

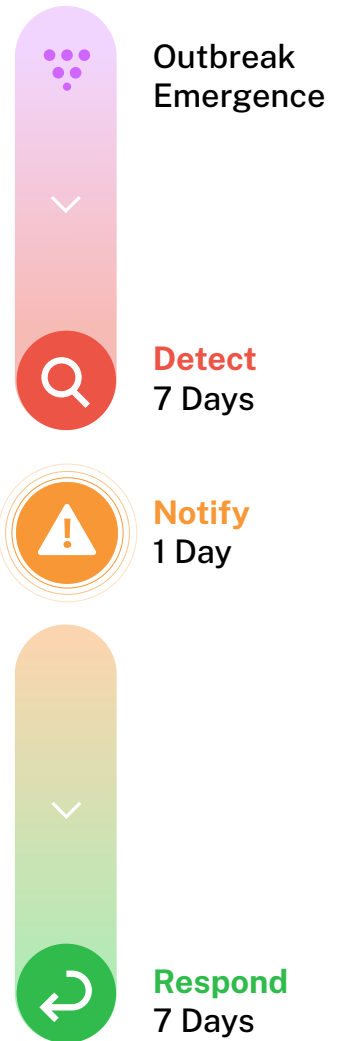
## Advocacy as easy as 7-1-7

Armed with clear data based on simple metrics, you can help any decision-maker understand the need for support, funding or policy change for better epidemic preparedness.

7 days to detect; 1 day to notify; 7 days to respond. That's it; that's the target. For donors, partners and political leaders, it's easy to understand and easy to remember. When real-world performance is measured against this universal target<sup>1</sup>, the result is a clear and communicable picture of how outbreak detection and response systems are really working, and where specific bottlenecks are preventing optimal performance.

When you show them data from a 7-1-7 assessment, you help decision-makers quickly see what improvements are needed, where they're needed, and why. Whether you're working with civil society organizations, development partners or government stakeholders, they all want to see their return on investment. 7-1-7 assessments are a clear and transparent way to demonstrate progress—and build trust for future advocacy efforts down the line.

<sup>1</sup> With its objective set of targets, 7-1-7 holds high-and low-income countries to account equally.



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## Use 7-1-7 to advocate for:



### PRIORITY-SETTING

7-1-7 complements existing components of the [International Health Regulations \(IHR\) Monitoring and Results Framework](#) by allowing governments to identify points of failure and bottlenecks across outbreak detection and response. The information from 7-1-7 assessments can inform development of the National Action Plan for Health Security by helping governments to prioritize key activities per technical area based on feasibility and projected impact.



### RESOURCE ALLOCATION

7-1-7 assessments provide an evidence base to advocate for the allocation of resources where they're needed most, all while building confidence that investments will be targeted to critical needs and result in measurable impacts.

Global health institutions can identify lessons learned from countries that regularly succeed in meeting the standards for 7-1-7's three timeliness metrics and can direct additional attention and support to those that do not.



### MORE FUNDING AND GREATER ACCOUNTABILITY

Part of the historical reluctance to prioritize preparedness comes from a lack of clear metrics to monitor return on investment. Donors can use 7-1-7 to evaluate the impact of financial investments, while advocates can use 7-1-7 data to push for increased attention and funding where gaps are identified, and to demand accountability if governments fail to improve.



### POLICY CHANGE

7-1-7 is a simple and memorable target that can help policymakers understand how preparedness can make an impact. Past simple targets (such as [90-90-90](#) for HIV) have served as galvanizing global goals for decision-makers to unite behind to effect policy change.

For technical guidance, visit [717alliance.org/digital-toolkit](https://717alliance.org/digital-toolkit)