One TB Brand for both Public and Private Sectors

National TB Control Program, Ministry of Health launched new TB brand. There are more than 5,000 public and 2000 private TB establishments providing either diagnostic, treatment or both services at the same place. The largest number in order resides with Rural Health Center (RHC), Tehsil Head Quarter (THQ), District Head Quarter (DHQ) hospitals and upgraded Basic Health Units along with DOTS trained General Practitioners from the private sector. The quality of services varies, however, Universal Access was achieved in 2005. By large the flow and absorption of general and TB patients is a big challenge, a large number of TB patients end up in seeking health care from the public tertiary health care establishments as opposed to be absorbed by the primary and secondary health care establishments. Anecdotal evidence suggests that there has hardly been an effort to promote public health establishments offering quality diagnostic and treatment services in Pakistan. National TB Control Program and Global Fund partners envisage that the promotion of both public and private sectors in the urban, semi-urban and rural areas of Pakistan will contribute to retain TB clients at the desired health service delivery levels.

In order to create uniformity in TB communications and services throughout the country and to minimize duplication and clutter of TB messages a TB brand is developed. More than 5,000 public and private sector TB diagnostic and treatment centers are branded all over the country by using a single brand. This is a remarkable and revolutionary step that public sector initiated development of a common brand on tuberculosis to promote Public-Private partnership. Brand name is “Together” which is followed by the tag line “Hai Jeet Zindagi Ki” (Life Wins). The flower with eight petals signifies the 8 months DOTS treatment process. The color shifts from gray to green identifying the recovery process representing ‘Hope’. The brand will also help in promoting the public-private partnership.

Stop TB Partnership, Pakistan

With the assistance of Stop TB Partnership EMRO, STOP TB Partnership, Pakistan has been established, which aims at eliminating TB as a public health threat to Pakistan by

- Fostering a national dialogue & action
- Bringing together national, provincial & international stakeholders at one platform
- Complementing resource base of National TB Control programme to fully implement Stop TB Strategy
- Making TB a political and development priority

Prof. Masood Hameed Khan, Vice Chancellor, Dow University of Medical Sciences, Karachi is the chair of STOP TB Partnership, Pakistan, where as the members include representatives of National TB Control Program, Provincial TB Control Programs, Global Fund Partners, Ministry of Health, multilateral and bi-lateral agencies, donors, media, private sector and academia.

Two meetings of the forum have been organized so far with the commitment of member for improving the lives of people suffering from TB and to mobilizing resources for them through fund raising and other means.
Mr. Behroz Sabazwari – Ambassador of TB in Pakistan

One of the famous artists of Pakistan, popular among all classes and segments of society committed to capitalize his fame and popularity to raise awareness about TB. He assured his fullest commitment for this noble cause of saving the lives of people from a deadly but curable disease. He has also performed in TV Commercials, highlighting the importance of DOTS and availability of free of cost medicines. He will also represent Pakistan at different stop TB activities at national and international level.