Social Media Toolkit for Expanding Access to Monoclonal Antibody-based Products: A Global Call to Action

Contents

How to use this toolkit

- Copy and paste a suggested post to Twitter, Facebook, or LinkedIn
- Tag suggested Twitter handles based on your geographic region
- Include at least one priority hashtag in your post
- Add a graphic of your choice

Suggested Twitter handles

Global	EU	Africa	India/Asia	NA/SA
@CARB_X @gatesfoundation @gavi @GlobalFund @MedsPatentPool @Unitaid @WHO @MSF_access @NCDAlliance	@CEPIvaccines @EU_Commission @IMI_JU @JeremyFarrar @wellcometrust @gordondougan1 @Novartis @GSK	@Amref_Worldwide @aphrc @EAHRC_eahealth @KEMRI_Wellcome @NEPAD_Agency @SAHPRA1 @SANTHEafrica @WHOAFRO	@adarpoonawalla @AntrumBiotech @Bioconlimited @BIRAC_2012 @DBTIndia @GKangInd @kiranshaw @kvijayraghavan @RatneshICT @SerumInstIndia @TakedaPharma	@butantanoficial

Priority hashtags

CAMPAIGN HASHTAG: #ActForAccess
#antibodies
#COVID19
#globalhealth
#mAbs
#ActOnNCDs

Suggested posts

Twitter

New call to action by @IAVI & @wellcometrust offers critical guidance for the #globalhealth community by identifying pathways to equitable 🌍 access to monoclonal #antibodies for #COVID19 & many other diseases #ActForAccess. Read now: https://bit.ly/ActforAccess ATTACH A GRAPHIC

#COVID19 has triggered unprecedented collaboration to accelerate R&D for monoclonal #antibodies. @IAVI @wellcometrust urge stakeholders to #ActForAccess now to ensure #mAbs are accessible promptly, equitably, & affordably if they prove to be effective. https://bit.ly/ActforAccess ATTACH A GRAPHIC

Most of the 🌍 can't afford #mAbs – a potential therapeutic for #COVID19. @IAVI & @wellcometrust call on global stakeholders to build awareness, availability, innovations, and business models that #ActForAccess to mAbs. https://bit.ly/ActforAccess ATTACH A GRAPHIC

The US, Canada, and Europe account for 80% of the world's sales of lifesaving #mAbs. But 85% of the world's population live in #LMICs, where access to #mAbs is limited 😕. #ActForAccess https://bit.ly/ActforAccess @IAVI @wellcometrust ATTACH A GRAPHIC

Work by @_AfricanUnion, @gatesfoundation, @Unitaid, @WHOAFRO to facilitate regulatory approvals of priority #globalhealth products could help #LMICs #ActForAccess to #mAbs against #COVID19 & other diseases. https://bit.ly/ActforAccess @IAVI @wellcometrust ATTACH A GRAPHIC

New IAVI & @wellcometrust call to action discusses India's leadership in low-cost manufacturing and its opportunity to help unleash the transformative potential of #mAbs in #globalhealth & biopharma. #ActForAccess Learn more: https://bit.ly/ActforAccess @IAVI @wellcometrust ATTACH A GRAPHIC

Facebook

Monoclonal #antibodies, or #mAbs, are one of modern medicine's most powerful tools to prevent and treat disease. Yet the high cost of mAbs is preventing most of the world's population from using them. In a new call to action, **@AIDSvaccine** and **@wellcometrust** outline four ways the global health community should #ActForAccess:

1️⃣ Awareness. Increase awareness that mAbs save lives and need to be more widely accessible.

2 Availability. Develop expanded policy and regulatory pathways to increase availability of mAbs.

3 Innovations. Invest in and apply new technologies to lower development costs.

4 New Models. Create alternative business models to enable innovative market approaches that promote global access.

Read the call to action: https://bit.ly/ActforAccess ATTACH A GRAPHIC

The world is buzzing with talk about the potential of using monoclonal #antibodies, or mAbs, to treat and prevent #COVID19. But tremendous barriers exist to making mAbs widely available and affordable once they are shown to be effective. A new call to action from **@AIDSvaccine** and **@wellcometrust** calls on #globalhealth stakeholders to #ActForAccess and offers a roadmap toward equity and affordability. Read it here: https://bit.ly/ActforAccess ATTACH A GRAPHIC

LinkedIn

#COVID19 has triggered unprecedented collaboration to accelerate R&D for monoclonal #antibodies, or #mAbs. Ensuring prompt, equitable, and affordable access to mAb products will be imperative if they prove to be effective. A new call to action by **@IAVI** and **@WellcomeTrust** offers a roadmap toward expeditious development and introduction of future mAb products. Together, we urge the #globalhealth community to #ActForAccess through:

1 Awareness. Increase awareness that mAbs save lives and need to be more widely accessible.

2 Availability. Develop expanded policy and regulatory pathways to increase availability of mAbs.

3 Innovations. Invest in and apply new technologies to lower development costs.

4 New Models. Create alternative business models to enable innovative market approaches that promote global access.

https://bit.ly/ActforAccess ATTACH A GRAPHIC

IAVI's vision is a world where all people have equitable access to innovative #vaccines and #therapeutics. Identifying pathways to expand affordable, timely, and sustainable global access to monoclonal #antibodies can, and should be, a #globalhealth priority. Read the new call to action by **@IAVI** and **@Wellcome Trust** to learn why the time is now to #ActForAccess: https://bit.ly/ActforAccess ATTACH A GRAPHIC

