National Program and Stop TB Partnership Kuwait partner with Boots (submitted by National TB Program, Kuwait)

On the occasion of World TB Day 2010, the Kuwaiti National TB Program started a TB Health education campaign in collaboration with Boots, a leading pharmacy chain in the country.

1) Why this actor was thought as a potential relevant partner for Stop TB Kuwait?

We chose Boots as our main partner for this year’s World TB Day due to them being a very popular international brand that has many outlets in Kuwait and in the other Arabian Gulf states and it also made sense to hold a health campaign inside of a drug store chain.

The Romeo Production Agency was chosen for its impeccable reputation in designing and shooting ads for various purposes. In addition, they were also our partners in the Stop TB Campaign the previous year which made them oriented to the required results and outcomes.

Romeo Agency chose young good looking models to play as doctors in the Stop TB AD as a way to make health education more appealing to the public, since TB disease still carries a considerable social stigma in the Middle East, and also to attract attention to the campaign.

2) How did STK approach these partners?

We contacted one Boots shop and asked for their management contact numbers. Later we called the head of pharmacy and regulatory affairs at Boots to discuss the possibility of them being our major partner for this year’s World TB Day. Many discussions and meetings followed after that until a final agreement was reached and other partners were also involved until the campaign structure was formed.

3) What did STK proposed and offered to these partners?

We at the NTP of Kuwait pointed out the importance of Tuberculosis and its implications among the society to our partners, as well as the great role a Stop TB partner can achieve in fighting tuberculosis which is a major health burden.

We also explained that their contribution would be recorded and documented by the international Stop TB Partnership and that they would have the opportunity to apply to become a Stop TB partner.

4) What have been the major outputs of this collaboration?

Boots management provided the financial support to design and shoot a Stop TB ad and to produce printed materials in the form of banners, roll ups, T-Shirts and flyers carrying information about TB disease to distribute throughout their various branches in Kuwait.

5) What has the STK planned for the future thanks to this collaboration?

We printed our partners’ slogan on all the printed materials and pointed out their contribution in all of our reports and also planned to provide them with thank you letters sent from the Kuwaiti Ministry of Health.