



Communication and Outreach Working Group

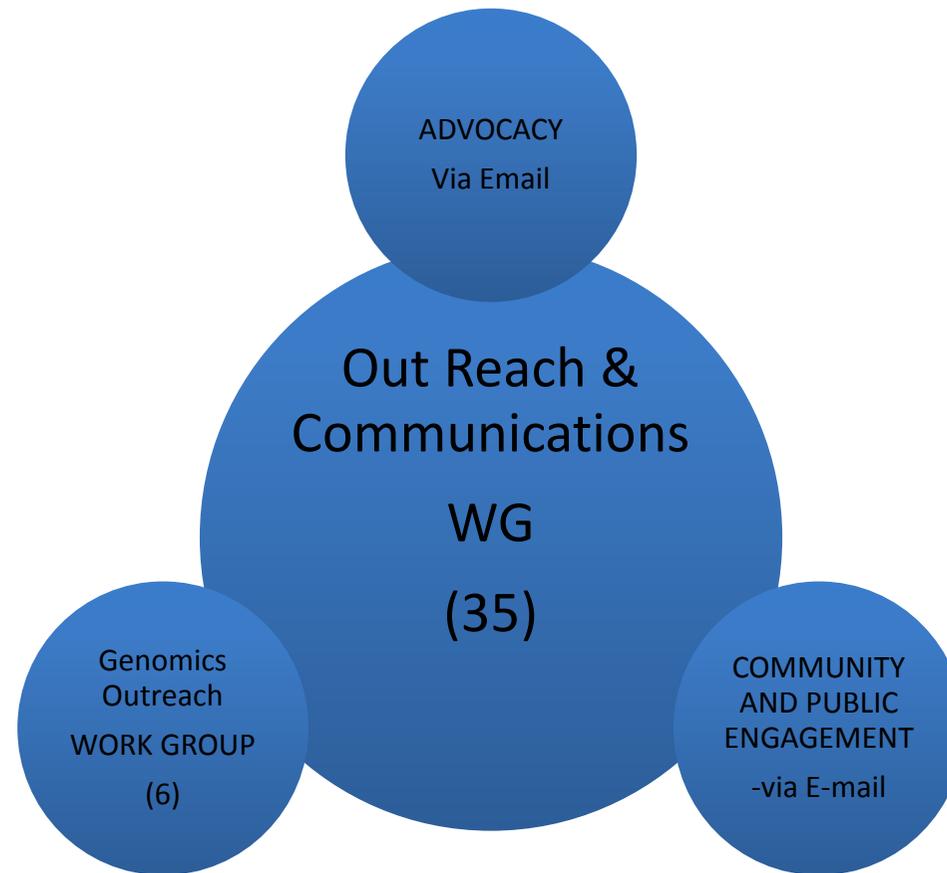
Judit Kumuthini for the group
5th H3Africa Consortium Meeting
November 8th-10th

WhiteSands, Dar Es Salaam

One of the main Brief of the WG

- Will determine with the help of SC how individual Consortium members, and the Consortium as a whole, can communicate H3Africa's **vision**, **mission** and **progress** to the stakeholders within their countries and internationally, as well as interact with African genomics groups outside of the H3Africa consortium.

Outreach & Comms WG –Sub Work Groups



Stakeholders

- “Stakeholders” could include other scientists, university and institutional officials, government, non-governmental organizations, and the press.

Definition of Communication Outreach Advocacy?

- Unlike Community Engagement, Advocacy Outreach is aimed at facilitating the vision and goals of the H3Africa through multiple tiers of ambassadors in the community.
- Ensuring community National ownership and buy into the H3Africa at policy level

Define Stakeholders

- Communicate H3Africa to National and Continental and International stakeholders
 - Who are the stakeholders?
 - Africa Union/NEPAD
 - WHO/UN
 - National Ministries of Health, Science and Technology
 - Tertiary Academic Institutions
 - Research Institutions
 - Local Funding Organisations
 - Human Genome Organisations

Define stakeholders cont.

- Genomic research groups
 - Identify other 'omic research groups on the continent that could find synergy with what the governance structures and Harmonisation efforts of the H3Africa
 - AMC (AIDS Malignancy Consortium)
 - ACTG
 - HUGO
- Other research groups
 - Might need to broaden – bioinformatics
 - AIMS – African Institute Mathematical Sciences
 - Learned societies, academies

.

