



*Health for All Now!*

**People's Health Movement**

# PHM SOUTHERN & EASTERN AFRICA REGIONAL ADVOCACY PROJECT

## FROM LILONGWE TO ACTION

**A Coordinated People's Climate & Health Advocacy Campaign for Government Accountability and Community Preparedness**

**Implementing Network:** People's Health Movement (PHM) Country Circles

**Countries:** Malawi, Zambia, Tanzania, South Africa, Mozambique, Kenya, Uganda, Burundi and Lesotho, with potential participation of other PHM Country Circles in Southern and Eastern Africa

**Regional Coordination:** PHM Southern & Eastern Africa (PHM SEA)

**Primary Advocacy Instruments:** *Lilongwe Call to Action 2026* and *People's Climate and Health Assembly Communiqué*

**Proposed Implementation Period:** 3–6 months

**Geographical Scope:** National and regional

**Approach:** People-centred, peaceful, evidence-based, inclusive and non-partisan climate and health advocacy

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## 1. PROJECT SUMMARY

The People's Health Movement Southern & Eastern Africa proposes a coordinated regional campaign through PHM Country Circles in **Malawi, Zambia, Tanzania, South Africa, Mozambique, Kenya, Uganda, Burundi, Lesotho** and other participating countries to take the outcomes of the **People's Climate and Health Assembly and the Lilongwe Call to Action 2026** directly to governments, regional institutions, communities, media and the general public.

The campaign will transform the Lilongwe Call to Action and Assembly Communiqué from conference documents into a **people-led advocacy and accountability movement**.

In each participating country, PHM Country Circles, led by their Country Circle Coordinators, will organise a national **Climate & Health People's Action Day/March**. Activists, academics,

health professionals, farmers, fisherfolk, women, youth, people with disabilities, Indigenous/local communities, environmental defenders, community leaders, artists, journalists and people directly affected by climate change will participate.

The groups will conduct peaceful marches to relevant government offices and institutions, where they will formally **read and present the Lilongwe Call to Action and Communiqué to duty bearers**. They will make speeches, present evidence and demands, and use placards, banners, flyers, infobriefs, bulletins, songs, poetry, drama and other creative forms of communication.

The campaign will also include **media engagements before and after the marches**, community whistlestops, radio programmes, social media campaigns, music and video production, public education and climate-health preparedness messages, including preparedness for **El Niño or other climate-related hazards identified through official early-warning information**.

At the regional level, representatives of PHM Country Circles will undertake a **Regional People's Climate & Health Advocacy Mission** to engage the **African Union, Africa CDC and other relevant regional institutions**, presenting and discussing the Lilongwe Call to Action and Communiqué and seeking concrete commitments.

The project therefore creates a pathway:

**Lilongwe Call to Action → Country Circle mobilisation → Media → People's Marches → Government engagement → Public awareness → Regional advocacy → Accountability → Action**

## 2. BACKGROUND AND RATIONALE

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Climate change is no longer only an environmental issue. It is increasingly a **health, social justice, economic, food security, water, livelihood and human rights issue**.

Across Southern and Eastern Africa, communities are experiencing increasingly severe climate-related pressures, including floods, droughts, heat, changing rainfall patterns, food insecurity, water insecurity, disease outbreaks, destruction of homes and health facilities, loss of livelihoods and displacement.

The people who have contributed least to global greenhouse gas emissions are frequently among those facing the greatest consequences.

The **People's Climate and Health Assembly in Lilongwe, Malawi**, brought together activists, health professionals, researchers, community representatives and people directly affected by climate and health challenges. The Assembly produced a Communiqué and the **Lilongwe Call to Action 2026**, providing a powerful political and advocacy framework.

However, the effectiveness of such documents depends on what happens after the conference.

A major concern is that declarations, resolutions and communiqués can remain within conference rooms while affected communities continue facing climate and health emergencies.

This project seeks to change that.

