

Vía Libre / LAC Platform

2021 Main Activities Summary

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December 2021



Key Documents

- **Lessons Learned form C19RM 2021**

"To know the experiences and results in the consultation processes between the communities to identify priorities and alternative solutions to be included in the financing requests for C19RM 2021 in Latin America and the Caribbean from the perspective of the actors who participated in these processes" [Click here](#)

- **Case Study: Venezuelan Diaspora & funding requests of Colombia, Ecuador and Peru**

"Characterize the response to the Venezuelan migration phenomenon in the context of the response to HIV and TB by governments, CSOs and communities, cooperation agencies and the contexts of the Global Fund in Colombia, Ecuador, Peru and Bolivia".
March, 2022.

- **Analysis of the situation regarding technical assistance needs of the communities in LAC – In progress**

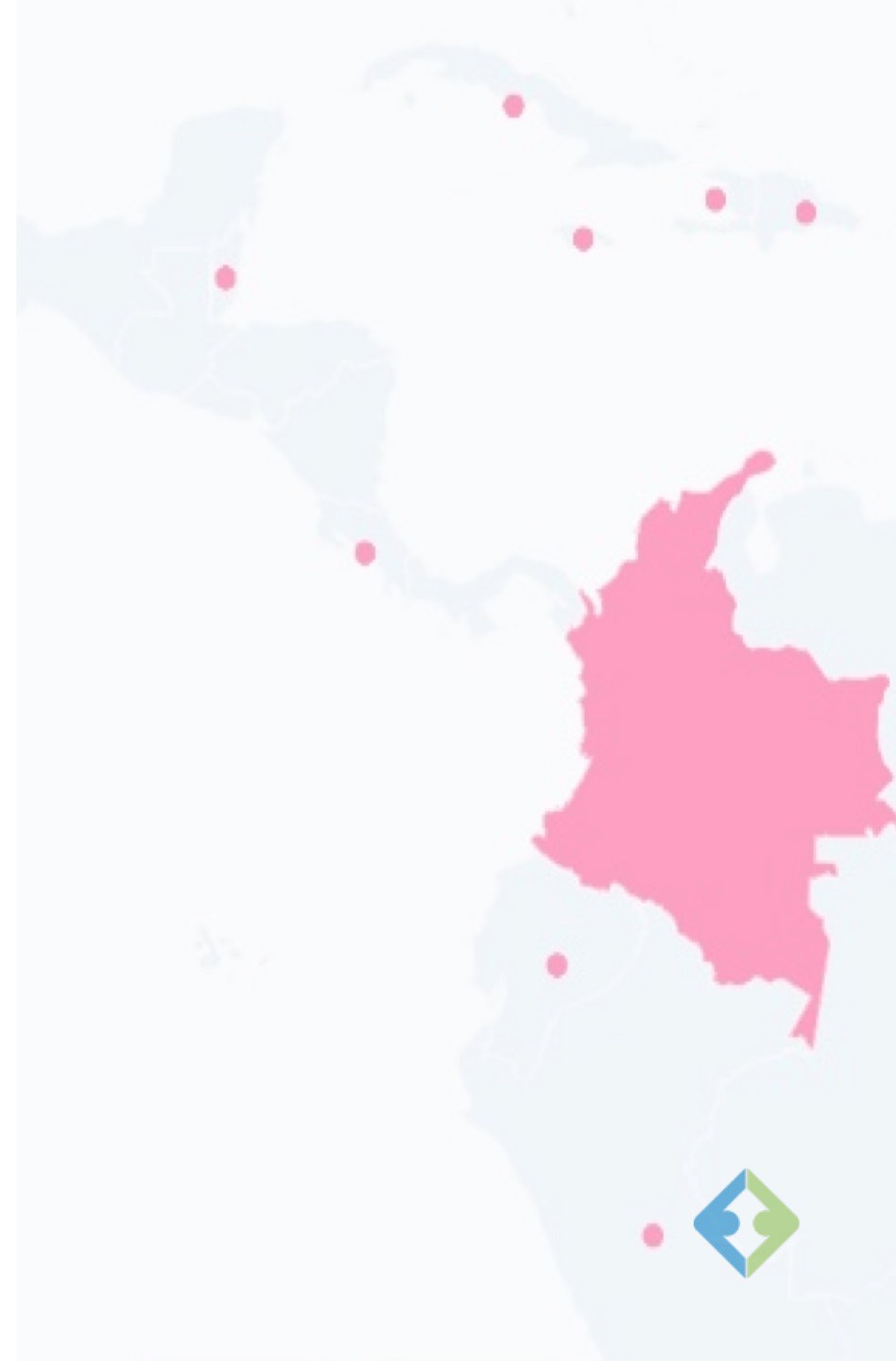
"To identify challenges and gaps to improve the technical assistance provided to the communities by the CRG SI to maximize their engagement in the GF and in the context in LAC".

