World TB Day 2016 Report:

National TB Control Program has designed a comprehensive communication strategy to aware the General Public regarding TB diagnosis, care and treatment. Multiple interventions were planned to celebrate the World TB Day 2016 by using different tools like media, interpersonal communications, to deliver the TB message to the targeted population. Along with a National, Provincial & Regional seminars to sensitize the target population through media, several road shows were planned through a mobile theatre for (Interpersonal communication).

- National Seminar:
  Like every year a national event to commemorate World TB Day has been organized at Nazrya Pakistan Auditorium, F9 Park, Islamabad. Mrs. Saira Afzal Tarar Minister of State for National Health services Regulations & Coordination was the chief Guest on the occasion.
On-airing of TV spots (TB related messages)

250 TV commercials were on aired on different News & Entertainment Channels
• **On-airing of Radio campaign**
Radio particularly FM is a popular entertainment media. It is also cost effective. Context specific TB message campaigns were developed and broadcasted through radio channels in selected districts. Total 869 spots were on-aired on different FM & Pakistan Radio Stations.

• **Newspaper insertions/ advertisement back/front side**
Advocacy messages aiming at promoting TB as a national health agenda were designed and placed in selective newspapers, across the country. Total 48 insertions in different Newspaper were given on World TB Day.

• **Special Supplements on WORLD TB day:**
Special 1 full page supplements were given on WTD in different Newspaper containing messages of President, Prime Minister & Minister of State for NHSR&C.
Talk Shows:
Special Interviews in all leading Newspapers & Magazines. Special talk shows were on-aired on Express TV, PTV world, ARY, ATV, Royal TV, Neo TV, Channel 5 & Radio Pakistan.
City Branding:
All the main roads were branded with TB messages for three days (from 22nd March to 25th March) (2 main bridges of Islamabad were also branded)
Road shows/Mobile theatre:
The celebrities, artists of the stage and TV visited different cities of Punjab on the mobile theatre, where they conduct mega shows in a lighter way through performing art. On the day of the mega shows chest camp were also be established in that area for collection of sputum with the help of district health authorities and partners.
Media Coverage:
Press Release
Press Release

DAILY DUNYA ISLAMABAD
www.dunya.com.pk

WEDNESDAY, MARCH 22, 2016

[Image of a globe with a stamp and text]

[Text in Urdu]

[Additional text in Urdu]
Press Release

Daily JEHAN PAKISTAN

www.jehanpakistan.com

[Image of newspaper page]

[Text in Urdu]

[Further text in Urdu]

[Advertisement]

[Contact information]

[Website]
Press Release

[Image of a newspaper page with text in Urdu]

[Woman speaking at an event with an audience]

[Small rectangle with a number 61]
Press Release
Press Release

DAWN

DAWN ISLAMABAD, WEDNESDAY MARCH 23, 2016

‘TB patients need to complete their treatment’

By Ikram Junaidi

ISLAMABAD: Riwan Ahmed, 23, contracted tuberculosis (TB) six years ago. He began treatment and stopped it a few months later assuming he had recovered completely.

“However, six years later TB recurred in my body, and I have been undergoing treatment to completely eradicate the disease,” Mr. Ahmed said at a seminar held at F-9 Park on Tuesday, in connection with World TB Day.

World TB Day is observed annually on March 24. This year’s theme is ‘United to End TB’.

Mr. Ahmed said he would not stop his treatment till doctors assured him he had recovered completely.

from TB. The free treatment facility is available at all public sector hospitals,” she added.

She said people used to be very aware of TB and sensitive to precautionary measures, “Now they know that the cure of the disease is available so they don’t take precautionary measures. As a result the chance that the disease could be transmitted to another person increases.”

She added that many people still don’t know that TB treatment is available for free. “They hide their disease and don’t take medicine after a few visits to private hospitals. A number of patients stop taking medicines after a few months of treatment,” she said.

“We have been devising a strategy that hospitals should contact patients if
Press Release

The Nation

WEDNESDAY, MARCH 23, 2016

Some 50,000 TB patients registered in KP annually

OUR STAFF REPORTER
PESHAWAR

Health experts Tuesday revealed that around 50,000 patients of Tuberculosis (TB) were registered in Khyber Pakhtunkhwa’s hospitals every year while this ratio was regularly increasing in the province.

Speaking at a news conference here at press club, Dr Ziaullah, President Pakistan Chest Society Khyber Pakhtunkhwa, informed that the World TB Day will be observed on Thursday (March 24) across the world with the theme “Unite to End TB” aims to create awareness among people and sensitise them how to protect themselves from the lethal disease.

He said that every year around 50,000 people were diagnosed with TB in KP while Pakistan is the 5th largest country in the world for TB patients and 4th country in the world in Multi Drug Resistance (MDR) TB disease.

He informed that TB is the top killer disease across the globe as in 2014 around 9.6 million people were diagnosed with the disease across the world while 1.5 million people died of it in 2014.

Dr Zia added that in 2014 around
Govt committed to eradicate TB with cooperation of global partners: Saira

ISLAMABAD—State Minister for Health Services, Regulations and Coordination Saira Afzal Tarar Tuesday said the government would continue to work together with global partners and local stakeholders to curb diseases of tuberculosis, malaria and AIDS and make more effective its ongoing immunization programmes. The minister was addressing a national seminar with stakeholders on World TB Day here. This year’s theme was “Unite to End TB.”

The minister assured the donors that every penny donated by them would be rightly spent on the treatment of patients. Thuis has improved a
Govt to curb TB, malaria, AIDS in Pakistan: Saira

ISLAMABAD (APP): State Minister for Health Services, Regulations and Coordination Saira Afzal Tarar Tuesday said the government would continue to work together with global partners and local stakeholders to curb diseases of tuberculosis, malaria and AIDS and make more effective its ongoing immunization programmes.

The minister was addressing a national seminar with stakeholders on World TB Day here. This year’s theme was “Unite to End TB”.

The minister assured the donors that every penny donated by them would be rightly spent on the treatment of patients.

Things have improved a lot but more steps would be taken to improve running of disease control programs, she added.

She said legislation would be done to take private sector authentic data on TB, she mentioned.

She stressed on patients suffering from TB and other diseases to not relax and continue the follow-ups so the germs could not develop resistance.

She urged the need for increasing awareness among the masses that the disease was treatable and patients were being provided free of charge diagnostic facilities and medicines.

It is heartening to note that provinces are arranging their own funds for disease control programmes, she remarked.

The TB control facilities were available at district hospitals, rural health centers and basic health units, she noted.

She said a time would come when Pakistan would have enough resources and international donors would not find Pakistan eligible for health programmes funding.

Washington DC recently in recognition of strong commitment and leadership to curb the growth of drug resistant TB. Pakistan ranked among the world’s top ten countries with high burdens of both TB and drug resistant TB and had considerably improved case detection and treatment services. National Program Manager TB Control Dr Ejaz Q adeer said they detected 300,000 patients every year and 70 percent of them were successfully treated.

He said every year estimated 500,000 to 600,000 people develop infections, adding TB is a deadly disease but it is curable.

He said endorsing of the global control targets by the government demonstrated Pakistan’s resolve to continue the battle against TB. On this occasion, a number of patients narrated their stories about existing free treatment.