The project will take the outcomes of Lilongwe **from the conference room to communities, from communities to government offices, and from national governments to regional institutions.**

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### 3. OVERALL GOAL

**To build a coordinated Southern and Eastern African people's climate and health movement that mobilises communities and holds governments and regional institutions accountable for implementing the commitments and demands contained in the Lilongwe Call to Action 2026 and People's Climate and Health Assembly Communiqué.**

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### 4. SPECIFIC OBJECTIVES

#### Objective 1

To disseminate and formally present the **Lilongwe Call to Action and Communiqué** to governments and responsible duty bearers in participating countries.

#### Objective 2

To mobilise PHM Country Circles and communities around climate change, health, climate justice and preparedness for climate-related hazards.

#### Objective 3

To create public pressure for governments to strengthen climate-resilient health systems, early-warning systems, disease surveillance, food and water security, social protection and community preparedness.

#### Objective 4

To ensure that communities directly affected by climate change have a meaningful voice in national climate and health policy discussions.

### **Objective 5**

To use media, arts, radio, social media and popular communication to bring climate and health information to the wider public.

### **Objective 6**

To establish a coordinated regional advocacy platform through which PHM engages the **African Union, Africa CDC and other regional institutions** on climate and health justice.

### **Objective 7**

To strengthen PHM Country Circles as organised national platforms for climate-health advocacy, community mobilisation and government accountability.

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## **5. KEY ADVOCACY MESSAGE**

The campaign will be built around a simple message:

**“THE CLIMATE CRISIS IS A HEALTH CRISIS —  
FROM LILONGWE TO ACTION!”**

Additional campaign messages may include:

- **Climate Justice is Health Justice.**
- **Our Health, Our Climate, Our Future.**
- **Listen to the Communities on the Frontlines.**
- **No Climate Justice Without Health Justice.**
- **Governments Must Act on Climate and Health.**
- **From Commitments to Implementation.**
- **Protect People, Not Pollution.**
- **Prepare Communities Before Disaster Strikes.**
- **Early Warning Must Reach the Last Mile.**
- **Nothing About Our Communities Without Our Communities.**

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## **6. WHO WILL PARTICIPATE?**

The campaign will deliberately be broad and inclusive.

### **PHM and civil society**

- PHM Country Circle members
- Civil society organisations
- Community-based organisations
- Environmental justice organisations
- Human rights organisations
- Women's organisations
- Disability organisations
- Youth organisations
- Faith/community organisations

### **People directly affected by climate change**

- Farmers
- Fisherfolk
- Women
- Youth
- People with physical disabilities
- Indigenous/local communities
- Informal workers
- Rural communities
- Urban poor communities
- People affected by floods and droughts
- People affected by climate-related health problems

### **Professional and knowledge communities**

- Health professionals
- Academics
- Researchers
- Public health specialists
- Climate scientists
- Environmental experts
- Students
- Journalists

### **Creative sector**

- Musicians
- Poets
- Dramatists
- Actors
- Visual artists

- Social media influencers
  - Community communicators
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## 7. COUNTRY-LEVEL IMPLEMENTATION MODEL

Each PHM Country Circle will adapt the campaign to its own national context while maintaining the common regional campaign identity.

### PHASE 1: COUNTRY PREPARATION

Each Country Circle will establish a small **National Climate & Health Campaign Task Team** led by the Country Circle Coordinator.

The Task Team will:

1. Identify priority climate-health issues in the country.
  2. Identify relevant government ministries and duty bearers.
  3. Identify the appropriate government offices for presentation of the Communiqué.
  4. Map affected communities.
  5. Mobilise PHM members and allies.
  6. Identify media partners.
  7. Mobilise artists and influencers.
  8. Prepare advocacy materials.
  9. Engage police/local authorities where required for lawful peaceful public activities.
  10. Develop a country-specific action plan.
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## 8. PRE-MARCH MEDIA CAMPAIGN

Before the People's Climate & Health Action Day, every Country Circle will conduct a **media mobilisation campaign**.

### Activities

- Television interviews
- Radio interviews
- Newspaper interviews
- Press statements
- Podcasts

- Community radio programmes
- Social media live sessions
- Facebook/X/Instagram/TikTok campaigns
- Articles and opinion pieces
- Expert interviews
- Community stories
- Climate-health infobriefs
- Short videos
- Artist messages

### **Media message**

The public will be informed:

**Why is PHM marching? What is climate change doing to people's health and livelihoods? What does the Lilongwe Call to Action demand? What can communities do? What must governments do?**

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## **9. THE PEOPLE'S CLIMATE & HEALTH MARCH**

Each Country Circle will organise a peaceful and lawful **People's Climate & Health March/Action Day**.

