

Sharing of Experiences: Italy and Saudi Arabia

Ambassador Mohammad Bakhriea from Jeddah Stop TB Group is a Goodwill Ambassador from Saudi Arabia who lends a hand to TB care and control and has recently met with many other countries to share Jeddah Stop TB Group's success stories in working with social media and networking. Jeddah Stop TB mobilized more than 400 medical volunteers earlier this year to volunteer after floods created emergency situations in the country. To mobilize such a great number of medical volunteers, Jeddah Stop TB relied mostly on the internet and social media. Jeddah Stop TB currently has 5,000 volunteers, 25 corporate partners and support from many important authorities in Saudi Arabia and is in the planning phase of launching a National Partnership to build on and maximize this grassroots support generated through social media outreach.

Ambassador Bakhriea met with Stop TB Italia in Milan, Italy this September to discuss best practices and lessons learnt. Stop TB Italia gave Jeddah Stop TB practical advice on event planning, among other things, sharing their success from their recent music concert in Milan and their other recent events to raise awareness on the national and global levels. Stop TB Italia also took the opportunity to present their projects in South Africa and plans for a new project in Senegal. Representatives from Stop TB Italia and Jeddah Stop TB Group discussed the challenges to raising awareness about TB and the opportunities that would arise in terms of engaging youth if they could involve Italian football players as Goodwill Ambassadors.

Stop TB Italia was particularly impressed by Jeddah Stop TB Group's Facebook and other internet and social media campaigns. They received a lot of valuable advice from Ambassador Bakhriea about how to ramp-up their social media involvement in Italy. Although already actively raising awareness and fundraising using social media, the advice and lessons learnt will strengthen and improve the existing social media architecture in Stop TB Italia.



Ambassador Bakhriea's TV interview on Al-A'an TV

Photo can be found on his Facebook Page:

<http://www.facebook.com/pages/Ambassador-Mohammad-Bakhriea/172235456448#!/pages/Ambassador-Mohammad-Bakhriea/172235456448?sk=wall>