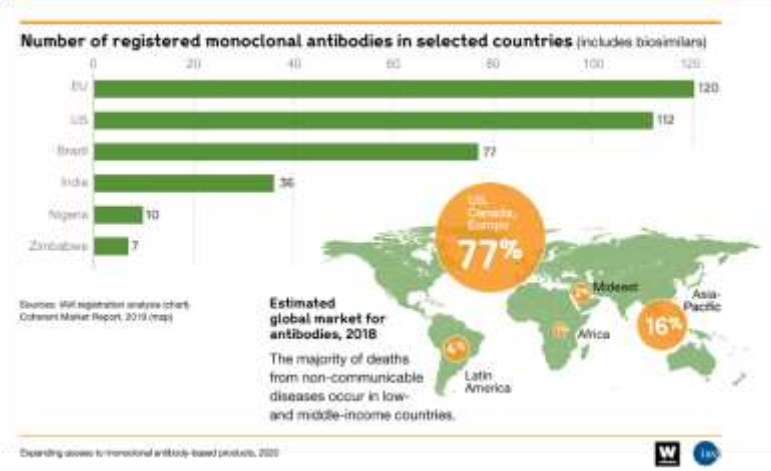
#COVID19 #Ebola #HIV #mAbs #infectiousdiseases #NCDs #drugresistance

Today's global market for monoclonal #antibodies (mAbs) is highly unbalanced, with high-income countries accounting for 80% of the world's mAb sales. But 85% of the world's population live in low- and middle-income countries, where access to live-saving mAbs is limited. Read the call to action by **@IAVI** and **@Wellcome Trust** for specific steps stakeholders should take to #ActForAccess to existing and future mAb products in #LMICs. https://bit.ly/ActforAccess ATTACH A GRAPHIC

#COVID19 #Ebola #HIV #mAbs #infectiousdiseases #NCDs #drugresistance

Graphics

All report graphics are available for download at https://bit.ly/ActforAccess.



iavi Translating **science** into **global** health impact

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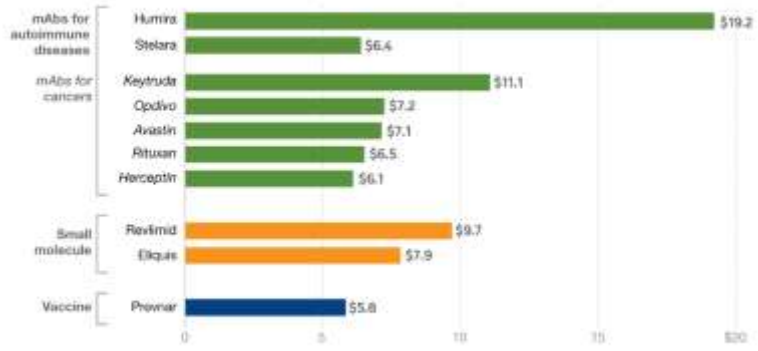
Top 10 drugs by global sales, in 2019

In billions of US dollars



Source: Urquhart (2020) Nat Rev Drug Discov.

Expanding access to monoclonal antibody-based products, 2020

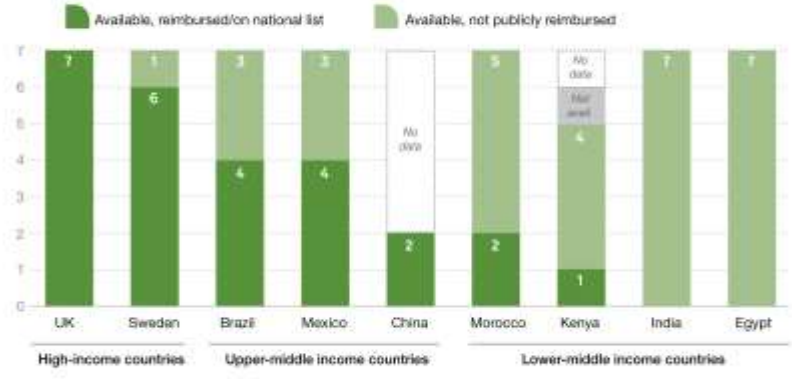
Regulatory approval dates for monoclonal antibodies

Country	Herceptin® (trastuzumab)	Enbrel® (etanercept)	Humira® (adalimumab)	Keytruda® (pembrolizumab)
US	1998	1998	2002	2014
EU	2000	2000	2003	2015
Brazil	1999	2003	2003	2016
China	2002	2010	2011	2018
Egypt	2002	No data	2010	2016
India	2000	2002	No data	2016
Mexico	No data	2001	No data	2016
South Africa	2001	2004	2006	2017
Zimbabwe	2014	Not registered	Not registered	Not registered

Source: IAVI registration analysis

Expanding access to monoclonal antibody-based products, 2020

Availability of seven monoclonal antibodies* in selected countries with different levels of universal health coverage, 2018



*Adalimumab, cetuximab, ipilimumab, panitumumab, pertuzumab, rituximab, trastuzumab

Source: WHO (2018) Pricing of cancer medicines and its impacts

Expanding access to monoclonal antibody-based products, 2020

Concentration of global biopharmaceutical manufacturing

Source: Basi, A. (2011) Tufts Center for the Study of Drug Development Report October