into the Edinburgh Declaration of G8 and African parliamentarians (as described above). They also generated an e-campaign on microbicides during the British elections that helped to secure vital funding for the Microbicides Development Programme's trial of PRO 2000.

In November 2004, our Spanish partners, GTT and Creación Positiva, held a symposium on microbicides in Madrid in which the Secretary of the National AIDS Plan gave the keynote address. Spain was one of only two countries to mention the importance of microbicides at a European Union conference on AIDS in autumn 2005. (pictured at right, GC Europe coordinator, Rebekah Webb, with Spanish colleagues)



In India

In India, the Global Campaign strategy focuses on facilitating interactions between policymakers, researchers, and civil society stakeholders from both HIV/AIDS and women's reproductive health and rights sectors on issues crucial to microbicides research, development, access, and use. In collaboration with the PATH India office, we convene a national working group on microbicides as a mechanism for civil society actors to engage with other key stakeholders in microbicides research, development, and advocacy.

We have supported advocates to present community and civil society perspectives at national conferences and workshops, including a community advocacy meeting in association with the Indian Network of NGOs working on HIV and AIDS convention in Madurai, the National AIDS Conference, the National Conference on Inter-State Networking of State AIDS Societies, and the 10th International Women and Health Meeting in New Delhi.

Finally, the Global Campaign sponsors journalist outreach and workshops in key centres in India. Journalists are encouraged to enhance transparency by keeping the public informed, but to avoid sensationalist treatment that either creates unrealistic expectations or plays on people's suspicions.

In Southeast Asia

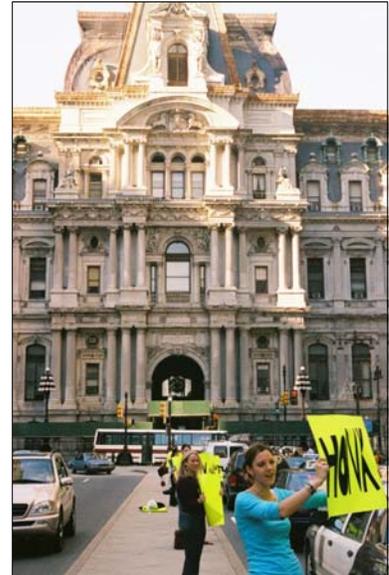
With the impending rise of HIV/AIDS among Southeast Asian women and the possibility that more clinical trials will take place in this region, the Global Campaign is prioritising efforts to build on a nascent microbicides advocacy movement in several Southeast Asian countries. The Global Campaign provided funds for Asian Pacific Council of AIDS Services Organisations (APCASO), a regional network based in Malaysia, to do a mapping exercise on the prospects for microbicides advocacy in three countries (Thailand, Philippines, and Malaysia).

On the basis of their experience with a previous microbicide trial, Thai advocates are interested in assuring that thorough community education is done in connection with upcoming trials. Our Southeast Asian partners generally are committed to working with us to develop locally adapted materials and trainings to provide community information about microbicides and clinical trials.

In the United States

US advocates have been working since 2000 to build awareness about microbicides in several key states amongst partners in the women's health and HIV/AIDS fields. Through a recent strategic planning exercise, we agreed to continue work with our traditional allies while also cultivating new allies—focusing particularly on building support among NGOs in the African American and Latino communities, health care provider and student networks, public health professional organisations, and faith-based communities.

Accordingly, in February 2006, we co-hosted a Newsmakers Event at the National Press Club to focus on the HIV epidemic in the African American community and the promise of microbicides. Dr. Helene Gayle, formerly of the Gates Foundation, and Illinois Representative Danny Davis spoke eloquently to members of the press about the need for new prevention technologies and increased public funding of microbicides. Our valuable partnerships with national groups like the Student Global AIDS Campaign, Physicians for Human Rights, the American Medical Students Association, and many others have also helped with targeted outreach. ✧



