

## Notes and action items from Advocating Working Group meeting of 5 May 2021

### 1. FOLLOW-UP ON ACTIONS ITEMS

- Review notes and action items from previous Advocating WG meeting - see attachment 2

### 2. GLOBAL COMMISSION

- a. Commissioner selection process - see attachment 3 (slides 3 & 4)
  - i. reminder of selection criteria
  - ii. review shortlisted potential commissioners
  - iii. review profiles of potential commissioners - see attachment 4 (slides 5 & 6)
  - iv. update about preparations for approaching commissioners: invitation, supporting material
- Jenn and Olivia presented the work currently underway:
  - supporting materials for the invitation:
    - a two-pager capturing key aspects such as: why examine the use of evidence to address societal challenges; how will the evidence commission build on in and complement past work; workplan at-a-glance; preparing for future societal challenges; making decisions to respond to future global challenges; and mobilizing different types of evidence
    - analysis activity: defining evidence types; analysis of the design, delivery and outputs of commissions; considerations of the take-home messages from a few key commissions
  - selection of potential commissioners: list and individual profiles
- Participants provided the following feedback related to the list of potential commissioners:
  - We need to select 3-4 potential commissioners to approach first
  - We'd like to line up a few partners/sponsors ahead of time, so that we can mention during the first wave of invitations the support we have
  - We need to continue to keep in mind considerations such as:
    - the balance between health and non-health representation,
    - whether some invitees may be seen as too political,
    - what type of civil society representatives are needed (lay people or activists),
    - the balance between political activism and social activism. etc.
  - In addition, comments and suggestions provided via the chat box included:
    - consider someone from <https://council.science/current/blog/climate-science-for-society/>
    - select citizen representatives after we've mapped out the key themes - pick a citizen that fits the theme in terms of their human story element (human stories will be a key element to engage citizens) - look at Brazil, India, China
    - implement some standardization/validation criteria (e.g., when someone wins social enterprise of the year award)
    - adding big data and Artificial Intelligence (AI) and areas overarch aspects such as antimicrobial resistance (AMR), climate change, terrorism, etc.;
    - within the evidence synthesis group look for someone working in non-effectiveness area (could be from toxicology, genetics)
    - consider inviting someone from the Alan Turing institute
    - consider someone from CEPI (Coalition for Epidemic Preparedness Innovations)

- consider [International Science Council](#)
- consider an aggregator of advocacy groups
- consider someone representative of ‘front line implementers’ during the pandemic
- for youth representatives look at the United Nations Young professionals under 30
- for balance among regions, add representation from the BRIC group of countries, maybe Brazil and/or Australasia; also think about small island states
- using Jenny’s previously provided list of policymakers, community and civic society orgs in EU as we begin mapping the outreach stakeholders

**ACTION:**

• **Jenn, Olivia, and secretariat to:**

- **finalize the two-pager and circulate to the working group**
- **identify the first 3-4 to approach first**
- **continue mapping intermediaries and alternates for each position**
- **consider a citizen-focused piece, such as an infographic to explain what evidence is and types of evidence exist**

b. Branding and external points of contact

- i. share logo (and additional icon)
- ii. update about website domain and secretariat email address

- The logo was well received
- Participants suggested that an aspirational strapline should be developed, to give us added flexibility with social media. To address:
  - how to leverage knowledge to better the world, better human experience
  - the pandemic has been the start, a stress test, but we try to get beyond that
  - how do we lever the totality of evidence?
  - using/building collective intelligence that is evidence-based
  - global collaboration; placing evidence in everyday life
- Think about how the commission name and the strapline translate into other languages
- The analysis of commissions that Jenn and Olivia have been working on, to be presented at the next meeting, which will illustrate how other commissions have articulated their missions, including through straplines.

c. Other items and next steps

**3. COCHRANE CONVENES**

a. Quick updates about planning

b. Discussion about advisory group - **see attachment 5**

- Sylvia provided an update about preparations for the event:
  - planning is underway; a project team is in place looking after organization, logistics, etc.
  - members of the advisory group have been mapped, several more to be added (to cover policymaking; representation among regions of the world; additional languages)

- Participants provided feedback about the list of participants

**ACTIONS:**

- **Sylvia and Cochrane colleagues to bring to the next Advocating WG meeting any documents relevant to planning and coordination**

**4. OTHER BUSINESS**

- a. Any other items not captured above
- b. Action items and next steps
- c. Reminder of upcoming WG meeting on Wednesday 2 June 2021

**ACTION:**

- **Secretariat to organize an additional meeting in two weeks: Wednesday 19 May**