

**Cross-Global Health
Institution (GHI)
Messaging
Guidance**

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Use Case

The following document provides suggested messaging for use in communicating around the value and impact of the Global Health Institutions (GHIs), aligned with the research presented in the [Health Perceptions Hub](#). These messages are not meant to be prescriptive and can be adapted to meet your needs. For comments or corrections, please reach out to resources@globalhealthstrategies.com.

Introduction

In 2025, global health institutions (GHIs) – including Gavi, the Global Fund, GPEI, and the World Bank’s IDA – will be seeking funds expected to exceed a cumulative US\$50 billion. These coinciding global health funding asks fall at a time when ODA, donor confidence and global interest are at their lowest in recent memory.

During this period, communications can play a powerful role in reminding donors of the pressing need to invest fully in each of these institutions – and how not doing so risks a resurgence of deadly diseases that the GHIs have succeeded in driving down over the past two decades.

For these communications to break through, messaging needs to not only highlight the extraordinary impact of the GHIs but also be responsive to donor concerns and feedback.

Important themes in describing the work of the GHIs include:

- *Collaborative and efficient*: how they work together to maximize their impact and minimize inefficiencies
- *Responsive to country needs*: how they partner with country governments, local leaders, health workers, civil society and other core groups to deliver tailored interventions
- *Right for this moment*: how they have evolved and are continuing to adapt to meet the needs of a changing world
- *Essential for good health and global stability*: how their work is fundamental to good health and why good health matters for prosperity

The messaging below is meant to provide a framework on language to use for making the case for the GHIs in 2025. This draws from the research presented in the [Health Perceptions Hub](#) and will be updated regularly to best reflect the realities of today’s varied and dynamic challenges.

Messaging: Making the Cross-Replenishment Case

An Overview of the Global Health Institutions: Driving Progress, Together

- **Health is the bedrock of thriving communities and economies.** Healthy communities enable children to thrive, adults to work, and economies to grow—creating a foundation for global prosperity.
- **For over two decades, institutions like Gavi, the Global Fund, the Global Financing Facility (GFF), and the Global Polio Eradication Initiative (GPEI) have been at the forefront of health progress,** working with partners such as WHO, UNICEF, and the World Bank to save and improve lives worldwide.
 - The number of children who die every year has been [cut in half](#) since 2000 and the average person is living [six years longer](#), largely thanks to vaccines.
 - [65 million](#) lives – more than the entire population of Italy – have been saved through Global Fund-supported health programs since 2002.
 - More than [1.1 billion](#) children in the world's poorest countries have received the lifesaving protection of vaccines thanks to Gavi, averting 18.8 million future deaths since 2000.
 - More than [130 million](#) women have delivered their babies safely since 2015 with the support of programs funded by the Global Financing Facility.
- **While each of these institutions has a distinct focus, their collective efforts are complementary and comprehensive,** each contributing a crucial piece to the larger puzzle of global health.
 - Collaboration between global health institutions, from data sharing and logistics management to co-financing and even operating out of the same campus, has been an important and growing pillar in their successful delivery of better health outcomes globally.
- **These institutions have continuously evolved to meet the needs and challenges of the moment,** and today they represent some of the surest bets we can make in delivering healthier, more prosperous communities around the world.

Why This, Why Now: The Case for Action in 2025

- **Today's global health challenges are shifting, not disappearing.**
 - Infectious diseases like HIV, TB malaria remain urgent threats, exacerbated by economic pressures, climate change, and geopolitical instability.
 - A mistaken belief that these diseases are now under control risks eroding the critical momentum needed to sustain and accelerate progress—over 1.25 million TB deaths were reported in 2022, as well as over half a million deaths each from malaria and HIV.
- **While global health challenges are as urgent as ever, global attention and funding have still shifted away.**

