

SUMMARY SHEET

Agenda Nr. 2.04/18	Subject	Advocacy and Communication Strategy on the 2005 Global Targets for TB Control
For Information <input type="checkbox"/>	For Discussion <input checked="" type="checkbox"/>	For Decision <input checked="" type="checkbox"/>

Introduction: Based on the best assessment/projections by WHO on the progress that has been made to date; what is likely to be achieved towards meeting the 2005 process targets for DOTS implementation (70% case detection and 85% cure); and, the prospects for reaching the 2015 MDG impact target (reducing prevalence and death by 50%), this presentation will attempt to outline an advocacy/communication strategy and some key messages for 2005.

Summary - The aim of this presentation is to:

1. Clarify and define the advocacy and communication objectives for 2005, based on the WHO assessment of progress to date and expected achievement by 2005.
2. Identify and map out who needs to know what, when, and for what purpose. This would segment and identify the key audiences vis-à-vis the communication objectives for 2005; specify message content, timing and the channels of delivery.
3. Map out a set of dates in the 2005 calendar of international development events which offer strong potential for TB advocacy, and propose some specific interventions. Some of the key dates/events include World TB Day '05, the G-8 Summit, the MDG Summit, release date of the MDG Project Report etc.
4. Discuss the usefulness (as a strategy) of comparing the progress made in global TB control with progress in other disease control, health and development programs enumerated in the MDGs.
5. Moving beyond the standard/familiar indicators of progress in TB control (i.e., DOTS coverage, case-detection rates, cure-rates), identify and quantify contribution of TB control processes towards national health systems strengthening (especially disease surveillance, drug management, service delivery, lab strengthening, TB/HIV collaborative activities); poverty reduction and socio-economic development.

Decisions requested from the Stop TB Coordinating Board

Further guidance and suggestions are sought from the Board on the content of the key messages and the strategy. The Advocacy and Communication Working Group will detail out the specific messaging and related activities, as well as, elaborate a process for building consensus among key stakeholders.

Next steps and time frame

WHAT	WHO	WHEN	FOCAL POINT