



# 43° Union World Conference on Lung Health

Kuala Lumpur  
November 15th 2012

*Building national and international partnerships  
to ensure a sustainable response to TB challenges*

***Stop Tb Italia: hosting fundraising events  
to help high-burden countries in their fight  
against TB***

***GIORGIO BESOZZI  
STOP TB ITALIA***



# The history

Stop TB Italia was born in  
2004, the 24<sup>th</sup> march.

TB day is our birthday  
and now we are 8 years old

# The history

Stop Tb Italy is one of the first national partnership to establish collaboration with the global StopTB Partnership.

Founded by Daniela Cirillo, GB Migliori, L. Codecasa and some others doctors involved in fighting TB in Italy and abroad

# The mission

1. To raise public **awareness** of TB and **advocate** for political changes among the institutions
2. To provide training of health workers
3. To provide financial support to TB programs in high burden countries

# The mission

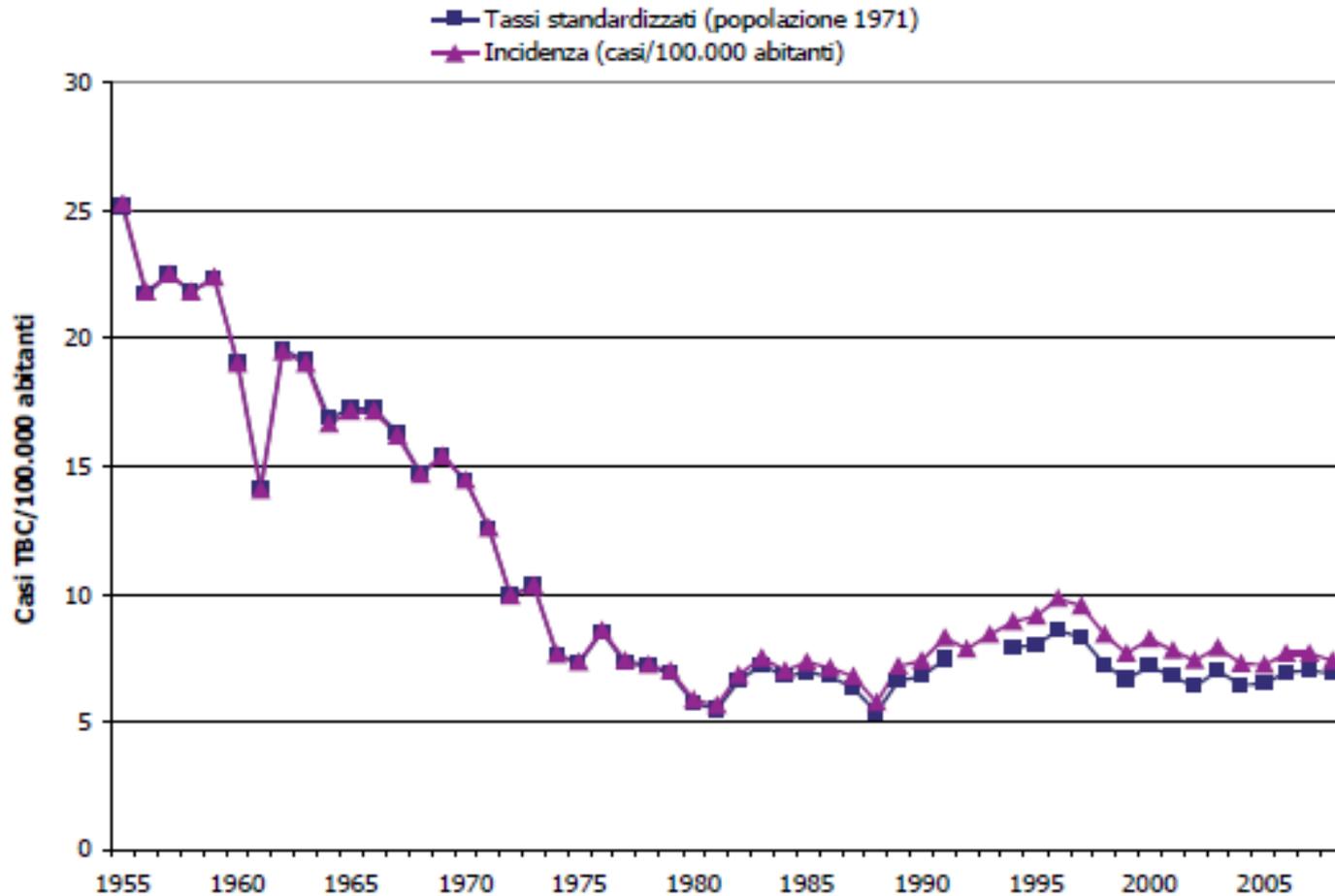
- 1. To raise public awareness of TB and advocate for political changes among institutions**
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# Activities

It's very difficult:

- low epidemiology
- low perception of disease
- TB is not considered a priority

# TB in Italy



Incidence rate in 2008: 7.4/100.000

# Advocacy



Stati Generali:  
Senate in Rome, TB day 2011

Monza 2011: TB, a complex disease



Milan, september 2012  
TB: a social disease

# Awareness: Concerts ed events



**ERGINE  
ADRE**  
 menti e racconti di un'anima in cerca di  
 alla Divina commedia di Dante Alighieri  
**UN PROGETTO DI E CON  
 LUCILLA GIAGNONI**

**15 dicembre  
 ore 21.00  
 CHIESA ROSSA  
 Via Neera 24, Milano.**

**INGRESSO GRATUITO-OFFERTA LIBERA**  
 prenotazione obbligatoria tel.02264443808 / stoptb2004@yahoo.it

Organizzato da:



# The mission

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# Training

Training women in  
Dioffior (Senegal)  
in a project founded  
by Monzino Foundation



WHO Training Courses  
in Sondalo, since 2001



# Training

To improve training we are looking for collaboration with other no-profit associations (CUAMM, MSF).