Accomplishments of US sites

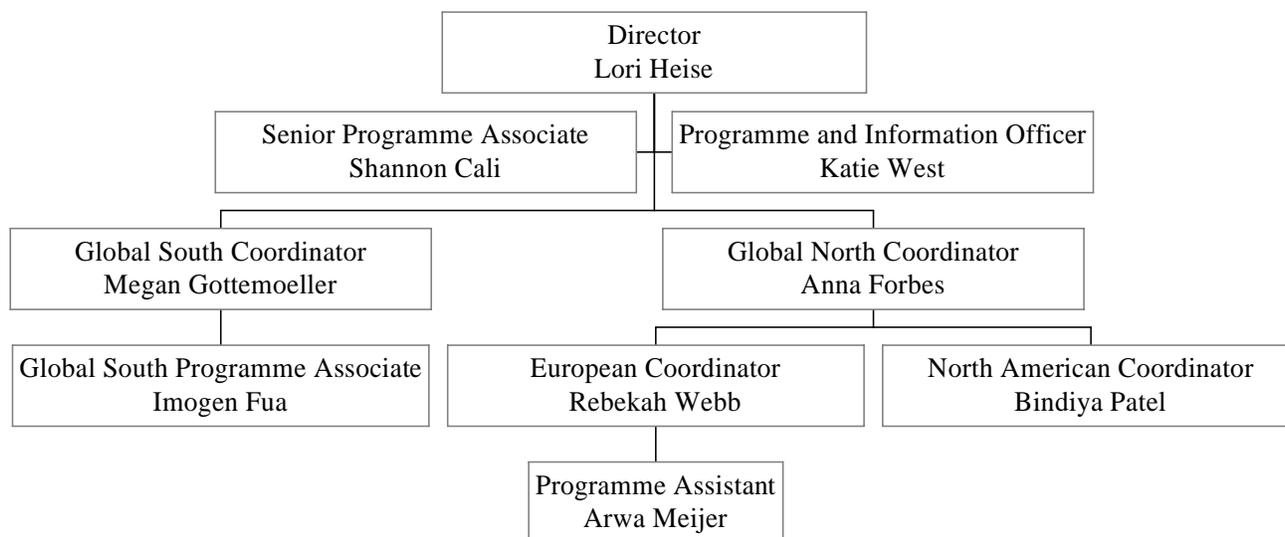
NGO partners are heading local, collaborative microbicide efforts in eight US states:

- The **California** Microbicide Initiative worked with the California Family Health Council and the Junior League to introduce a state resolution in support of microbicides.
- The **Cleveland** Chapter of the Global Campaign, based at the AIDS Task Force of Greater Cleveland, was launched in 2005 with an opening event featuring research and advocacy updates.
- **Connecticut** Microbicides Now based at Planned Parenthood Connecticut and the Yale AIDS Program worked with campus-based interns to inform and rally students.
- In **Illinois**, the AIDS Foundation of Chicago has been critical in developing legislative leadership as well as outreach about rectal microbicides.
- Hosted by the AIDS Action Committee, **Massachusetts** for Microbicides was founded in 2004 and has already conducted numerous presentations and is now initiating regional level outreach.
- The **New York** Microbicides Working Group conduct community level outreach such as talking to people in Central Park and working with local HIV-positive women's groups.
- The Health Federation of Philadelphia and Action AIDS support the **Pennsylvania** Campaign for Microbicides that recently conducted some "street" activism in downtown Philadelphia (pictured above) while also working with on-going clinical trials at the University of Pennsylvania.
- Finally, the Northwest Microbicide Coalition in **Seattle**, hosted by Planned Parenthood of Western Washington and PATH, partnered with Gay City Health Project, to host a community forum to discuss a range of new prevention technologies, including rectal microbicides, vaccines, and new behavioural intervention models.

