Contents:
Global Campaign for Microbicides ............................................................................................ 2
Background on Campus Organizing ......................................................................................... 2
Microbicides: A two page background ....................................................................................... 3
Legislative Advocacy .................................................................................................................. 5
Organizing Around Microbicides: How to get started on Campus ............................................. 8
Important Dates for Organizing ............................................................................................... 10
Take Action! Suggestions for Microbicide Campus Activities .................................................. 12
Global Campaign Materials ...................................................................................................... 16
Work Cited and Referenced ...................................................................................................... 17

How to use this Manual:
This manual is intended to give students an introduction to the Global Campaign’s work and provide tips about how to organize on campus.

This manual is not intended to be a stand alone guide. In order to start organizing, it is important that you also read up on the basics of microbicides and the Global Campaign on our website: www.global-campaign.org One of our worst enemies is misinformation. The Global Campaign secretariat provides up to date, easy to understand information about microbicides on our website, and we rely on our advocates to educate themselves on the issues and the spread the word.

As you start your organizing, we have numerous factsheets and organizing tools that are available with just one click at our download center: www.global-campaign.org/download.htm

For more information, contact us or visit our website:
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Global Campaign for Microbicides

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 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 Campaign are to:

- Raise awareness and mobilize political support for increased funding for microbicide research, female condom and cervical barrier methods;
- Create a supportive policy environment for the timely development, introduction and use of new prevention technologies; and
- 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 is not an organization, but an international coalition of NGOs working collaboratively to shape and accelerate the development of microbicides and other prevention options. We have 25 partner organizations and over 200 endorsing groups worldwide.

The Global Campaign pursues its work through a small core staff and by funding partner organizations to pursue activities that directly advance the Campaign goals and objectives. The Campaign Secretariat is housed at PATH, a global health organization that specializes in the health of women and children.

Background on Campus Organizing

Campus organizing began in Hartford, Connecticut, when Microbicides NOW! wanted to dedicate some resources in involving campuses in microbicide advocacy. Through the Planned Parenthood of CT affiliate, the hard work of one staff person and a few interns, campus organizing became a successful part of the awareness-raising and legislative components of the Global Campaign. Students educated themselves and other students on the global HIV/AIDS pandemic and articulated the need for microbicides through campus activities and presentations at classes. They learned the legislative processes and gathered signatures for the Microbicide petition and wrote or called their representatives to get support for the Microbicides Development Act. Lastly, they drafted this manual so they could share with other campuses their experiences and expertise.

Students have always been an integral part of movements. They are no different in the microbicide movement. In fact, they no doubt have shown innovation and dedication to become involved and be part of microbicide history. This manual is designed to assist in students’ endeavors, give them the tools, the resources, and the support to contribute their strengths and talents to microbicide advocacy. The Global Campaign looks forward to more students - both undergraduates and graduate students - mobilizing their campuses, a vital piece to making microbicides a reality.
Fact Sheet #1

Microbicides: A two page background

HIV is a serious and growing women’s health issue globally. Right now, half of the world’s HIV/AIDS-infected people are women. In Sub-Saharan Africa, 58 percent of all adults living with HIV/AIDS are women, and in hard-hit nations such as Zambia, girls are five times more likely than boys to be HIV positive.

Biologically, women are two to four times more vulnerable than men to sexually transmitted HIV infection. Their vulnerability increases due to their lack of economic and social power in many societies, where women often cannot control sexual encounters or insist on protective measures such as abstinence or mutual monogamy. The typical woman who gets infected with HIV has only one partner – her husband. This trend is lethal to women, devastating families and puts children at risk.

This astounding reality bears restating: The single greatest risk factor for a woman in the developing world of contracting the HIV virus is being married.

Women need HIV-prevention tools that they can control to safeguard their health and that of their families and communities. One of the most promising prevention tools is microbicides. Once developed, microbicides and vaccines would serve as complementary prevention technologies, with microbicides putting the power of prevention directly in women's hands.

