

REACHING *the* LAST MILE FORUM



RLM Forum Attendee Social Toolkit



REACHING *the*
LAST MILE



We are all part of the global health community.

This November, there's an opportunity to come together and start **#AcceleratingThePace** in the fight against infectious diseases.

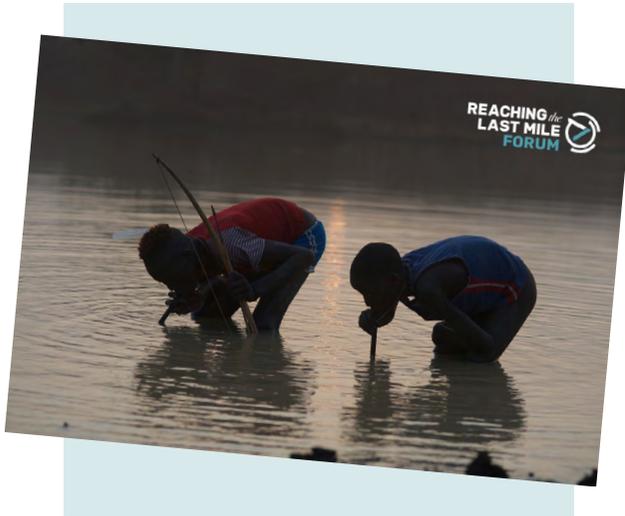
We all share the ambition to eliminate infectious diseases for good and, as a valued attendee, we would really appreciate your support spreading the word across your networks and social channels.

Please help us amplify awareness of the RLM Forum on social. This toolkit is a guide to make engagement quick and easy. Please tag **@RLMGlobalHealth** and use **#RLMForum** & **#AcceleratingThePace** or **#REACHAwards** in all posts related to the RLM Forum.

Together, we can reach a huge audience and drive awareness and understanding about the scale of what's required.

Reaching The Last Mile Forum

RLM Forum



Proposed copy: We have a lot of work to do to close that final gap as millions remain trapped in a cycle of poverty caused by preventable diseases. #RLMForum #AcceleratingThePace

For more information please visit:
<https://bit.ly/2TpPovC>

REACH Awards



Proposed copy: The REACH Awards champion the unsung heroes working towards disease eradication. #REACHAwards #AcceleratingThePace

For more information please visit:
<https://bit.ly/2py0jbl>

Polio Pledge



Proposed copy: The world has made extraordinary progress in its fight against polio, and we are closer than ever to elimination. Let's accelerate the pace and eradicate it. #endpolio #RLMForum #AcceleratingThePace

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FORUM



Background



Reaching The Last Mile Forum

- On the 19th November, the second biennial Reaching the Last Mile Forum (RLM) will be held in Abu Dhabi.
- The forum will be held under the patronage of His Highness Sheikh Mohamed bin Zayed, in partnership with the Bill & Melinda Gates Foundation.
- This year, the theme is “**Accelerating the Pace**”.
- The RLM Forum convenes global health leaders to share insights and best practices on how to map out, eliminate and eradicate infectious diseases.
- 250+ attendees are expected, including preeminent global health leaders from across government, private sector, philanthropy and academia to discuss reaching the last mile of disease elimination faster.

Among the major announcements at the RLM Forum:

The REACH Award Winners

The Recognizing Excellence Around Champions of Health (REACH) Awards winners will be announced at the RLM Forum. The biennial REACH Awards recognizes those who have demonstrated extraordinary leadership and commitment in the field of disease elimination.

The awards underscore the belief of His Highness Sheikh Mohamed bin Zayed that no one should suffer from a preventable disease.

The REACH awards have 3 different categories

- The **Unsung Hero Award**
- The **Game Changing Innovator Award**
- The **Rising Champion Award**

Additionally, the Crown Prince Court will present the **Lifetime Achievement Award** to an individual who has dedicated his/her career to disease elimination.

The Polio Pledge Moment

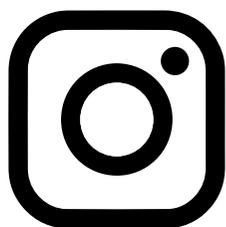
The RLM Forum will feature a major donor pledging event in support of the Global Polio Eradication Initiative’s Endgame Strategy for Polio for 2019-2023, providing a platform for international sovereign donors and philanthropists to highlight their latest round of commitments to ending polio.

His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, is a long-time champion of the polio programme.

Since 1988, the GPEI has reduced the global incidence of polio by more than 99%. In 2012, the fewest number of polio cases, from the fewest number of countries, were reported. The world now has a historic opportunity to stop polio, forever ensuring the protection of future generations of children from this terrible disease.

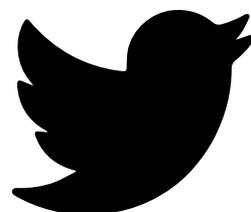
To achieve eradication, the Endgame Strategy requires a US\$4.2 billion budget, of which US\$3.27 billion is to be raised.

The #RLMForum will be a key platform to facilitate pledges.



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