LET’S START WITH A POLL
IN THE LAST 20 YEARS, THE PROPORTION OF THE WORLD POPULATION LIVING IN EXTREME POVERTY HAS...
IN THE LAST 20 YEARS, THE PROPORTION OF THE WORLD POPULATION LIVING IN EXTREME POVERTY HAS DECREASED BY 50%
IN THE LAST 20 YEARS, THE PROPORTION OF THE WORLD POPULATION LIVING IN EXTREME POVERTY HAS… DECREASED BY 25%
IN THE LAST 20 YEARS, THE PROPORTION OF THE WORLD POPULATION LIVING IN EXTREME POVERTY HAS… REMAINED THE SAME
IN THE LAST 20 YEARS, THE PROPORTION OF THE WORLD POPULATION LIVING IN EXTREME POVERTY HAS INCREASED BY 25%
IN THE LAST 20 YEARS, THE PROPORTION OF THE WORLD POPULATION LIVING IN EXTREME POVERTY HAS INCREASED BY 50%
MOST PEOPLE GET THIS QUESTION WRONG!
KNOWLEDGE OF GLOBAL HEALTH PROGRESS IS LOW

Share of people who believe extreme poverty has decreased in last 20 years

Source: Motivation
WHY DO WE CARE ABOUT PROGRESS?
Belief foundation can make a difference/ have a positive impact

Trust in foundation

Strength of reputation
WHY PROGRES MATTERS

Build understanding that things are getting better

Optimism conditions can continue to improve grows

Willingness to act + belief action can make a difference increases

More activism
PROGRESS MEASUREMENT: CONTENT/MESSAGE TESTING

Conditions Improving?

Pre
Post

Perception

0 1 2 3 4 5 6

If every child was fully vaccinated, it would save 3.5 million lives a year.

Learn more at GatesLetter.com

122 MILLION

The number of children's lives saved since 1990

Source: WHO

Read more at GatesLetter.com

If all women had access to contraceptives, it would prevent 500,000 infant deaths a year.

Learn more at GatesLetter.com
PROGRESS MEASUREMENT: FOUNDATION EARNED MEDIA

- Foundation Media Coverage
- Issue
- Brand
- Problem Solution Progress
- Sentiment
- Strong Reputation
- Increased Activism
TRACKING FOUNDATION PROGRESS COVERAGE IN EARNED MEDIA

Top Progress Topics

- Vaccines: 52M
- Women & Girls: 49M
- Polio: 47M
- Poverty: 45M
- Contraceptives: 35M
- Malaria: 32M
- HIV/AIDS: 31M

Progress Visibility Trend (Foundation Earned Media)

- Annual Letter
- Davos (WEF)
- Near Eradication of Polio
LEADERSHIP VOICE

Problems

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Solutions

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WHAT WE NEED TO DO
SHIFTING FROM BRAND TO ISSUE MEASUREMENT

Foundation Media Coverage → Brand → Sentiment → Strong Reputation

Issue → Sentiment → Problem Solution Progress → Increased Advocacy
SHIFTING FROM BRAND TO ISSUE MEASUREMENT

Issue

Increased Advocacy

Problem

Solution

Progress

Media

Coverage