What is a Microbicide?
Microbicides (mɪˈkroʊ-bɪ-sɪdz) are a new class of products under development that a woman could use vaginally to protect herself and her partner from HIV and other sexually transmitted diseases. A microbicide could be produced in many forms: a gel, cream, sponge, or intra-vaginal ring that could be used for months at a time.

Products are in development that work in one of several ways: by killing or otherwise immobilizing pathogens; blocking infection by creating a barrier between the pathogen and its target cells; or preventing the infection from taking hold after it has entered the body.

Why do we need Microbicides?
With 14,000 new HIV infections occurring globally each day, new prevention strategies are desperately needed. While microbicides are not a magic bullet, researchers believe they could prevent millions of infections. And with leading scientists concluding that a vaccine is likely to be at least 10 years away, we need to make a strong commitment to developing microbicides.

Scientists estimate that even a 60 percent effective microbicide could prevent 2.5 million HIV infections in three years among women, men and children in the developing world.

Where are we now?
Scientists are currently testing more than two dozen compounds to determine whether they will help to protect against HIV and/or other STDs. Of those, 16 are in clinical trials that will assess their safety for human use, and five are in large-scale trials enrolling thousands of women to assess their effectiveness against HIV. If one of these leads proves successful and investment is sufficient, a microbicide could be publicly available by the end of the decade.
**Why is public investment needed?**
Microbicides are a public health good – a product offering huge social benefits but for which economic incentives to private investment are low. Despite the potential market size, neither pharmaceutical nor major biotech companies have made significant financial investments in the field because development is costly and the likelihood of finding an effective product is unknown. Like other public health goods, such as vaccines, public funding must fill the gap left by market failure.

As for any pharmaceutical or health care product, the key to developing safe, effective, affordable and accessible microbicides is sufficient investment. If we are to realize the promise of microbicides and the lifesaving properties they may provide, then additional public funding must be made available for research and development.

**How can you help?**
Since microbicide research depends on government leadership and investment, public support is vital. Through the Global Campaign for Microbicides, people around the world – including in southeastern Pennsylvania – are working in their own communities to demand safe and effective user-controlled HIV prevention tools. There are several things you, or your organization, can do starting today to help make microbicides a reality:

- **Join your local campaign.** Go to [http://www.global-campaign.org/localsites.htm](http://www.global-campaign.org/localsites.htm) to find out if there is a site in your city.
- **Sign up for our bi-weekly e-newsletter, GC News.** You can sign up to receive our bi-weekly e-newsletter and find additional information about what’s happening with microbicides at the Global Campaign for Microbicides web site at [www.global-campaign.org](http://www.global-campaign.org).
  - Host a talk on microbicides. Urge community groups, organizations and service providers in your community to host a free program on microbicides. The Pennsylvania Campaign will be happy to work with you on organizing those programs and finding presenters for you.
- **Sign the GC petition and help collect signature.** You can obtain a copy at [www.global-campaign.org/download.htm](http://www.global-campaign.org/download.htm)
- **Learn more about microbicides.** Visit the Global Campaign website to read more about economics, science, and advocacy for microbicides and other female controlled HIV prevention options.
- **Host a launch of our new video.** Our new video, called In Women’s Hands, will be available at [www.global-campaign.org](http://www.global-campaign.org) starting in December 2004.
- **Talk to your legislators about microbicides.** Write, email, call, or visit your legislators and ask them to support microbicide research and development. In the U.S., if you are talking to your senators, ask them to support the Microbicide Development Act (S. 859) which creates a clear line of accountability for the U.S. governments funding of microbicides and increases funding for microbicide research and development. More information is available at [www.global-campaign.org](http://www.global-campaign.org)
- **Endorse the Global Campaign.** Currently, over 200 partner organizations worldwide are working together under the Global Campaign umbrella. There are no fees involved in endorsing or participating in the Campaign. In fact, the Campaign can supply you with training, materials and speakers at no cost to help you educate your community about microbicides.
Letter Writing Campaign
A letter writing campaign is a great way to put pressure on all levels of decision-makers, from the campus administration to the U.S. Congress in Washington. These kinds of actions are useful in showing the strength of support or opposition to an issue, but you need to keep three important tips in mind when communicating with any decision-makers.

