

# THE GLOBE AND MAIL

## Young Lions Competition – Print Brief Client: MÉDECINS SANS FRONTIÈRES

---

### Background:

Médecins Sans Frontières / Doctors Without Borders (MSF) is an independent international medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, disasters, or exclusion from healthcare in more than 70 countries around the world.

Each year, MSF doctors, nurses, logisticians, water-and-sanitation experts, administrators, and other medical and non-medical professionals depart on more than 4,000 aid assignments. They work alongside more than 25,000 locally hired staff to provide medical care.

In emergencies and their aftermath, MSF provides essential healthcare, rehabilitates and runs hospitals and clinics, performs surgery, battles epidemics, carries out vaccination campaigns, operates feeding centres for malnourished children, and offers mental health care. When needed, MSF also constructs wells and dispenses clean drinking water, and provides shelter materials like blankets and plastic sheeting.

Through longer-term programs, MSF treats patients with infectious diseases such as tuberculosis, sleeping sickness, and HIV/AIDS, and provides medical and psychological care to marginalized groups such as rape survivors in war zones.

MSF was founded in 1971 as the first non-governmental organization to both provide emergency medical assistance and bear witness publicly to the plight of the people it assists. A private nonprofit association, MSF is an international movement with sections in 19 countries. The Canadian section of Médecins Sans Frontières was founded in 1991.

MSF Canada recruits medical and logistical personnel for overseas missions; raises public awareness of the plight of the populations we care for; and finances international MSF projects by raising funds from the general public (83%) and the Canadian International Development Agency (CIDA) (17%). MSF Canada also directly manages healthcare projects in five countries: Colombia, Haïti, Nigeria, Papua New Guinea and Russia.

### What we do:

MSF may start a project when it identifies the existence of a humanitarian crisis, or when it has been invited by the national government or a UN agency to establish a project. In either case, an exploratory team of experienced MSF personnel visits the site and evaluates the medical, nutritional, and sanitary needs, the political environment, the security situation, transportation facilities, and local capabilities. This team reports its findings and recommendations to the Operations Department in one of the five operational offices. The Operations Department then makes the final decision to intervene and determines the medical priorities, the composition of the team, and the materials needed. Upon starting a project, the following actions are often necessary:

- Massive vaccination campaigns
- Training and supervision of medical personnel
- Water and sanitation improvement
- Data collection
- Feeding
- Patient care
- Maternal and pediatric care

- Distribution of drugs and medical supplies
- Mental health care
- HIV / AIDS care and prevention

*Témoignage*, the French term for "bearing witness," is second only to medical action as a pillar of our identity. In carrying out humanitarian assistance, we act as witnesses and will speak out, in private or in public, about the plights of the populations in danger for whom we work. We observe impartiality in the name of medical ethics and the right to humanitarian assistance.

**Our Challenge:**

Raising money in a depressed economy. Canadians are either not donating at all, or donating to local charities only.

**Objective:**

Motivate donations through increased awareness of the immediate needs of Médecins Sans Frontières and their points of differentiation from other world aid organizations.

**Target:**

Based on MSF research, their typical donor is:

- working urban female, aged 45-64
- highly educated but not especially rich
- plugged in to the web
- informed about global issues, well travelled
- interested in human rights and the environment as well
- results-oriented when it comes to her charities

**Consumer Insight:**

Based on MSF research she risks being overwhelmed and disturbed by bad news about the world (a blend of information overload and donor fatigue) and sometimes feels powerless to do anything to help. She might consider MSF somewhat interchangeable with their counterparts in the international aid world, for example: the Red Cross, World Vision, Oxfam, Unicef, etc. MSF seeks to close the gap between her emotions and her opportunity to act/donate.

**Proposition:**

In recessionary times, Canadians may tend to donate to charities with a local focus – even though the impact on people in the more than 70 countries where MSF works will be devastating. Conflict, food shortages, refugee migration, and societal breakdown are all projected to worsen in the wake of the global economic downturn. Donate now to save lives and alleviate suffering.

**Tone of Voice:**

Generally speaking, our tone conveys that we are action oriented, focused on saving lives, and passionately committed to making a difference. Communications from MSF are not a plea – we speak with intelligence and passion about the violations we witness and seek to educate and inspire others to stand up against these atrocities (by supporting MSF, becoming involved in championing an issue, etc.)

<b>Authoritative</b>	we speak intelligently, honestly and objectively about what we see from a credible, authentic position
<b>Dedicated</b>	we are passionate and committed to our goals of independent humanitarian medical aid to populations in need, and our responsibility to act as witnesses and speak out
<b>Tell it like it is</b>	we are outspoken, honest and straightforward - we tell it like it is based on our hands-on experience in the field

**Passionate** we believe in the transformative goodness of the works we do and we care about the world around us and those we help

**Respectful** we always emphasize the dignity and autonomy of those we assist

**Executional Details:**

Produce a print ad - assume a 4/c full page magazine: 9” x 11.5” trim.

**Mandatory Inclusions:**

- Use of French (international) name; or both French and English (Médecins Sans Frontières / Doctors Without Borders) as opposed to ”Doctors Without Borders“ alone
- Médecins Sans Frontières bilingual logo (versions available on FTP below)
- Proper use of photos, font, colour – see attached guidelines
- Website [www.msf.ca](http://www.msf.ca)

**Images:**

You have access to some MSF images on the following FTP

<ftp://69.42.58.70>

Username: transfers@msf.ca

Password: msftransfers123

To download Filezilla Client, a free software that makes FTPs easy:

<http://filezilla-project.org/download.php>

Alternately, you may use any other images, sound and video you find on the MSF websites: [www.msf.ca](http://www.msf.ca) ; [www.msf.org](http://www.msf.org) (and all MSF national websites linking from the "Select your office" option, including [www.doctorswithoutborders.org](http://www.doctorswithoutborders.org)

Or sign up for an online account at GettyImages <http://creative.gettyimages.com> and use the comp images for your creative. Alternately, you may use any other images you have at your disposal.

**WANT MORE INFORMATION?**

Médecins Sans Frontières

402 – 720 Spadina Ave, Toronto, CANADA, M5S 2T9

t: +1 416 642 3461 (direct line / en direct) t: +1 800 982 7903 x 3461

e: [avril.benoit@msf.org](mailto:avril.benoit@msf.org) w: [www.msf.ca](http://www.msf.ca)

**All entries once submitted are considered property of CTVglobemedia Publishing Inc. for use in promotional information, or to be used by Médecins Sans Frontières.**