

GLOBAL HEALTH SECURITY AGENDA STRATEGIC COMMUNICATIONS PLAN

GHSA Key Messages

The Next Pandemic Can Be Prevented

- The frequency of infectious disease outbreaks is increasing. Population growth, urbanization, globalization, climate change, destruction of wildlife habitats and the harvesting of wild species are bringing humans into contact with emerging diseases. But pandemics are not inevitable - pandemics emerge from gaps in prevention and preparedness.
- The world – governments, businesses and international partners -- can prevent the next pandemic by investing in health systems that can stop infectious disease outbreaks before they spread.
- As a result of increased global interdependence, a disease outbreak in a remote corner of the world can quickly become a global crisis with devastating human and economic costs. A threat anywhere is a threat everywhere – we are only as strong as the world’s weakest health system.
- **GHSA is the principal multilateral partnership working to address systemic issues related to global health security at the global and national levels.**
- **GHSA is a multilateral initiative of nearly 70 countries, international organizations, civil society, and private sector partners working together to keep the world safe and secure from infectious disease threats.**

Preventing Pandemics is Everyone’s Problem. Achieving Global Health Security Requires Everyone.

- Infectious diseases threaten all of society, up-ending people’s lives and attacking societies at their cores. Health crises like COVID-19, in addition to causing widespread death and illness, push millions into poverty and increase inequality worldwide. Rampant unemployment, children out of school, health care systems stretched to the limit, and households left facing uncertain futures after the illness or loss of a family member are just some of the ways infectious diseases can drastically affect our lives, even in the most advanced economies.
- All of society – public, private and civic sectors – must come together to stop the COVID-19 pandemic and prevent the next one.
- Protecting the world against infectious diseases requires coordination and cooperation across all sectors, including human and animal health, agriculture, food, environment, wildlife, finance, defense, security, law enforcement, border control, trade, foreign affairs, development assistance, research, technology, and education.
- Innovations from a wide range of sectors lead to effective solutions that address both health and economic challenges.
- Countries that coordinate across all sectors to find and stop outbreaks are better positioned to rapidly and effectively respond when disease threats emerge.
- **GHSA brings diverse partners together across sectors, including health, agriculture, finance, and defense, to build and sustain countries’ capacities to prevent, detect, and respond to infectious disease outbreaks, whether naturally occurring, deliberate, or accidental.**
- **GHSA facilitates the integration of multisector and multi-stakeholder work to achieve sustainable and measurable results toward common targets for global health security.**

GLOBAL HEALTH SECURITY AGENDA STRATEGIC COMMUNICATIONS PLAN

- **GHSA promotes the sharing of best practices for strengthening health security at national and global levels and identifying areas of improvement to be better prepared for future outbreaks.**

Preparedness is an Investment that Saves Money and Lives

- Investing in preventing epidemics and pandemics can pay off with high returns for societies and economies. The catastrophic impact of epidemics can be prevented and mitigated through investments in health security.
- Economists estimate severe pandemics can cause average annual economic losses of 0.7% of global GDP; the COVID-19 pandemic has brought national and regional economies to a standstill. By contrast, prevention is relatively inexpensive and affordable – recent data demonstrates most countries would need to spend approximately \$0.50-\$1.50 per person per year to get an adequate level of epidemic and pandemic preparedness.
- When a health crisis like Ebola or COVID-19 strikes government's spring into action and when the crisis fades, urgency turns into complacency. Investments dry up, attention shifts, and a false sense of security takes over. This cycle of crisis and complacency needs to be replaced with continuous prevention and preparedness. Current spending on the COVID-19 response will not leave countries better prepared to protect lives and economies from future epidemics and pandemics without urgent investments in preparedness.
- **Preventing epidemics and pandemics begins with identifying gaps and developing a plan. GHSA provides technical support and expertise for countries to assess their current capacities, develop national plans for health security to address identified gaps, and mobilize domestic and international resources for sustainable financing of country preparedness.**

Health Security is National Security

- Infectious disease threats disrupt national, regional, and global security. Outbreaks have the potential to endanger lives and disrupt economies, travel, trade, and essential supplies of food and medicines. As travel bans, lockdowns, and stalled trade from the COVID-19 pandemic take an increasing toll, economic spillover effects and associated social instability threaten to compound the crisis, especially in the world's most fragile regions.
- Epidemics and pandemics can undermine economic, societal, and political systems at the same time, leaving populations vulnerable not just to immediate threats to their health and safety but to long-term instability.
- Integrating pandemic preparedness and response at global, regional, national and subnational level government planning can prevent epidemics from becoming pandemics, and protect countries against the worst impacts on lives and livelihoods if an outbreak occurs.
- **GHSA supports countries in developing the technical capacities that they need to comply with international initiatives, instruments, and frameworks that strengthen global health security.**
- **GHSA works to emphasize global health security as a priority for leaders at the highest levels and galvanize high-level commitments to global health security.**