Get the latest information. Check the Global Campaign’s U.S. legislative page to make sure that you are up to date! http://www.global-campaign.org/legislativeadvocacy.htm

Keep it brief. Letters should never be longer than a page. Busy officials - particularly congressional aides - read countless letters a day on many issues, so you should keep your letter to the three most important points.

Personalize your letter. Let the decision-maker - especially if you are writing to your member of Congress - know that the legislation or issue matters in their community or state.

Personalize your relationship. The closer the decision-maker feels to you, the more your argument is likely to prevail. Note your relationship: constituent, donor, campaign worker, etc.

Letter writing during tabling or an event
Set up a table for writing letters at the entrance to the room, and harness the energy the speaker has generated into action. For example, the Microbicides Act of 2003 was a great opportunity for letter writing on campuses.

Helpful Tips:

Have a brief background and brief talking points about the issue that students need to support. Why should they be writing their senator or state legislator about this issue?

Have the list of senators and/or state legislators on hand so that students will be able to look them up. You can get this information off of http://www.senate.gov (senators) and http://www.house.gov/ (state representatives).

Fact sheets and other things at the table can be helpful to give students something to come away with. This also will give students on your campus an opportunity to learn more about the issue.
Organize a Lobby Day
From your local city council to your Senators in Washington, meeting with your elected officials about microbicides is a lot easier than most people think. Remember, your legislators work for you!

What is a lobby visit? A lobby visit is merely a meeting for you to tell your elected representative what you think about a certain issue or bill, and to try to get him or her to take action on that issue.

Where can you meet? It’s not necessary to travel to Washington, DC - every Member of Congress also has one or more offices in their congressional district. Even though the Member is not in the local office(s) very much, there is a permanent staff member at each office with whom you can meet.

Requesting Your Meeting
- Make your request in writing and follow up with a call to the Appointment Secretary/Scheduler.
- Suggest specific times and dates for your meeting.
- Let them know what issue and legislation (by bill number, if it has one) you wish to discuss.
- Make sure they know that you are a constituent.

Prepare for Your Meeting

Call the Global Campaign for a legislative packet.
- Decide who will attend the meeting. Bringing more than four or five people can be hard to manage. Keep it small, but bring people who represent different groups.
- Agree on talking points. It's tough to make a strong case for your position when you are disagreeing in the meeting! If a point is causing tension in the group, leave it out.
- Plan out your meeting. People can get nervous in a meeting, and time is limited. Be sure that you lay out the meeting beforehand, including who will start the conversation.
- Decide what you want achieve. What is it you want your elected official to do - vote for or against the bill? Make a commitment to introduce or co-sponsor legislation? Asking your legislator or his or her staff member to do something specific will help you know how successful your visit has been!

During the Meeting
- Be prompt and patient. Elected officials run on very tight schedules. Be sure to show up on time for your appointment, and be patient - it is not uncommon for legislators to be late or to have your meeting interrupted by other business.
- Keep it short and focused! You will have twenty minutes or less with a staff person, and as little as ten minutes if you meet with your elected official. Make the most of that brief time by sticking to your topic.
- Bring up any personal, professional or political connections to the elected official that you may have. Start the meeting by introducing yourselves and thanking the legislator for any votes he or she has made in support of your issues, and for taking the time to meet with you.
• **Stick to your talking points!** Stay on topic, and back them up with no more than five pages of materials that you can leave with your elected official.

• **Provide personal and local examples of the impact of the legislation.** This is the most important thing you can do in a lobby visit.

• **Saying "I don't know" can be a smart political move.** You need not be an expert on the topic you are discussing. If you don't know the answer to a question, it is fine to tell your legislator that you will get that information for him or her. This gives you the chance to put your strongest arguments into their files, and allows you to contact them again about the issue. Never make up an answer to a question - giving wrong or inaccurate information can seriously damage your credibility!