- Today’s challenges, including declining ODA, geopolitical tensions, and rising debt burdens in LMICs, risk slowing or even reversing progress against some of the world’s deadliest, yet preventable diseases.
- **Now is the time for donors to ensure global health institutions (GHIs) can continue their critical, complementary work** to deliver healthier, more resilient and more prosperous communities.
 - The GHIs have made undeniable progress against some of the world’s most dangerous diseases, saving tens of millions of lives and livelihoods over the past two decades. Their work is critical to maintaining and accelerating gains made in these areas, ensuring these diseases do not surge back.
 - Today, the GHIs are adapting and proving they can do more with constrained resources, but they require robust, strategic investments to sustain their impact.
- **Investing in the GHIs builds resilient health systems that go beyond combating specific diseases**—they are the backbone of national stability and global economic resilience.
 - In today’s uncertain world, where geopolitical challenges threaten stability, health systems supported by the GHIs act as buffers against economic disruption and social upheaval.
 - By ensuring access to essential health services, these systems reduce the burden of disease, allowing individuals to stay healthy, work productively, and contribute to economic growth. The long-term economic costs of resurgent epidemics far outweigh the immediate costs of continued investment.
- **In fully funding the GHIs, we have an unmissable opportunity to invest in a future where communities are healthier, more resilient, and better equipped to face today’s greatest challenges.**
 - Through continued partnership and financial support, we can cut child deaths in half [once again](#), end polio and the scourge of malaria and create a healthier, more prosperous world for generations to come.

Funding Needs in 2025

- **Gavi** is seeking at least [\\$9 billion](#) to implement its new five-year strategy that will protect 500 million children, saving 8-9 million lives between 2026 and 2030.
- **The Global Fund** is expected to launch its next replenishment campaign in early 2025, following a record-breaking replenishment outcome of [\\$15.7 billion](#) in 2022.
- Following the [extension](#) of the **Global Polio Eradication Initiative’s** strategic period from 2026 to 2029, the program is seeking to raise the \$2.4 billion needed to fund its efforts to end polio for good.
- **GFF** is seeking to raise the remainder of the \$800M it needs to support the health of women, children and adolescents, after \$445M [was pledged](#) in October 2023.

Messaging: Examples of Collaboration

Health System Strengthening & Pandemic Preparedness

- Global health institutions prioritize investments in their unique areas of expertise, but they are also taking significant steps across various [areas of collaboration](#), including in health workers, logistics, supply chain capacity strengthening and health data management systems.
 - *Health workers:*
 - In Mali, the Global Fund and Gavi are [working with](#) the Ministry of Health to establish and support community health centers with trained community health workers, which improve access to HIV/TB and malaria testing and treatments and strengthen immunization coverage.
 - *Supply chains and logistics:*
 - The Global Fund and Gavi have [worked with](#) the government of Uganda to construct a modern warehouse for health products; Gavi supported the cold-room technology, while Global Fund investments helped secure important equipment, like forklifts.
 - *Health data management:*
 - The Global Fund, Gavi and WHO are working with countries to collect, share and analyze data.
 - In Chad, the Global Fund and Gavi [have collaborated](#) to provide IT equipment and training that has supported the rollout of DHIS2 – a data management platform that is allowing countries to collect, share and analyze data so they make real-time decisions.

Malaria

- Gavi, the Global Fund and other partners are working together with country leaders to strengthen the impact of collective investments, accelerate the introduction of new tools and drive progress toward a malaria-free world.
 - In countries supported by the Global Fund, malaria deaths have decreased by 28% from 2002 to 2022. Without control measures, deaths would have increased by 90% in the same period.
- These efforts ensure communities access a full range of interventions—such as bed nets, antimalarial treatments, and vaccines—tailored to local needs.
 - These institutions came together to jointly invest in pilot programs for introducing the RTS,S vaccine – the first WHO-recommended vaccine to prevent malaria. Gavi continues to support countries rollout of malaria vaccines.
 - Gavi, the Global Fund and Unitaid committed nearly US\$70 million to fund pilots to introduce RTS,S for children through routine immunization programs in Ghana, Kenya and Malawi.
 - Malaria vaccines are one part of a comprehensive strategy for stopping malaria, which includes other tools supported by Global Fund programs like insecticide-

treated mosquito nets and malaria prevention drugs for pregnant women and young children.