The exact route and government destination will be determined nationally.

Examples may include marches to:

- Ministry of Health
- Ministry responsible for Environment/Climate Change
- Parliament
- Ministry responsible for Agriculture
- Disaster Management authorities
- Local government authorities
- relevant national climate institutions
- other responsible government authorities

**The march will feature:**

### **Placards**

Examples:

CLIMATE CHANGE IS A HEALTH CRISIS

HEALTH IS NOT A LUXURY — PROTECT IT FROM CLIMATE CHANGE

LISTEN TO CLIMATE-AFFECTED COMMUNITIES

FARMERS NEED CLIMATE RESILIENCE

PROTECT OUR FISHERFOLK

INCLUDE PEOPLE WITH DISABILITIES IN CLIMATE ACTION

WOMEN MUST BE AT THE CENTRE OF CLIMATE JUSTICE

INVEST IN EARLY WARNING SYSTEMS

FROM LILONGWE TO ACTION!

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## **10. CREATIVE PROTEST AND PUBLIC EDUCATION**

The campaign will deliberately go beyond conventional policy meetings.

Participating Country Circles will use:

- Songs
- Poetry
- Drama
- Street theatre
- Traditional dances
- Spoken word
- Testimonies
- Storytelling
- Posters
- Banners
- Flyers
- Infobriefs
- Bulletins
- Community radio
- Short films
- Documentary clips
- Social media reels

This will allow the campaign to reach people who may never attend a climate conference.

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## 11. WHISTLESTOPS AND COMMUNITY AWARENESS

Before, during or after the march, PHM will organise **climate-health whistlestops** in selected public locations.

Possible locations include:

- Markets
- Bus depots
- Trading centres
- Fishing communities
- Agricultural communities
- Schools
- Universities
- Community centres
- Health facilities
- Urban settlements
- Rural communities

**Topics will include:**

- What is climate change?
  - How does climate change affect health?
  - Heat and health
  - Flood preparedness
  - Drought preparedness
  - Food and nutrition
  - Water and sanitation
  - Malaria and climate variability
  - Cholera and water-related risks
  - Mental health
  - Maternal and reproductive health
  - Disability and climate vulnerability
  - Farmers and climate-smart practices
  - Fisherfolk and changing aquatic ecosystems
  - Early warning systems
  - What to do when an official El Niño/climate warning is issued
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# 12. EL NIÑO AND CLIMATE-HEALTH PREPAREDNESS

A major component will be **community preparedness and early action**.

PHM should not present itself as a meteorological authority. Instead, it will work with and amplify **official forecasts and early-warning information** from national meteorological and disaster-management authorities.

Where an El Niño warning is officially issued, PHM will translate technical information into simple community messages.

## Examples:

### Before floods

- protect drinking water
- prepare emergency supplies
- know evacuation routes
- protect medicines and important documents
- identify vulnerable people requiring assistance

### During drought

- conserve water
- protect food stocks
- monitor nutrition
- support vulnerable households
- follow agricultural advisories

### During extreme heat

- drink adequate safe water
- reduce exposure during the hottest periods
- protect older people, children and people with disabilities
- watch for signs of heat illness

### During disease outbreaks

- follow official health advice
- use safe water
- maintain sanitation
- seek care early
- support community disease surveillance

The campaign will emphasise:

## **EARLY WARNING MUST BECOME EARLY ACTION.**

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# **13. PRESENTATION OF THE LILONGWE CALL TO ACTION**

At the end of the march, the Country Circle Coordinator or designated representative will formally present the documents to government authorities.