More about the Global Campaign

Global Campaign secretariat

The Global Campaign pursues its work through a small core staff based in Washington, DC and Brussels; contracts with consultants in Africa, southeast Asia, and India; and funds partner organisations to pursue activities that directly advance the Global Campaign goals and objectives. The Global Campaign secretariat is housed at PATH, an international, nonprofit organisation whose mission is to improve the health of people around the world by advancing technologies, strengthening systems, and encouraging healthy behaviours. Since September 2004, we are happy to welcome three new staff members to the Global Campaign team: Shannon Cali and Katie West in the Washington office and Arwa Meijer in the Brussels office. (pictured at right, staff at the Alliance for Microbicide Development meeting in January 2005)



Global Campaign steering committee

Global Campaign is governed by an international steering committee made up of leaders in the field of sexual and reproductive health, HIV/AIDS, women's health and rights, and microbicide research. Each year, the steering committee approves an overall strategy, a list of activities for the year, and a budget. Once the strategy and work plan are approved, the secretariat assumes responsibility for implementing it using a combination of its own staff time, contracts with outside entities, and sub-grants to other coalition members. The Global Campaign for Microbicides steering committee provides vital feedback to the secretariat about the workings of the Global Campaign and the wider needs of the field. Steering committee members commit to three-year terms.

In December 2004, the Global Campaign hosted a 28-person partner's meeting in London for the Global Coalition on Woman and AIDS' action area on woman-controlled prevention. This meeting also served as a strategy meeting for the Global Campaign steering committee. The group discussed future directions and strategies for building sustained commitment to woman-controlled prevention, including a special half-day session on rethinking advocacy strategies toward the female condom.

In May 2005, the Global Campaign steering committee met in Spain to address current challenges and decisions facing the Global Campaign. They discussed how best to incorporate the learning and perspectives of different partners and regions and assessed the Global Campaign role in advocating around community involvement, standards of care, and access to treatment in HIV prevention trials. They also reviewed the broader Global Campaign priorities and made strategic recommendations for secretariat's 2005–2006 work plan. (staff and steering committee members are pictured below)



Three members of the steering committee left in 2005: Cory Richards of The Guttmacher Institute, Laurie Sylla of the Yale AIDS Program, and Joan Tallada of the Grupo de Trabajo sobre Tratamientos del VIH. The Global Campaign steering committee and secretariat are most grateful to these esteemed advocates who have been an essential part of our strategic thinking in the past few years.

Members of the 2006 Global Campaign Steering Committee:

Deborah Arrindel, American Social Health Association, US	Sheena McCormack, UK Medical Research Council Clinical Trials Unit, UK
Manju Chatani, African Microbicide Advocacy Group, Ghana	Promise Mthembu, International Community of Women Living with HIV/AIDS, South Africa
Susan Chong, APCASO, Malaysia	Margaret Muganwa, Society of Women and AIDS in Africa, Uganda
Paddy Connolly, Cairde, Ireland	Vimla Nadkarni, Tata Institute for Social Sciences, India
Kim Dickson, World Health Organisation, Switzerland and Nigeria	Caroline Sande, ActionAid International, South Africa
Dazon Dixon Diallo, SisterLove, US	Shira Saperstein, Moriah Fund, US
Chris Elias, PATH, US	Moniek Van der Kroef, AIDS Fonds, Netherlands
Gaye Tharawan, Women's health advocate, Thailand	Janneke Van de Wijgert, International Antiviral Therapy Evaluation Centre, Netherlands
Marc-André LeBlanc, Health Canada, Canada	Francoise Welter, The Global Network of People Living with HIV/AIDS, Netherlands

Join us

The Global Campaign for Microbicides is a broad-based, international effort to build support among policymakers, opinion leaders, and the general public for increased investment into microbicides and other user-controlled prevention methods. Through advocacy, policy analysis, and social science research, the Global Campaign works to accelerate product development, facilitate widespread access and use, and protect the needs and interests of users, especially women.

Specifically, the goals of the Global Campaign are to:

- Raise awareness and mobilise political support for increased funding for microbicide research, female condoms, and cervical barrier methods.
- Create a supportive policy environment for the timely development, introduction, and use of new prevention technologies.
- 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.

The Global Campaign for Microbicides works primarily through the shared commitment and collective agenda of over 250 endorsing groups worldwide, of which 55 serve as active partners. ✧