Communication/Publicity

- What to communicate & how best to do this
 - Key messages of H3A
 - Making genetics accessible to the broadest audience
- Mechanisms:
 - Media
 - Press releases
 - Associated press
 - TV
 - Making programmes
 - Aligning with programmes – Big Brother Africa
 - Articles (cross over with Publications WG and Community Engagement sub WG in the Ethics WG) [Marker Paper]
 - Public Talks and conferences
 - World Days

Communication/Publicity

– Mechanisms cont:

- Online

 - Social media – Twitter, Facebook, LinkedIn

 - MOOC (Massive Online Open Course)

- PIs, speak with props, talk about research at next meeting for documentary

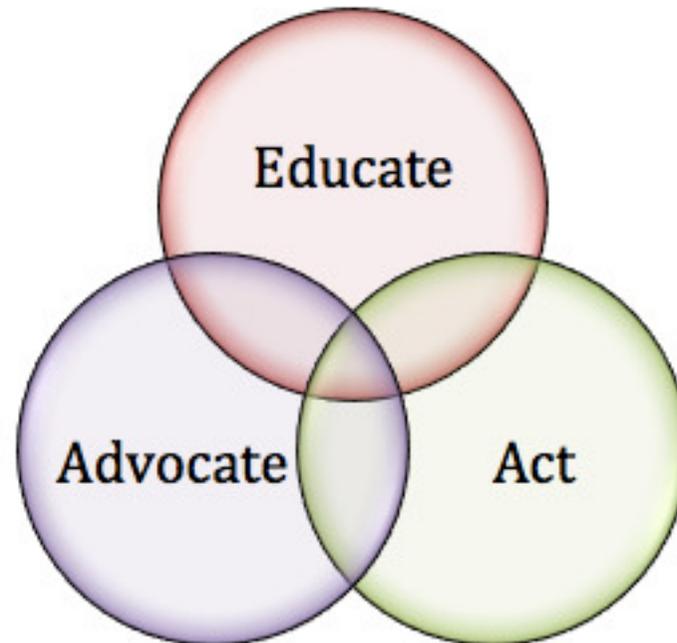
- Khan Academy

- Mobile Museums

- Science Centres

– Need to think about cost & sustainability

Advocacy



Abuja Declaration 2001

- 15% of total Government spending towards health and medical research
- Only 2 of 54 African countries have met this target

Role of H3Africa Ambassadors

- Advocate for H3Africa
- Increase public awareness
- Gain governmental and international support
- Reach out to other high-level officials to gather more public support for H3Africa
- Represent H3Africa in high-level meetings

H3 Africa Ambassadors facilitate:

- Increase support in science and genomics research in Africa
- Build and improve science research capability in Africa via both increased government and private funding
- Improve research support and infrastructure in Africa (e.g. salary support to funded institutions, improve internet bandwidth, etc...)

Who are the H3Africa Ambassadors?

- High Level high profile eminent Ambassadors. Joy Phumaphi & Hakeem Kae Hazeen
- Youth Ambassadors
 - H3A Research Fellows
 - university students - .i.e those studying science

Who are the H3Africa Ambassadors?

- Who are High profile candidates
 - Must an ambassador be an African – not necessarily
 - Former Ministers of Health, Former Ministers of Science and Technology, High-level officials, Permanent secretary – high level members of civil service, Science academies, Private sector & philanthropist, Whose who in Africa, Eminent persons group – ex presidents group (slightly higher level), Musicians, poets, film stars and Nobel Laureates.
- H3Africa Research Fellows as Advocates

H3 Africa Ambassadors

- How many?
 - 10 – 15?
- Geographical location:
 - West Africa
 - East Africa
 - South Africa
 - Central Africa
 - North Africa
 - Diaspora – those outside Africa
 - Past members of H3A

ACTION PLAN

- Identify countries/geographical regions to recruit ambassadors
- Agree on the number of ambassadors
- Identify individuals that the WG wants to recruit.
- Identify more individuals through consortium members' suggestions
- Finalize the ambassadors' terms of reference
- Assign members to contact individuals
- Decide how to get regional representation – i.e. 3 people from each region or should we go by countries by listing out the countries we would like our ambassadors to come from?
- Work out how to work with other WG where there is overlap
- Prioritize communication/publicity mechanisms

OVERLAP WORKING GROUPS

- COMMUNITY AND PUBLIC ENGAGEMENT
- PUBLICATION WORKING GROUP

Summary

- What is achieved since our last meeting in Cape Town?
 - Documents (.....) finalized and approved by the SC
 - Ambassadors Confirmed to attend meeting
 - Student Fellows “recruited” as ambassadors
 - Publications (posters, flyers and National events)
 - News letters (News, meetings, announcements etc)

Members of the COWG

- Carmen Swanepoel
- Sinbo Balogun
- S Peters
- Yinka Owoade
- Busola Onasile
- Ifeoma Ulasi
- Affolabi_Dissou
- A Owen
- Biniam W
- K Tibebe
- Jcm Banya
- M Nyirenda
- MP Oloka
- Samuel Kyobe
- Hanchard
- John Chisi
- Jantina De Vries
- J Brandful
- J Kumuthini
- Widaad Zemanay
- Omoyisola
- Lategan du Preez
- H Sood
- Godfred Agongo
- Megan Campbell
- Ambroise Wonkam
- Julie Makani
- Ohene
- Peterson, Jane
- L Bethke