- By fully funding these institutions and investing in next-generation tools, we can accelerate progress toward malaria eradication in the coming decade.

Climate & Health

- Rising temperatures and extreme weather are exacerbating health risks, particularly in low-resource countries. Climate change increases the burden of diseases like malaria, TB, and diarrheal diseases, while disrupting health services.
 - WHO estimates climate change will cause 250,000 additional deaths annually, primarily from malnutrition, malaria, and other preventable diseases.
 - By 2030, up to 62 million more people in sub-Saharan Africa will be at risk for endemic malaria due to changing climates.
- Global health institutions are helping countries adapt and mitigate these challenges:
 - *Disease prevention*: Gavi manages vaccine stockpiles and ensures vaccine delivery infrastructure, while the Global Fund strengthens surveillance systems to track climate-driven disease changes.
 - *Sustainable health systems*: Efforts include solar-powered vaccine storage, clean energy transitions, and low-carbon health supply chains.
 - *Health workforce resilience*: Training health workers to respond to climate shocks while maintaining continuity of care.
- These initiatives are critical to preventing future health crises, saving lives, and fostering long-term global health security.

Messaging: Individual Global Health Institutions

Gavi

- Gavi was created in 2000 to work with governments and other partners to make sure that every child is safe from vaccine-preventable diseases. Before Gavi existed, new vaccines took decades to reach low-income countries, leaving millions unprotected. Today, new and underutilized vaccines are reaching communities in these countries faster than ever before.
 - For example, Bolivia introduced the rotavirus vaccine with Gavi support just two years after it was introduced in a high-income country.
- Since then, Gavi has helped immunize more than 1.1 billion children in 78 lower-income countries, preventing more than [18.8 million future deaths, and generating](#) more than \$250 billion in economic benefits. A child born in a Gavi-supported country is 70% less likely to die from a vaccine-preventable disease before their fifth birthday than when the Alliance was established in 2000.
 - Every \$1 spent on immunization in Gavi-supported countries gives a return of \$54, in wider economic benefits.
- Gavi's \$9 billion replenishment ask is an investment in the next generation and the next chapter in global health and economic security.
 - **Donors—including the U.S., E.C., France, Spain and the foundation have pledged towards the \$9 billion target.** In a challenging ODA environment, it is a positive start to the Gavi 6.0 resource mobilization effort.

Global Fund

- The Global Fund is one of the greatest health success stories of all time. Over the past two decades Global Fund efforts have saved 65 million lives.
- In countries where the Global Fund invests:
 - New HIV infections decreased by 61% between 2002 and 2023. 695,000 mothers living with HIV received medicines to keep them alive and healthy while preventing HIV transmission to their babies in 2023 alone.
 - A record 7.1 million people were found and treated for tuberculosis in 2023.
 - Malaria deaths dropped by 28% between 2002 and 2022. In the absence of malaria control measures, deaths would have increased by 90%.
- Despite these impressive results, many countries are off track to end AIDS, TB and malaria by 2030 – the Sustainable Development Goal.
 - Colliding crises—climate change, rising debt and growing conflict, among others—threaten to reverse progress and put the health and lives of those most vulnerable to HIV, TB and malaria at greater risk.

World Bank International Development Assistance (IDA)

- IDA is one of the world's best vehicles for providing concessional multilateral aid to the lowest-income countries.

- IDA is the arm of the World Bank that supports the world’s poorest countries to end poverty on a livable planet.
- It is one of the largest sources of assistance for the world’s 75 poorest countries. Its money comes from donor contributions, bond issuances, and loan re-payments, and it goes out either as grants or low-cost and long-term loans to fund projects mutually agreed to by the World Bank and country governments.
- IDA’s financial assistance is paired with technical assistance by World Bank experts during project design and implementation.
- Since 1960, 36 IDA countries have achieved a level of economic prosperity that means they no longer need access to IDA funds. 26 of these countries have become IDA donors, including South Korea.
- IDA’s model has an unmatched capacity to support the world’s poorest countries. Every \$1 donated is leveraged into \$3.5 for low-income countries.
- As a result of IDA financing between 2012 and 2023:
 - 1.2 billion people received essential health services
 - 117 million people gained access to improved water services, and
 - 92 million people obtained new or improved electricity services.
- To effectively respond to the poly-crisis facing poorer countries, donors must support a successful IDA21 replenishment.