• **Set deadlines for a response.** Often, if an elected official hasn't taken a position on legislation, they will not commit to one in the middle of a meeting. If he or she has to think about it, or if you are meeting with a staff member, ask when you should check back in to find out what your legislator intends to do about your request. If you need to get information to your legislator, set a clear timeline for when this will happen. That way, you aren't left hanging indefinitely.

**After the Meeting**

• Right after the meeting, compare notes with everyone in your group to compare what the elected official committed to do and what follow up information you committed to send.

• Each person who took part in the meeting should promptly send a personal thank you letter to the Congress member.

• Follow up in a timely fashion with any requested materials and information.

• If the elected official or staff member doesn't meet the deadline for action you agreed to during the meeting, ask him or her to set another deadline. Be persistent and flexible!
Get acquainted with the campus
Before you get started it is best to become familiar with the campus and the various departments and/or groups that you might be able to collaborate with.

Become familiar with campus resources. Check out the various groups and departments on your campus such as the Health Center, Women’s Center, Women’s Studies Department. Also check out various student groups on your campus that may deal with STI’s/AIDS or human rights. You want to know if you have a campus that has a lot of student activism and groups already taking on a specific issue rather than recreating the wheel.

Start getting the word out. Hold an information session to find out if the campus would be interested in this topic. Do a presentation for the student groups that deal with these issues. After you have established some contacts on campus start tabling during lunchtime or dinner in the dining halls to hand out information about this issue. Also, look for you might be able to be apart of a panel discussion, a departmental lecture series or do a presentation for a professor who may be teaching a class that would relate well with this issue.

Assess what you need to be effective. What resources are available to you? Are there any students groups or academic departments that would support you? Do you have access to money or a grant for supplies and special events? The key here is thinking about what you will need to convey your message. Also, consider off campus resources for example like the Global Campaign, local AIDs groups, or places that deal with women’s reproductive health issues like Planned Parenthood.

Communication with students---what is the best way to maintain this on your campus. Is it stuffing mailboxes, postering, or tabling?

Exploring Options and Setting Goals. Be clear about what you want to accomplish with microbicides on your campus. Is your goal to educate and create student awareness? Do you want to create a network or student group? Are you looking to increase the activity of an existing group around this issue? It is a good idea to think about what things you want to do on the campus and how you plan to do them.

If you have limited resources think of other inexpensive ways to get the word out.

There are various methods for organizing and getting your word across on campus. Here are some helpful tips:

Visibility: Postering, pamphlets, table tents, tabling, hand outs, press releases, table tents, making announcements for certain events happening on campus around this issue

Communication with the students and group members: Regular meetings, email alerts about things coming up or certain issues you need members or students to take action on. Also,
consider some professors who will allow a few minutes at the beginning or end of class for an announcement.

**Activities and Events:** Film showing and discussion, presentation (to a class or campus group), tabling around certain days such as National Young Women’s Day of Action or AIDS Awareness Day, Letter writing campaigns, or have a “Phone for Microbicides” day
Important Dates for Organizing

October
National Young Women’s Day of Action
Domestic Violence Month
Abortion Access Action Month
Aids Awareness Month

Microbicides Organizing Suggestions:
• Have students sign the Global Campaign petition on or around Oct. 24 to support more funding for microbicides research and development
• Invite a speaker for AIDS Awareness to talk about developments in microbicides

November
International Day to End Violence Against Women
16 days of Activist Against Gender Violence

Microbicides Organizing Suggestions:
• Study breaks
• Informal dorm discussion about microbicide issues
• Panel Discussion on violence and microbicides

December
World Aids Day
Women National Day of Remembrance and Action on Violence Against Women
International Human Rights Day

Microbicides Organizing Suggestions:
• Film showing/discussion
• Presentation
• Microbicides condomgrams

January
Roe v. Wade anniversary

February
Black AIDS Day
Valentine’s Day
National Condom Week
Black History Month

Microbicides Organizing Suggestions:
• Invite a speaker to talk about Aids and the African American community (also use this as an opportunity to talk a little about microbicides—get people to sign up for the Global Campaign News)
- Microbicides condomgrams