March, 2022

- **Virtual Map – Completed**

"To improve the visibility of community representatives and other key stakeholders involved in the GF mechanisms in LAC, as well the main investments of the GF in LAC.

January, 2022



Capacity Building

- Safety and Security

"To know the experiences and results in the consultation processes between the communities to identify priorities and alternative solutions to be included in the financing requests for C19RM 2021 in Latin America and the Caribbean from the perspective of the actors who participated in these processes"

- Translation and adaptation of the FHI and Frontline AIDS tool – Concluded
- Open Seminar **(Q1 2022)**
- Training workshop for consultants in charge of applying the tool and preparing work plans in the countries **(Q1 2022)**.
- Technical support in countries with savings from the RP. Pilot in Guatemala and Belize. **(Q2, Q3, Q4 – 2022)**.

- Co–Financing

- In progress - Q2 de 2022.
- Open Seminar
- Community approach base on Universal Health Coverage (UHC).
- Identification of needs for community involvement at the country level.
- Accompaniment of short-term technical assistance requests to the CRG SI.

March, 2022



Accompaniment in the preparation of requests to the CRG SI Short-Term Technical Assistance Program

- **12 countries** and a **network were accompanied** (Belize, Bolivia, Colombia, Ecuador, El Salvador, Guatemala, Guyana, Haiti, Peru, Suriname and Venezuela; & LANPUD).
- **5 applications approved** to date (Colombia, Ecuador, El Salvador, Suriname, LANPUD).
- **5 applications still in progress** (Belize, Bolivia, Guyana, Haiti and Venezuela).
- **2 applications returned** for rescheduling or adjustment (Guatemala and Peru).
- Topics: social contracting, transition and sustainability (Belize and Ecuador); strengthening the movement of sex workers (Bolivia); system of election of community representatives of the CCM of Colombia; responses to TRP (El Salvador and Suriname), strengthening community response to TB (Peru), stigma and discrimination (Haiti); improvement of the understanding of the financing model of the Global Fund (Venezuela); CLM & C19RM (Guatemala).
- **2 requests with direct support from the LAC Platform to improve community participation in funding requests from Peru and Honduras.**



Communication

- 5 **newsletters** in Spanish and 5 in English - Current affairs and articles on the situation of key issues at the country level (Collaboration with PANCAP and Key Correspondents).
- Some **webinars** were organized in coordination with the LAC Team (C19RM 2021 and multi-country projects).
- Continuum presence in **social networks**: Facebook, Instagram and Twitter (relevant news and announcements).
- **Mailchimp alert system** for key information that requires greater public attention.
- Good **audience** levels for all products.



Communication

Completed Campaign • Nov 30

1335 Recipients

Open Rate 19.2%

Clicks Per Unique Open 15.2%

Successful Deliveries 1319

Total Opens 335

Total Clicks 208

Orders 0

Average Order Revenue \$0.00

Total Revenue \$0.00

Here's what's happening

Filter by: All activity

Audience trend • Nov 30

1 unsubscribed from Maestro Actualizada Reunión Internacional

Completed Campaign • Nov 30

Boletín #5, 2021 Plataforma LAC Email

Clicks 3% • Opens 19.4%

Audience trend • Nov 17

2 unsubscribed from Maestro Actualizada Reunión Internacional

Completed Campaign • Nov 16

ALERTA: Encuesta sobre el C19RM 2021 / C19RM Survey 2021 / Enquête C19RM 2021 Email

Clicks 4.8% • Opens 25.4%

Total Audience

Add contacts

2,022

No changes this week

Total audience breakdown

Maestro Actualizada Reunió... 1,428

No changes this week

LAC Platform Community 339

No changes this week

SESION INFORMATIVA 255

No changes this week

See all audiences (3)

Spanish Newsletter	# Open	% Open	# Click	% Click
1	250	18.6%	23	1.7%
2	354	26.2%	39	2.9%
3	286	21.3%	30	2.2%
4	237	17.7%	63	4.7%
5	255	19.3%	39	3.0%

English Newsletter	# Open	% Open	# Click	% Click
1	63	19.5%	2	0.6%
2	71	22 %	9	2.8%
3	140	43.6%	11	3.4%
4	75	23.7%	20	6.3%

	People reached
Facebook	1,230
Twitter	507
Instagram	155
Webinars	987
MailChimp	1,881

Spanish contacts	1,542	English contacts	339
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Communication

Alerts with best results in Spanish	# Open	% Open	# Click	% Click
Ventana 5: Lecciones Aprendidas	511	38%	54	4.0%
Actualizaciones sobre el ACT - A	476	35.4%	11	0.8%
Oportunidad – Consultorías Subvención de VIH	412	31.2%	101	7.7%
CARTA ABIERTA sobre el Reparto Mundial de Enfermedades	370	33.5%	57	5.2%

