

# Polio Advocacy and Communications Team

## Terms of Reference

### Purpose

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The Polio Advocacy and Communications Team (PACT) of the Global Polio Eradication Initiative (GPEI) is a group established for the development and implementation of a cross-agency resource mobilization, communications and donor engagement strategy, the purpose of which is to ensure international political, financial and public confidence in, and commitment to GPEI and the Polio Eradication & Endgame Strategic Plan 2013-2018.

### Duties

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The PACT is responsible for the following:

- Lead resource mobilization, communications and donor market advocacy activities across GPEI.
- Develop and monitor coordinated donor advocacy and engagement plans in order to ensure full funding of the 2013-2018 Strategic plan
- Coordinate external communications across GPEI. Lead media engagement and set guiding principles for partner media engagement.
- Develop GPEI external messaging. Provide a framework and expertise for GPEI internal communications.
- Lead crisis communications.
- Lead donor engagement.
- Lead program engagement with the Polio Partners Group.

### Outputs

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- Annual Work Plan.
- Resource Mobilization Strategy.
- GPEI Narrative & Messaging Frameworks.
- Crisis communications protocol.
- Overarching donor engagement and communications calendar.
- Resource mobilization and communications risk assessment reports
- Donor landscape analyses.
- Update on status of pipeline funding to the FMT and monitoring of funds received against pledges
- Monthly meeting minutes and decisions, updates to the SC (to be archived).
- Decision papers, as required, for discussion and approval at SC or POB.

### Composition

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## Chair and Members

- The GPEI Senior Strategist for Resource Mobilization and External Relations as PACT Chair for next 2 years.<sup>1</sup> The SC can renew the Chair's tenure for an additional two years.
- One (max. two) representatives of Polio Programmes in the core partner agencies representative of the different expertise within the group
- The wider GPEI communications, advocacy and resource mobilization staff and partner organizations will be brought in for semi-annual meetings.
- There are several sub-groups that will report to the core PACT. These sub-groups will include staff from partner agencies and staff from advocacy partners. Each group will have a named lead from one of the partner agencies
  - Communications groups.
  - Donor market groups.
  - Event-specific groups (as needed; time-limited for example United Nations General Assembly).
- Staffs participating in these sub-groups are not considered PACT members for decision-making purpose.

## Secretariat and Support

The PACT will have a staff member to provide secretariat support (the 'secretariat'). The secretariat will, under the guidance of the Chair:

- Compile agendas for meetings in consultation with members of the PACT.
- Collect and disseminate documents for meetings, as required by the agenda.
- Act as liaison between the specific groups and the core group, ensuring a smooth flow of information.
- Organize logistics for conference calls, or in-person meetings.
- Take minutes and circulate for comments, schedule follow up meetings and discussions as required by the PACT.
- Document agreed actions and undertake follow-up.
- Establish and maintain a knowledge management system for the PACT.
- Prepare documents for the PACT.
- In addition to the aforementioned secretariat duties, PACT members should have access to sufficient staff support to fulfill their responsibilities on the committee.
- Project management for PACT wide actions
- Compile updates from sub groups, and prepare first draft of update from Chair to Strategy Committee
- Support Chair in development of annual workplan and track progress against agreed actions.

## Operating mode, Rhythm of Business

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### Meetings

- The PACT core group will organize fortnightly meetings, via teleconference or video conference. The meetings will be attended by decision making members of the committee.
- The PACT will organize twice yearly in-person meetings, at a location of its choosing.
- Communications, growth, market and event specific groups will meet as required, under the guidance of the Chair
- A quorum will be reached when 2/3 of the PACT core members are present.
- The number of observers and additional agency representatives at meetings will be kept to a minimum; request for extra attendees to be cleared by Chair.
- The PACT will organize liaison relationships with the EOMG, FMT, FAC and other groups as required.

### Decision making

- Decisions will be made by consensus amongst the core group members. Observers will not have decision making rights
- When consensus cannot be reached, decisions will be escalated to the SC for resolution.

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<sup>1</sup> Pending appointment of the strategist, the co-Chairs of the former PAG will continue for the transition period.

## Accountability

- The PACT will report to, and be ultimately accountable to, the SC.
- The Chair will report to the SC, at each regular meeting, highlighting strategic issues that the SC need to decide on, and provide a written update on major actions the PACT has taken since the last such meeting.
- All proposals made by the PACT that are beyond its mandate and scope of delegated decision authorities will be submitted to the SC for consideration and decision.

## Limits of authority

By delegation from the SC, the PACT is authorized to:

- Undertake all relevant activities per its annual program of work
- All proposals made by the PACT that are beyond its mandate and scope of delegated decision authorities will be submitted to the SC for consideration and decision.

## Approval

These Terms of Reference has been approved by the Strategy Committee in its meeting on 27 February 2015. These ToR will be reviewed annually or at discretion of the SC or the PACT Chair.

# Polio Advocacy & Communication Team (PACT)

