

#FightForWhatCounts: Campaign Update

Over the past several months, Stop TB Canada and civil society organizations, both in Canada and globally, have been calling for world leaders to #FightForWhatCounts at a time when global solidarity is needed more than ever. Our efforts did not go unnoticed- this campaign ended at the Global Fund Replenishment Conference on September 21, 2022, with an outstanding accomplishment- Canada's pledge of **CAD\$1.21 Billion to the Global Fund.**

Read more about this historic achievement [here!](#)

Global Call-to-Action

Take Action



#FIGHTFORWHATCOUNTS

What is the Global Fund?

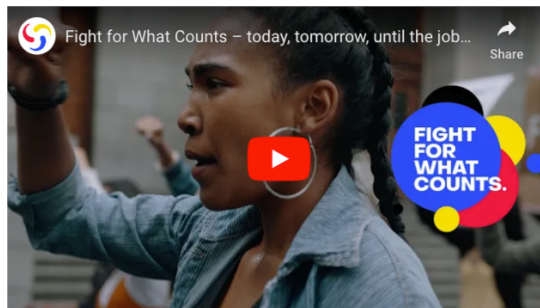
Twenty years ago, AIDS, tuberculosis (TB), and malaria seemed unbeatable. In 2002, in an act of extraordinary global solidarity and leadership, the world came together to create the Global Fund to fight what were then the deadliest pandemics confronting humanity.

Over the 20 years that followed, the Global Fund partnership has invested more than **US\$55 billion, saving 44 million** lives and reducing the combined death rate from the three diseases by more than half in the countries where we invest.

The Mission

The Global Fund is a worldwide movement to defeat HIV, TB, and malaria and ensure a healthier, safer, more equitable future for all. Raising US\$4 billion a year to fight the deadliest infectious diseases, the Global Fund challenges the injustice that fuels these epidemics and aims to strengthen health systems in more than 100 of the hardest-hit countries.

To achieve the greatest impact against the deadliest infectious diseases, we challenge power dynamics to ensure affected communities have an equal voice in the fight and an equal chance at a healthy future. By working together, we are getting close to achieving the goals the world once deemed impossible – ending HIV, TB, and malaria as public health threats.



Ending the epidemics: HIV/AIDS, tuberculosis (TB), and malaria

For the first time in the Global Fund's history, the world has lost ground in the fight against these epidemics and the entire United Nations Sustainable Development Goals (UN SDGs) agenda is now at risk, as inequities deepen, poverty spirals and social and political tensions grow. The Global Fund has rallied against unthinkable challenges in years past and has the knowledge, expertise, and global networks necessary to respond to the pandemic, recover from its effects, and prepare for future threats. That's why we are kicking off a multi-month campaign with partners and communities around the world to rally alongside the Global Fund's #FightForWhatCounts campaign.

HIV/AIDS

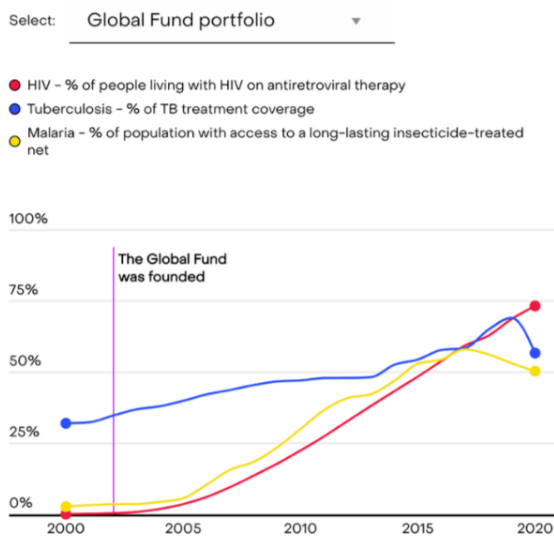
The human immunodeficiency virus (HIV) targets the immune system and weakens defense against many infections and some types of cancer. As a result, HIV has claimed **36.3 million** lives to date. The most advanced stage of HIV infection is acquired immunodeficiency syndrome (AIDS), which can take years to develop. There is no cure for HIV infection. However, with increasing access to HIV prevention, diagnosis, and treatment, HIV infection has become a manageable chronic health condition, enabling people with HIV to lead long and healthy lives.

The Global Fund partnership has achieved what was once considered impossible. In countries where the Global Fund invests, total AIDS-related deaths have dropped by 65% since the Global Fund was founded in 2002. Of the **37.7 million** people living with HIV, **27.5 million** are on antiretroviral therapy today – **21.9 million** in the countries where the Global Fund invests. However, the COVID-19 pandemic threatens to reverse these extraordinary gains.

TB

Before COVID-19, TB was the world's leading infectious disease killer, claiming around **1.4 million lives** every year. TB is an airborne infectious disease caused by bacteria that primarily affects the lungs. As a disease that is strongly linked to the social and physical environments that surround people, TB disproportionately affects people living in poverty.

Coverage of treatment and prevention interventions



Malaria coverage calculated based on 38 African countries for which data is available from WHO / Malaria Atlas Project estimates in countries where the Global Fund invests. HIV and TB estimates are based on all countries where the Global Fund invests. Based on data from WHO (2021 release for TB and malaria) and UNAIDS (2021 release).

The continued existence of TB shows just how persistent inequities are within global health.

TB preys on poor and marginalized communities. In 2020 alone an estimated **10 million people** fell sick with the disease and **1.5 million people** died. In countries where the Global Fund invests, TB deaths (excluding HIV-positive) have been reduced by 21% since the Global Fund was founded in 2002. But, the COVID-19 pandemic is threatening these hard-fought gains.