### **Protocol**

1. Welcome and introduction.
2. Statement from PHM Country Circle Coordinator.
3. Testimony from an affected community representative.
4. Statement from a health professional/academic.
5. Youth statement.
6. Women's representative statement.
7. Disability representative statement.
8. Artist/poetical presentation.
9. **Reading of selected demands from the Lilongwe Call to Action.**
10. Formal presentation of the Communiqué.
11. Formal presentation of the Lilongwe Call to Action.
12. Government response, where possible.
13. Closing statement.

A written acknowledgement of receipt shall be requested from the responsible authority.

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# **14. COMMUNITY VOICES**

A powerful feature of the campaign will be the “**Voices from the Frontlines**” segment.

Representatives will tell real stories concerning:

- Flooding
- Drought
- Food insecurity
- Loss of crops
- Loss of livestock

- Fisheries
- Water insecurity
- Climate-related displacement
- Health facility disruption
- Disease
- Disability
- Women's experiences
- Youth experiences
- Mental health
- Loss of livelihoods

This ensures that climate-health advocacy is not reduced to technical statistics.

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## 15. PRESS CONFERENCE / MEDIA BRIEFING

Immediately after the presentation, PHM will hold a **National People's Climate & Health Press Conference**.

### **Speakers**

- PHM Country Circle Coordinator
- Climate/health expert
- Community representative
- Farmer/fisherfolk representative
- Women's representative
- Youth representative
- Disability representative
- Artist/creative representative

### **The Press Conference will:**

- explain the demands;
- release the Communiqué and Call to Action;
- highlight government commitments;
- identify outstanding gaps;
- announce next steps;
- answer journalists' questions.

A national press statement will be issued.

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## 16. ARTISTS AND CULTURAL ACTIVISM

The project will establish a **Climate & Health Creative Movement**.

Artists will be invited to create:

- Climate-health songs
- Campaign anthems
- Poetry
- Spoken word
- Drama
- Short films
- Music videos
- Radio jingles
- Public service announcements

### **Regional campaign anthem**

PHM SEA can commission a regional song under a theme such as:

**“FROM LILONGWE TO ACTION — CLIMATE JUSTICE, HEALTH JUSTICE!”**

The song can include artists from several participating countries and be translated/adapted into major local languages.

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## 17. RADIO AND COMMUNITY MEDIA

Radio will be particularly important because it can reach rural and low-income populations.

Each Country Circle will seek radio airtime for:

- interviews;
- panel discussions;
- community stories;
- climate-health education;
- early-warning messages;
- El Niño preparedness;
- women's voices;
- youth programmes;
- disability inclusion;

- farmer/fisherfolk programmes.

**Suggested radio programme title:**

**“Climate & Health: Our Lives, Our Voices, Our Future”**

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## **18. DIGITAL CAMPAIGN**

A coordinated regional hashtag campaign will be developed.

**Suggested hashtags**

**#FromLilongweToAction**

**#ClimateJusticeIsHealthJustice**

**#ClimateHealthJustice**

**#PHMClimateHealth**

**#OurHealthOurClimateOurFuture**

**#ListenToTheFrontlines**

Country Circles can release coordinated content on the same days.

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## **19. DOCUMENTATION AND VIDEO**

Each Country Circle will document its activities.

The regional project will produce:

### **1. Regional campaign documentary**

**“From Lilongwe to Action: People's Voices for Climate and Health Justice.”**

### **2. Country videos**

Short 3–5 minute videos documenting each national campaign.

**3. Community testimony videos**

**4. Artist campaign videos**

**5. Social media reels**

**6. Photo stories**

**7. Regional advocacy video**

These materials will become long-term advocacy resources for PHM.

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## **20. REGIONAL ADVOCACY MISSION**

Following the national campaigns, selected PHM Country Circle Coordinators and activists will form a:

### **PHM SEA REGIONAL PEOPLE'S CLIMATE & HEALTH ADVOCACY DELEGATION**

The delegation will engage:

- African Union
- Africa CDC
- SADC
- East African Community
- COMESA
- African Development Bank
- relevant UN agencies
- regional climate institutions
- other relevant regional actors

The delegation will formally present:

1. Lilongwe Call to Action 2026
2. People's Climate & Health Assembly Communiqué
3. Country campaign reports
4. Community testimonies
5. Regional climate-health evidence

## **21. AFRICAN UNION / AFRICA CDC ENGAGEMENT**

The regional delegation will request formal meetings with relevant institutions.

