

Regional & National Partnerships to Stop TB in the Eastern Mediterranean Region-lessons learnt

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Eastern Mediterranean Partnership to Stop TB

Eastern Mediterranean
Partnership to Stop TB



الشراكة الإقليمية
لدحر السل في شرق المتوسط

Eastern Mediterranean Partnership to Stop TB

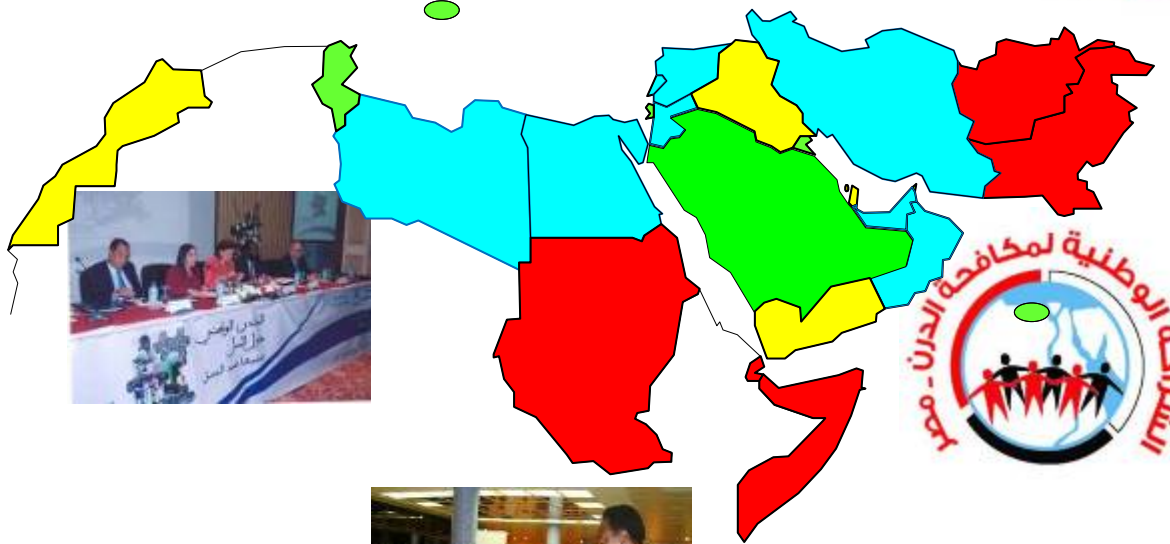
- Started: May, 2008
- Structure:
 - Forum, Board, committees & secretariat
- Functions:
 - Promote TB as an emergency in EMR
 - Build alliances with regional institutions & organizations
 - Mobilize additional resources
 - Accelerate the implementation of Global Stop TB Plan

What Eastern Mediterranean Partnership is doing?

- Encouraging & promoting regional national partnerships, alliances
 - Afghanistan, Egypt, Iran, Jordan, Morocco, Pakistan, Sudan, Syria
- Promoting TB care through public, media advocacy and Stop TB ambassadors
 - Anna Cataldi, Luis Figo, Rania Ismail, Awad Ibrahim
- Extending technical assistance to countries on communication & advocacy through Partnership secretariat



National Partnerships to Stop TB in the Region



Stop TB Partnership-Afghanistan

A registered, nationally representative body constituted in 2008

Ensures equal & active participation of public & private health sectors, civil society (patients, NGOs, INGOS, religious groups), multilateral and bi lateral developments agencies

Is mandated to expand TB care and address marginalized populations through innovative resource mobilization and care delivery



Stop TB Partnership-Afghanistan



Stop TB Partnership-Egypt

A national body representing TB programme, partner NGOs, business sector, media

Partnership has made TB care inclusive for sectors other than NTP

Has organized awareness campaigns and patient support activities

TB hospitals have been provided with equipment by partners during Ramadan campaigns

World TB Day is commemorated every year with the help of partners throughout Egypt



Stop TB Partnership-Jordan

A partnership of National TB Programme, Jordan Anti TB Association, media celebrity (Stop TB Ambassador of Jordan), NGOs

Conducts campaigns for patients support (e.g. skills building training for MDR TB patients)

Raises awareness through engaging media (TV, radio, print and internet)

Has organized successfully political and sports celebrity engagements (President Sampaio of Portugal and Mr. Luis Figo visited Jordan in 2010)



Stop TB Group-Jeddah (Saudi Arabia)

Group of enthusiastic individuals, organizations, TB programme, media

Have successfully organized media and awareness events across Saudi Arabia

Successfully engaged entertainment celebrities in promotion of TB messages



Stop TB Partnership-Pakistan

- Partnership is a registered body, serves as an indigenous means of resource mobilization and advocacy for TB care in Pakistan
- The partnership is a nongovernmental body comprised of representatives of National and provincial TB Control Programs, TB Patients, multilateral agencies, donors, media, private sector, academia and NGOs
- STP has successfully engaged media celebrities for TB advocacy
- Funds have been raised through innovative activities like sports, music shows
- Corporate linkages have been developed with TV channels, food chains like McDonalds



Stop TB Partnership-Sudan

Established (reorganized) in 2009

Headed by Dr Awad Ibrahim, a known celebrity and national TB ambassador

Actively supported by HE First Lady of Sudan

Organized media awareness and patient support campaigns

Successfully engaged corporate sector for activities like TB day, broadcasting free messages on TB



What Eastern Mediterranean Partnership has done?