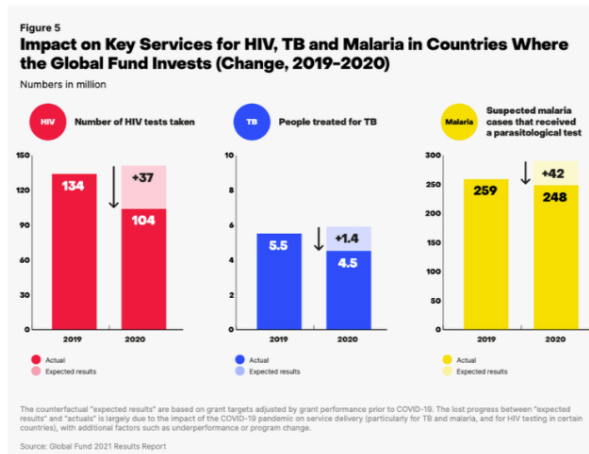
With our partners, we are making progress to end the disease as an epidemic. The number of people treated for TB has grown to over **14 million** in 2018 and 2019. People provided with TB preventive treatment has also quadrupled since 2015, from **1 million in 2015 to 4.7 million** in 2020.

Malaria

Malaria is a disease caused by a parasite spread by certain types of mosquitoes. Despite being preventable and curable, there were **241 million malaria cases** and an estimated **627 000 deaths** in 2020 alone. Pregnant women and children are most at risk with children under 5 accounting for 77% of all malaria deaths worldwide. The WHO African Region carries a disproportionately high share of the global malaria burden (95% of cases and 96% of deaths).

The fight against malaria is one of humanity's most significant public health successes. Great progress was made in malaria control over the last two

decades, resulting in a reduction in overall cases and deaths. But that progress stalled around 2018, and the COVID-19 pandemic has knocked us further off track. Disruptions to malaria services caused by COVID-19 led to an increase in malaria deaths and cases.

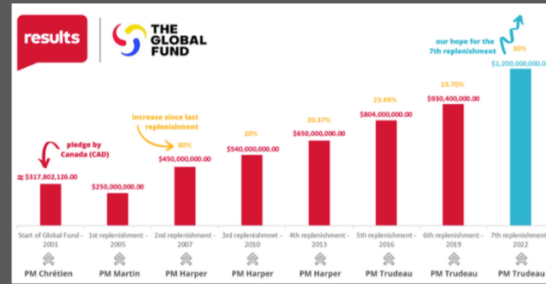


The ask

The Global Fund's upcoming Seventh Replenishment is the world's opportunity to rise to the challenge and contribute to strengthening global systems for a healthier, more equitable, pandemic-proofed world. Their Investment Case sets the fundraising target and outlines the rationale for donors like Canada to invest to #FightForWhatCounts. It details how raising at least **USD\$18 billion** would: **save 20 million lives, reducing the mortality rate by 64% across the three diseases; avert more than 450 million infections, reducing the incidence rate by 58% across the three diseases; yield a return on investment of 1:31, with every dollar invested resulting in USD\$31 in health gains and economic returns.**

Canada's ask

The ask: Canada must invest **CAD\$1.2 billion** in the Global Fund to Fight AIDS, tuberculosis, and malaria ahead of the Seventh Replenishment conference, to recover from the devastating impacts that COVID-19 has had on these longstanding epidemics, and strengthen systems for health to build a healthier, more equitable, pandemic proofed world.



Why 1.2 billion?

CAD\$1.2 billion is the largest amount Canada would have ever committed to any international financing institution for health, but we know that this level of ambition is critical if we want to get the world back on track to end AIDS, TB, and malaria while recovering from COVID-19. See why we chose this specific amount: The Seventh Replenishment total ask is a 28% increase (**US\$18 billion**) from its ask at the Sixth Replenishment in 2019. In 2019, Canada pledged its fair share at 5% of the total **USD\$14 billion** ask. To contribute its fair share in this replenishment, Canada must increase its investment by about 30%, amounting to **CAD\$1.2 billion**.

The United States, the largest donor of the Global Fund and host of the Seventh Replenishment, recently announced its intention to pledge **USD\$6 billion** (28.5% increase from the Sixth Replenishment), covering one-third of the Global Fund's USD\$18 billion ask. By law, the U.S. cannot commit more than one-third of the total funding, meaning that if other donors such as Canada do not meet this level of ambition, then the full pledge from the U.S. will not be secured.

How can YOU take action?

EDUCATE:

Check out our resources page to learn more about the Global Fund and the #FightForWhatCounts!

[The Global Fund Investment Case 2022](#)

[The Global Fund Results Report 2021](#)

[#FightForWhatCounts Call Printout](#)

[Campaign Infographics](#)

[Donor Report: Canada and the Global Fund](#)

[Global Fund Results Report 2022](#)

ADVOCATE:

Use your voice on Twitter to get the attention of the Government of Canada!

[Social Media Toolkit](#)

[Social Media Graphics](#)

Click to tweet!

I am calling on [@JustinTrudeau](#) to pledge [#1Point2Billion](#) to the [@GlobalFund](#) at the International AIDS Conference in Montreal this weekend. It is time for Canada to step up in the [#FightForWhatCounts](#) to help save 20 million lives.

PARTICIPATE:

Participate in the upcoming [#FightForWhatCounts](#) events!

Sign the Count Me In petition here: <https://fightforwhatcounts.org/>



Check out more Twitter-friendly advocacy graphics by clicking the image!