### **Proposed discussion themes**

- 1. Climate-resilient health systems**
- 2. Regional disease surveillance**
- 3. Climate-related health emergencies**
- 4. Early warning and early action**
- 5. Climate financing for health**
- 6. Food and nutrition security**
- 7. Water and sanitation**
- 8. Climate-related migration and displacement**
- 9. Women, youth and disability inclusion**
- 10. Community participation**
- 11. Loss and damage**
- 12. Climate justice and health equity**

The delegation will seek concrete responses rather than simply ceremonial receipt of the documents.

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## **22. GOVERNMENT ACCOUNTABILITY FRAMEWORK**

The project will develop a simple **Climate & Health Government Accountability Tracker**.

For every participating country, PHM will document:

| Issue                    | Demand                         | Responsible Authority      | Government Response | Commitment | Follow-up |
|--------------------------|--------------------------------|----------------------------|---------------------|------------|-----------|
| Climate-health financing | Increased allocation           | Ministry of Finance/Health |                     |            |           |
| Early warning            | Last-mile systems              | Government                 |                     |            |           |
| Health facilities        | Climate resilience             | Ministry of Health         |                     |            |           |
| Disease surveillance     | Integrated surveillance        | Health authorities         |                     |            |           |
| Food security            | Climate-resilient food systems | Agriculture                |                     |            |           |
| Vulnerable groups        | Inclusive climate policies     | Government                 |                     |            |           |

This transforms the march from a one-day event into an **accountability process**.

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## 23. FOLLOW-UP AFTER THE MARCH

The campaign will not end after the press conference.

Within 30–90 days, each Country Circle will:

- follow up with government;
- request information on commitments;
- monitor implementation;
- collect community evidence;
- issue follow-up media statements;
- publish a short accountability bulletin;
- engage Parliament where appropriate;
- continue community education;
- participate in regional PHM advocacy.

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## 24. COUNTRY CAMPAIGN STRUCTURE

| <b>Country</b>  | <b>Lead</b>                                 |
|-----------------|---------------------------------------------|
| Malawi          | PHM Malawi Country Circle Coordinator       |
| Zambia          | PHM Zambia Country Circle Coordinator       |
| Tanzania        | PHM Tanzania Country Circle Coordinator     |
| South Africa    | PHM South Africa Country Circle Coordinator |
| Mozambique      | PHM Mozambique Country Circle Coordinator   |
| Kenya           | PHM Kenya Country Circle Coordinator        |
| Burundi         | PHM Burundi Country Circle Coordinator      |
| Lesotho         | PHM Lesotho Country Circle Coordinator      |
| Other countries | Respective PHM Country Circle Coordinator   |

Each country will have autonomy to select its government destination, route, local languages, community partners and national priorities.

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## **25. IMPLEMENTATION PHASES**

### **Phase 1 — Regional preparation**

#### **Weeks 1–3**

- Develop common campaign toolkit
- Translate/adapt Call to Action
- Prepare banners and placards
- Develop media toolkit
- Develop radio messages
- Develop social media materials
- Country planning

### **Phase 2 — National mobilisation**

#### **Weeks 3–6**

- Media talks
- Community mobilisation
- Artist mobilisation
- Stakeholder engagement
- Government notification/engagement
- Production of materials

### **Phase 3 — National People's Climate & Health Action Days**

### **Weeks 6–10**

Each Country Circle conducts its national action.

### **Phase 4 — Documentation and consolidation**

#### **Weeks 10–12**

- Country reports
- Government responses
- Media coverage
- Videos
- Community testimonies
- Accountability tracker

### **Phase 5 — Regional advocacy mission**

#### **Weeks 12–16**

- AU engagement
- Africa CDC engagement
- Regional institutions
- Regional press conference

### **Phase 6 — Follow-up and accountability**

#### **Months 4–6**

- Government follow-up
- Community monitoring
- Policy engagement
- Regional report

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## **26. EXPECTED OUTPUTS**

By the end of the project:

1. **8 or more national Climate & Health People's Actions** will be conducted.
2. The Lilongwe Call to Action and Communiqué will be formally presented to governments in participating countries.
3. At least **8 national media campaigns** will be implemented.
4. Hundreds of activists and community representatives will participate.
5. Climate-affected communities will have platforms to tell their stories.