**March**
International Women’s Day
National Day of Appreciation for Abortion Providers
International Women’s Week
EC Awareness Day

**Microbicides Organizing Suggestions:**
- Organize an International Women’s Day or International Women’s Week Events on the global AIDS epidemic and microbicides
- Invite microbicides speaker in honor of International Women’s Day

**April**
World Health Day
National STD Awareness Month
Sexual Assault Awareness Month
Planning and Setting Your Goals

Organizing campus events and activities can help to increase the visibility of the topic while educating the student body about what microbicides are. The following are suggestions for different types of events that you can do on your campus. Before you get started for the year, here are some tips to help you plan successful events throughout the academic year.

Set your goals. What do you want to accomplish? If your goal is to educate the campus about microbicides, what will be your plan for doing this? Having some set goals and plans for implementation will help you be more effective in your campus organizing. Also, remember if you have not reached all of your goals it does not mean that you have failed. This will give you an opportunity to look back at how things could have been done better for the following semester or school year.

Make a tentative timeline for the year. These dates do not have to be set in stone but having a plan around special dates or an idea of when you want to carry out your activities will give you enough time to plan and advertise for your event.

Resources. What type of budget will you need for your events or advertising? Find out if there is a group on campus that can cover some of the costs by hosting some of your events. Also, check out places like the Women’s Center or the Health Center on your campus to see if they would be willing to sponsor some of your events or cover some costs for printing and advertising. You also want to provide food and refreshments for students when they come to your events.

Decide what type of events will best suite your campus. Once you have done your research you will be able to find out if working with a number of students groups will work better than film festivals. On some campuses, certain activities will not do as well as others. This is why it is key to do your research to become better acquainted with your campus before getting started with your activities.
Ideas for Campus Outreach

Tabling. Tabling is an easy way to educate and inform the students on your campus about a particular issue. You can also use tabling in conjunction with an event that may be taking place that night, a letter writing campaign, or other events that you plan throughout the year.

Some helpful tips:
- **Choose a visible and busy location.** Usually right outside of the dining hall just before lunch or dinner, or inside the main student center on campus will draw attention to your table.

- **Make it interactive.** If you have a laptop available, have students visit the global campaign website and get information off of the website about microbicides. You can also collect signatures for the Global Campaign petition to increase funding for microbicides research and development (see Section on Organizing Tools).

- **Sign students up for updates.** Create a listserv of students who are interested in receiving updates about microbicides. You can forward them the Global Campaign News (see Section on Organizing Tools) while also using the listserv to inform students about any upcoming events concerning the issue.

- **Have give-aways and things for students to take with them.** This can include Global Campaign pens, t-shirts, buttons, fact sheets or any other items that may attract students.

- **Be friendly, enthusiastic and approachable.** Do not look bored at the table. Your body language will help to draw students in to the table. Also, don’t just stay behind the table. If you are having a hard time drawing students in, try to ask students if you could have a few minutes of their time as they pass by and start a dialogue about microbicides.

Get other student groups to co-sponsor microbicides. You also spread the word about microbicides by going to other student groups meetings or invite them to yours. Do a small presentation or lead a discussion on microbicides and then illicit these student groups to co-sponsor your events. *Student groups can also co-sponsor the Global Campaign for Microbicides simply by filling out the co-sponsoring form (see Section on Organizing Tools).

Letter Writing Campaign. Get students involved by having them write their state representatives or senators. The Microbicides Act of 2003 is a great opportunity for students to get involved with sending letters to their senators to get more support for funding of microbicides research projects.

Helpful Tips:
- Have a brief background and brief talking points about the issue that students need to support. Why should they be writing their senator or state legislator about this issue?
• Have the list of senators and/or state legislators on hand so that students will be able to look them up. You can get this information off of http://www.senate.gov (senators) and http://www.house.gov (state representatives).

• Fact sheets and other things at the table can be helpful to give students something to come away with. This also will give students on your campus an opportunity to learn more about the issue.