Each one offers its expertise, economic and human resources and logistic opportunities.

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# Programs in high burden countries

2009-11

: a project funded by Lilly MDR-TB Partnership to support the local health structures and improve life conditions of children affected by TB.

2011-12

: a financial support to organize the TB day in Dharamsala (India)

2012-15

: a project funded by Fondazione Monzino to support the local TB program in the Dioffior district (Senegal)

# New perspectives

In a moment of financial crisis, we have to search to do more with less...

Generally, in these moments the “key” word is *network*

Collaboration with new partnerships is necessary to continue the activity and enlarge our perspectives

# New perspectives

New partners mean:

- More ideas
- More opportunities
- More expertise
- Less work
- Less expenses

It's not easy, but usefull

# New network

a new network among partners who share values and commitment:

- involving institutions, civil society and volunteers,
- creating and repeating attractive media events to reach public visibility over time.

# A new model

In order to create fundraising opportunities, Stop TB Italia has chosen the music.

Since 2010 we have launched the campaign: “We beat TB” in partnership with Lilly MDR-TB Partnership

Several concerts attended by people in public Italian squares, to catch their attention, to inform them on TB and our activities in Italy and worldwide and to make raise funds

In Italy, TB day means “music”.

# TB DAY 2011: WE BEAT TB



**Don't stop the music....**



**Stop TB!**

# A new model

But not only music.....

For the next years, Stop TB Italy, with:

*Stop TB Partnership*

*Italian foundations*

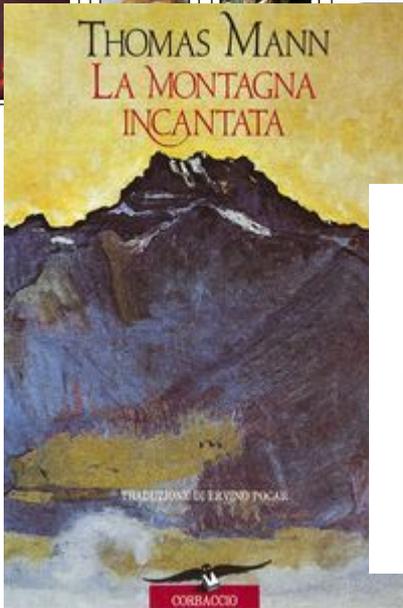
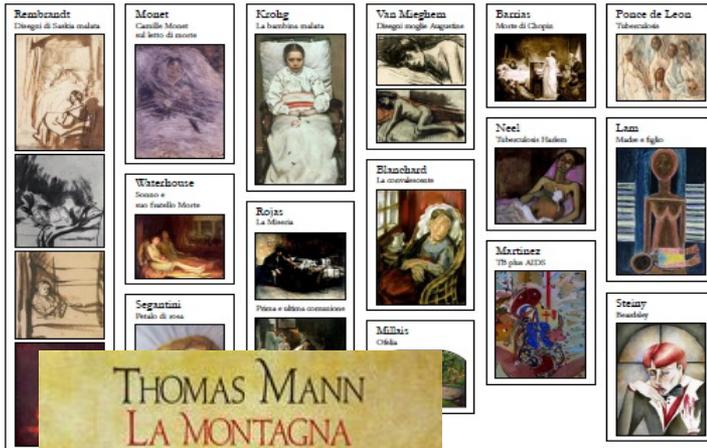
*Bocconi University*

*Municipality of Milan*

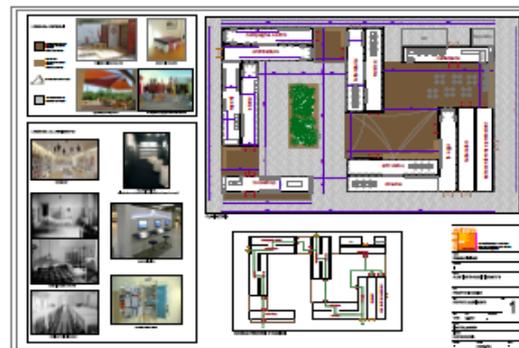
*Other associations*

is trying to create a “TB and art exhibition”

# TB and art exhibition



Literature, music, paintings, cinema, architecture and so on....



# TB and art exhibition

An exhibition that will become a permanent museum, able to finance the activities of Stop TB Italy in the world.

An educational exhibition that can stimulate the attention of the population and give the final message:

***history of TB is not over.***

# Our challenge

To win this challenge, we have to invent something else.

We have to create together with all the partners a new “social firm”, able to:

- organise
- produce
- manage

the temporary exhibition and the permanent museum, capable to finance over time the activities of



Thanks for your attention