6. Climate-health information will reach wider populations through radio and social media.
  7. Climate/El Niño preparedness information will be disseminated using official early-warning information.
  8. Artists will contribute to climate-health advocacy.
  9. Country-level advocacy reports will be produced.
  10. A regional delegation will engage the AU and Africa CDC.
  11. A regional accountability tracker will be established.
  12. A regional campaign documentary will be produced.
  13. Climate-health advocacy will continue beyond the campaign period.
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## 27. EXPECTED OUTCOMES

### Short-term

- Increased public awareness.
- Increased visibility of climate-health issues.
- Governments become formally aware of PHM demands.
- Increased participation of affected communities.
- Stronger media attention.

### Medium-term

- Government commitments on climate and health become more visible and measurable.
- Increased community participation in climate-health policy.
- Stronger PHM Country Circles.
- Improved dissemination of early-warning information.
- Stronger regional climate-health advocacy.

### Long-term

A stronger **Southern and Eastern African people's movement for climate justice and health justice**, capable of influencing policies, budgets and programmes at local, national and regional levels.

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## 28. KEY PRINCIPLES

The project will be:

**Peaceful**

All activities will be peaceful and conducted within applicable laws and regulations.

### **Non-partisan**

The campaign will advocate for people and public health rather than political parties.

### **Evidence-based**

Demands will be supported by research, community evidence and credible climate-health information.

### **Inclusive**

Women, youth, people with disabilities, farmers, fisherfolk and other affected groups will have meaningful participation.

### **People-centred**

Affected communities will not simply be beneficiaries; they will be **voices, organisers and advocates**.

### **African-led**

The campaign will prioritise African experiences, knowledge and solutions.

### **Accountability-oriented**

The project will move from statements to measurable commitments and follow-up.

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## **29. INDICATIVE COUNTRY BUDGET**

A small, practical budget will enable each Country Circle to conduct the campaign without making the project unnecessarily expensive.

### **Proposed budget per Country Circle**

| <b>Budget Item</b>                 | <b>Amount USD</b> |
|------------------------------------|-------------------|
| Campaign planning and coordination | \$250             |
| Community mobilisation             | \$400             |
| Transport/local logistics          | \$500             |
| Banners, placards and posters      | \$300             |

| <b>Budget Item</b>                  | <b>Amount USD</b> |
|-------------------------------------|-------------------|
| Flyers/infobriefs/bulletins         | \$250             |
| Media/radio airtime                 | \$500             |
| Artist/creative mobilisation        | \$200             |
| Sound system/public address         | \$250             |
| Photography/video/documentation     | \$250             |
| Refreshments/water for participants | \$300             |
| Press conference/media briefing     | \$200             |
| Accessibility/inclusion support     | \$150             |
| Contingency                         | \$200             |
| <b>TOTAL PER COUNTRY</b>            | <b>\$3,750</b>    |

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## 30. REGIONAL BUDGET

Assuming **8 participating Country Circles**:

| <b>Country Circle</b>          | <b>Indicative Budget</b> |
|--------------------------------|--------------------------|
| Malawi                         | \$3,750                  |
| Zambia                         | \$3,750                  |
| Tanzania                       | \$3,750                  |
| South Africa                   | \$3,750                  |
| Mozambique                     | \$3,750                  |
| Kenya                          | \$3,750                  |
| Burundi                        | \$3,750                  |
| Lesotho                        | \$3,750                  |
| <b>8 Country Circles Total</b> | <b>\$30,000</b>          |

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## 31. REGIONAL COORDINATION BUDGET