Global Financing Facility

- The Global Financing Facility (GFF) is helping to drive health progress for millions of women, children and youth in poorer countries, thanks to its focus on strengthening primary health systems, ability to unlock additional financing and a unique country-led approach.
 - The GFF launched in 2015 to accelerate health investments for women, children and adolescents in low- and middle-income countries (LMICs). It partners with 36 countries to provide catalytic financing and technical assistance and places an emphasis on primary health system reform and strengthening, recognizing this as a key route to improving reliable and affordable healthcare for women, children and adolescents.
- The GFF places countries in the driver’s seat for developing and implementing their health plans, a process that brings together stakeholders from across government, civil society, and the private sector and secures longer-term commitments.
 - This approach has successfully benefited women and children in GFF partner countries since 2015.
 - More than 630 million women receiving access to modern family planning, preventing 230 million unintended pregnancies.
 - More than 130 million women delivering their babies safely and increased antenatal visits for pregnant mothers.
 - 135 million newborns benefiting from the early initiation of breastfeeding.

- Crucially, GFF funding goes further. Thanks to its position within the World Bank, the GFF is able to tie its grants to World Bank lending and unlock additional financing from domestic and other development resources.
 - The \$2 billion committed to GFF since 2015 has unlocked \$32 billion total in funding for women, children and youth health.
- Despite the GFF’s success in boosting health and resilience, the global shocks in recent years have set back progress and continue to present obstacles to getting women and young people the services they need.
 - Like many countries, GFF partners are still dealing with stretched health systems and constrained budgets as a result of the COVID-19 pandemic and concurrent crises, such as climate, debt and inflation.
 - While the GFF acted quickly with financing and assistance to boost primary care delivery and prevent the worst impacts of the pandemic, two-thirds of GFF partner countries experienced disruptions in health services in 2022.
 - In the coming five years, most GFF partner countries will be unable to increase spending on health due to economic constraints.

Global Polio Eradication Initiative

- The world has made immense progress against polio, and we have a historic chance to end polio for good.
 - Thanks to the power of vaccines and over three decades of global collaboration led by the Global Polio Eradication Initiative (GPEI), wild polio cases have fallen 99.9% since 1988, and over 20 million people are walking today who would have otherwise been paralyzed by the virus.
- But making history is never easy. In the places where polio remains today, there are serious challenges to reaching all children with polio vaccines and other life-saving interventions.
 - The program is operating amidst complex threats to the safe delivery of health care—from persistent conflict and climate disasters to growing distrust in science and community fatigue around vaccination.
 - The GPEI and its partners have shown great resilience in the face of complex challenges in the past. If we don’t stay committed, the virus could quickly make a comeback and paralyze thousands of children again every year.
- Governments and health workers, with support from the global polio program, have the tools and strategies needed to overcome the final hurdles to eradication and deliver broader health benefits to communities along the way.
 - Impactful innovations like the novel oral polio vaccine and improved disease surveillance tools are helping to strengthen campaign quality and outbreak response.
 - Meanwhile the program and its partners continue to find new ways to reach all children, especially those in the most vulnerable communities, with not just polio

vaccines but other essential health services like measles vaccines, vitamins and more.

- Achieving and sustaining a polio-free world is only possible if donors, polio-affected country governments, and global advocates rally together and renew financial and political commitments to the GPEI.
 - The GPEI urgently needs financial and renewed political commitments from donors, polio-affected country governments, and global advocates to achieve its goal.
 - Recent contributions from Saudi Arabia (US\$500 million) and Canada (CAN\$151 million) are important and welcome steps towards filling the funding gap, but the GPEI must be fully funded to be able to reach its goal.