

Attachment 21

Tamar Abrams noted that an audience is not an institution—it is individuals. It has its own assumptions and must be circumscribed specifically. She led an exercise to help the group brainstorm on which audiences they considered key to the RHCS:

- Public health providers
- Program officers (RH services)
- Finance officers (country level)
- Professional associations (country level)
- Procurement officers
- Individuals activists, role models
- Bilateral donors that do not fund RH
- Parliamentarians
- Ministers participating in summits, such as G8
- Officers of global health initiatives
- Private foundations
- Generic manufacturers
- Member states of African Union
- Journalists and media
- RHSC
- Commodity supplies working groups in countries
- Women's associations at country and regional level
- UNAIDS: Dr. Peter Piot
- Colleagues at your own organizations
- Partners in population and development
- Men's clubs in developing countries
- Political decision-makers in ministries of health
- NGOs and civil society
- Associations of PLWHA
- UNFPA and its bilateral donors