In addition to the national budgets:

| <b>Regional Activity</b>                      | <b>Amount USD</b> |
|-----------------------------------------------|-------------------|
| Regional coordination and communications      | \$2,000           |
| Development/design of common campaign toolkit | \$1,500           |
| Regional digital campaign                     | \$1,500           |

| <b>Regional Activity</b>                                             | <b>Amount USD</b> |
|----------------------------------------------------------------------|-------------------|
| Regional campaign soundtrack/music production                        | \$2,000           |
| Regional documentary/video production                                | \$3,000           |
| Regional radio/media campaign                                        | \$2,000           |
| Regional advocacy delegation to AU/Africa CDC and other institutions | \$6,000           |
| Regional press/communications                                        | \$1,500           |
| Regional documentation/report                                        | \$1,000           |
| Monitoring, learning and accountability                              | \$1,500           |
| Regional contingency                                                 | \$1,000           |
| <b>Regional Coordination Subtotal</b>                                | <b>\$22,000</b>   |

## **NATIONAL + REGIONAL**

**\$30,000 + \$22,000 = \$52,000**

**TOTAL INITIAL REGIONAL PROJECT BUDGET:  
US\$52,000**

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## **32. POSSIBLE EXPANSION**

If additional PHM Country Circles join the campaign, the project will use a simple formula:

**US\$3,750 per Country Circle + US\$22,000 regional coordination**

For example:

| <b>Participating Countries</b> | <b>Country Activities</b> | <b>Regional Coordination</b> | <b>Total</b>    |
|--------------------------------|---------------------------|------------------------------|-----------------|
| 8                              | \$30,000                  | \$22,000                     | <b>\$52,000</b> |
| 10                             | \$37,500                  | \$22,000                     | <b>\$59,500</b> |
| 12                             | \$45,000                  | \$22,000                     | <b>\$67,000</b> |
| 15                             | \$56,250                  | \$22,000                     | <b>\$78,250</b> |

This makes the proposal scalable.

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## **33. PROPOSED REGIONAL CAMPAIGN BRAND**

### **FROM LILONGWE TO ACTION**

**Southern & Eastern Africa People's Climate & Health Justice Campaign**

**Core slogan:**

**THE CLIMATE CRISIS IS A HEALTH  
CRISIS — FROM LILONGWE TO  
ACTION!**

**Secondary slogan:**

**OUR HEALTH. OUR CLIMATE. OUR FUTURE.**

**Campaign hashtags:**

**#FromLilongweToAction  
#ClimateJusticeIsHealthJustice  
#PHMClimateHealth  
#OurHealthOurClimateOurFuture**

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## **34. THE POLITICAL SIGNIFICANCE OF THE PROJECT**

This project is not simply a series of marches.

It is a **regional people's accountability campaign**.

The significance is that PHM will demonstrate a clear chain of action:

**Communities speak → PHM organises → evidence is presented → governments are confronted with people's demands → commitments are recorded → media informs the public → communities monitor implementation → PHM follows up → regional institutions are engaged.**

The project also brings together groups that are often separated in climate discussions: **health professionals, academics, activists, farmers, fisherfolk, women, youth, people with disabilities, artists and communities directly experiencing climate impacts.**

This makes the campaign both a **policy advocacy initiative and a people's movement-building programme.**

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## **35. FINAL PROJECT STATEMENT**

The **From Lilongwe to Action Campaign** will ensure that the voices emerging from the People's Climate and Health Assembly do not remain in Lilongwe.

They will travel to **Lusaka, Dar es Salaam, Pretoria, Maputo, Nairobi, Bujumbura, Kampala, Maseru and other capitals and communities across Southern and Eastern Africa.**

They will be carried by activists, farmers, fisherfolk, women, youth, people with disabilities, health workers, academics, artists and ordinary people whose lives and livelihoods are being affected by climate change.

They will be heard on radio, television, social media, in communities, in government offices and at regional institutions.

And most importantly, the campaign will demand that governments move:

**FROM COMMITMENTS TO IMPLEMENTATION.**

**FROM WARNINGS TO EARLY ACTION.**

**FROM VULNERABILITY TO RESILIENCE.**

**FROM CLIMATE INJUSTICE TO CLIMATE JUSTICE.**

**FROM LILONGWE TO ACTION.**

**The Lilongwe Call to Action is not the end of a conference. It is the beginning of a coordinated people's campaign for climate justice, health justice and accountable governance across Southern and Eastern Africa.**