- Built alliances with multi country institutions and organizations
 - Rotary, Arab scouts, Lilly MDR-TB Partnership
- Produced communication and advocacy material
 - Pictorial books, reports, educational material
- Coordinated regional campaigns
 - the Million Youth march & World TB Day on 2010

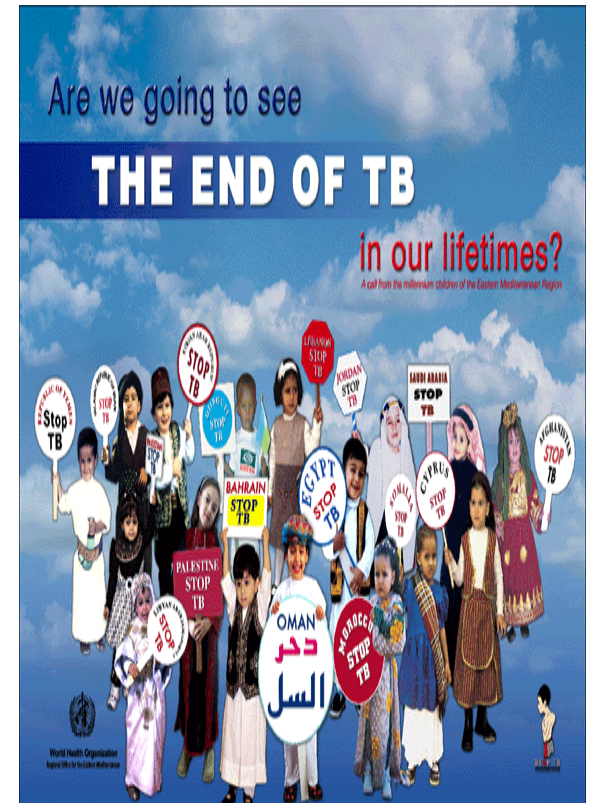
Lessons learnt from Regional & national experience

- Partnering and partnerships are essential if TB needs to be recognized as a social issue beyond NTP responsibility
- Partnering is critical to serve under served or unserved areas of TB care e.g. rehabilitation of TB patients
- Generating financial resources is not the only outcome of a partnership

- To initiate and sustain a partnership, commitment and sharing of financial, human and technical resources are needed
- Civil society is an untapped resource, and NTPs benefit from proactively partnering with it
- Celebrities are useful to partnerships only if well thought, well briefed and well placed in TB care

Way forward for the Eastern Mediterranean & national partnerships to Stop TB

- Continue to promote national partnerships & regional alliances
- Provide technical assistance to conduct advocacy and social mobilization activities
- Promote enhanced adoption and use of International Standards of TB Care
- Use Stop TB Ambassadors to promote regional & national advocacy
- Enhance involvement of civil society organizations in TB care in countries



أنا أكافح السل
I am stopping TB



مسيرة مليون شاب
Million Youth March

1,000,000 Youth March to Stop TB

A case study of “Partnership”

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مسيرة مليون شاب
Million Youth March

1.8 Million Youth turned up

Afghanistan	1,200,000	Oman	1200
Bahrain	100	Pakistan	530,000
Djibouti	12,000	Palestine	N/A
Egypt	7,000	Qatar	5,000
Iran	25,000	Saudi Arabia	30,000
Iraq	700	Somalia	20,000
Jordan	900	Sudan	10,000
Kuwait	300	Syria	10,000
Lebanon	N/A	Tunisia	4,000
Libya	1,000	UAE	200
Morocco	5,000	Yemen	3600
Number of people Marching for TB patients		EMR	1,800,000

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مسيرة مليون شاب
Million Youth March

Egypt: March & Dance in Citadel



and, March took place in many governorates

“100 thousand Egyptians In the Million March to Prevent TB Re-emergence”
(Ahram Newspaper)

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مسيرة مليون شاب
Million Youth March

Jordan: March & gather in Jerash



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مسيرة مليون شاب
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Syria: March with Dr Margaret Chan



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Million Youth March

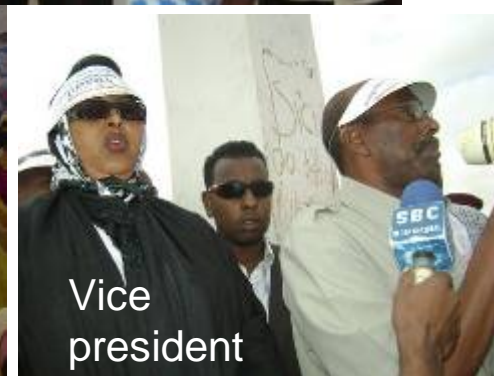
Iraq, Somalia: March in war torn countries



Iraq



Somalia



Vice president

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I am stopping TB



مسيرة مليون شاب
Million Youth March

Kuwait, Oman, Qatar, Saudi Arabia: March for TB!



Press conference at
Virgin Megastore Kuwait



Qatar: 1000 children march



March drums in Oman



Figo & TB & Virgin

TB campaigner in
Jeddah shopping mall



Thank You