Alerts with best results in English	# Open	% Open	# Click	% Click
Window 5: Lesson Learned	117	36.3%	33	10.2%
The Global Fund 2023-2028 Strategy Framework	95	30.1%	30	9.5%
Open Letter on Disease Split	102	35.2%	25	8.6%
C19RM Survey 2021	95	30.5%	16	5.1%

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Plataforma Regional
Latinoamérica y el Caribe

Ventana 5: Lecciones Aprendidas / Window 5: Lesson Learned

Panel de Revisión Técnica / Technical Review Panel

Panel de Revisión Técnica

Ventana 5: Lecciones Aprendidas

Technical Review Panel

Window 5: Lesson Learned

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Actualizaciones sobre el ACT - A

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OPORTUNIDAD
CONSULTORIAS SUBVENCIÓN DE VIH

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Latinoamérica y el Caribe

RESUMEN, VISIÓN, MISIÓN y METAS / SUMMARY, VISION, MISSION & GOALS

MARCO ESTRATÉGICO DEL FONDO MUNDIAL 2023 - 2028 / STRATEGY FRAMEWORK THE GLOBAL FUND 2023 - 2028

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Plataforma Regional
Latinoamérica y el Caribe

CARTA ABIERTA de la Sociedad Civil sobre el Reparto Mundial de Enfermedades / LETTER to Global Fund on Disease Split

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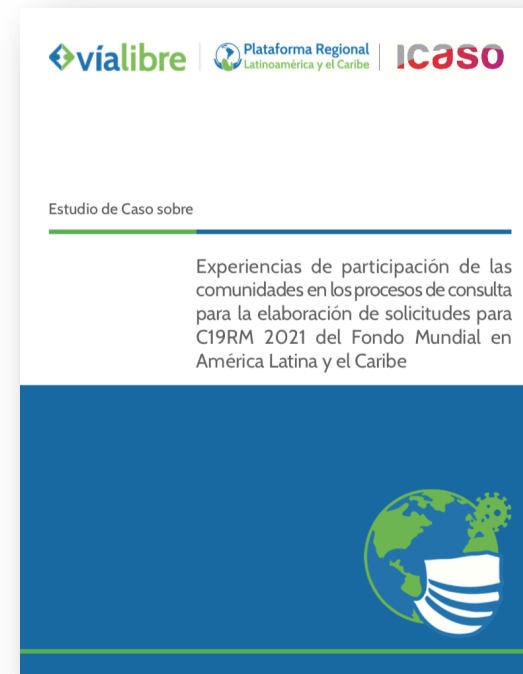
Plataforma Regional
Latinoamérica y el Caribe

Encuesta sobre el C19RM 2021 / Survey 2021 / Enquête C19RM 2021



C19RM 2021

- **17 countries** and a **multi-country project** were supported to organize consultations to identify community priorities for C19RM 2021.
- **9 countries directly supported** by the LAC Platform and other partners (SES, W4GF, Mpact, NSWP): Belize, Bolivia, Costa Rica, Ecuador, El Salvador, Guyana, Panama, Paraguay and Peru
- **7 countries** and the **multi-country HIV ALEP&KP project** received TA from ICASO through the TA Program: Colombia, Guatemala, Honduras, Jamaica, Nicaragua, Suriname, Venezuela.
- **Dominican Republic** received support through W4GF.
- In total, 810 members of the HIV, TB, Malaria communities and key populations from the **18 countries** and the **multi-country project** were consulted.
- Development of a **tool to carry out social dialogues** to identify needs.
- Developed a specific **communication strategy** to disseminate key information through all available channels of the LAC Platform.
- Elaboration of a **case study** to document lessons learned, main priorities identified, challenges and recommendations.



2021 Opportunities and Challenges

- C19RM 2021 was a great opportunity to provide support to the communities. Sufficient time is needed to plan better.
- It is necessary to strengthen understanding on the CRG SI Short Term TAP Progame among communities to generate more targeted and effective demand.
- Communications are being strengthening with the collaboration of key partners such as PANCAP, Key Correspondents and Partners in Health (Socios en Salud).
- The LAC Platform has a total budget for the 2021-2023 period of \$ 625,000 USD. In 2021 we have executed a total of \$ 150,000 USD. Additionally, \$ 61,000 USD was invested in the tasks of C19RM 2021. The technical team is made up of 9 people. They include a technical coordinator, 4 professionals are in charge of the communications area; 3 professionals provide technical support to the subregions and a head of administration.



Activities for 2022

- Launch of the virtual map and its first up-date.
- Webinars and Capacity Building: LANPUD, Venezuelan Diaspora, Global Fund Financing Model, CRG SI Short-Term TA Program, Safety & Security, Community Led Monitoring, CCM Evolution.
- Case studies on the community response to HIV, TB and malaria (Central America, South America and the Caribbean)
- Analysis of the quality of TA services and opportunities to improve the generation of demand and the provision of TA by providers.
- Face to face Sub-Regional meetings in Central & South America and The Caribbean.
- Continue: Communications and accompaniment of TA request to the CRG SI Short Term TA Program.