**Invite a guest speaker.** Pick a date or organizing around a special date like World Aids Day or International Women’s Day to invite a speaker to talk about microbicides.

**Helpful tips:**

• Find out about other events taking place on campus around the same time and date you are planning for a speaker. For example, you want to stay away from exam period, or spring break. During these times attendance may be poor.

• Arrange for a space and refreshments

**Study break (or informal lounge discussion).** Organize a study break by linking up with a resident assistant in a dorm. A study break can provide a break for the students in the middle of exams, or just before exams while providing an overview of microbicides.

**Helpful Tips:**

• Do not overload students with information. Fact sheets or pamphlets can be useful to provide enough information without overloading students.

• Have give-ways for students. Global Campaign pens, buttons, t-shirts and other items will help to draw students to your event while they learn about microbicides.

• Have snacks.

**Phone for microbicides event.** During a tabling or publicize a time at which people can contact their state representatives and legislators to support funding for microbicides.

**Helpful tips:**

• Have a list of state representatives and legislators on hand

• If you are unable to have a phone set up by the school at the table, advertise a time at which students can make calls on their cell phone.

• If you have a laptop, you can also have students send an email to their legislators or state representatives.
Making presentations. Presenting the issues of microbicides to a class or campus group is another great way of gathering support for microbicides. Sources for presenting this topic can be taken from the download center off of the Global Campaign’s website in addition to the resource section of this manual which has a short version microbicide PowerPoint presentation. When presenting microbicides there are also other talking points and issues you can include to help you engage the audience. These issues include:

- **Funding:** Big Pharma refers to the large pharmaceutical companies in the United States. There are several reasons why Big Pharma is showing little initiative to invest in microbicide production. They are worried that the overall market for microbicides will be very small along with various liability issues. They are certain of the short-term returns which is not in their economic interest. However, because the long-term returns look promising, private investors have shown an interest in microbicide development.

- **Need for more prevention options:** While some couples may easily communicate the need for condom use, this is not the case in all relationships. Factors such as violence and economic dependency prevent many women from insisting that her partner use a condom. Microbicides can put the control back into women’s hands because she can use it without her partner knowledge.

**Chalking.** Include some eye-catching statistics about /HIV/AIDS and including a line that says “Support funding for microbicides.” Do a follow up with the chalking by having a table for students to go to or some information on how to contact the campus organizer to get involved.

**Postering.** You can use postering to advertise your events and also include some facts about microbicides. You can include a fact or question about microbicides and then use it as a way to draw people into an event by stating, “Want to know more, come to ……”

**Provide reading material during meals.** Design catchy brochures or table tents to put on tables in the dining hall.
Global Campaign Materials

The Global Campaign has all sorts of materials from buttons, pens, palm cards to t-shirts to help you with your work. Let us know what you would be interested in receiving. T-shirts are available at cost.
Introduction


What is Microbicides Advocacy?

“The Legislative Process: Background information. Taken from Planned Parenthood Federation of America, Inc., 1780 Massachusetts Avenue, NW, Washington, DC 20036.


All other materials from this section are from the global site at www.global-campaign.org

Taking Legislative Action: Sources
http://archive.aclu.org/action/lobby.html
http://archive.aclu.org/students/organizingmanual.html#f11b

Organizing on Campus

Organizing Around Microbicides: How to Get Started on Your College Campus. This was adapted from an original source, “Health!Choice!Activism!: The Planned Parenthood Guide to Campus Organizing.” This is a publication of Vox-Voices for Planned Parenthood. A program designed to educate and mobilize young Americans. For more information visit www.plannedparenthood.org.

“Take Action!: Suggestions for Campus Projects and Events.” Adapted from the original source for this section: “Health!Choice!Activism!: The Planned Parenthood Guide to Campus Organizing.” This is a publication of Vox-Voices for Planned Parenthood. A program designed to educate and mobilize young Americans. For more information visit www.plannedparenthood.org.

Sample materials such as the sample letter to the senator, co-sponsorship form, petition, and powerpoint presentation are from www.global-campaign.org.