Stop TB Partnership Pakistan (STP) Outreaching Non-traditional Partners

The Stop TB Partnership Pakistan and National TB Control Program Pakistan are jointly working with the aim of eliminating TB from the country.

As a part of World TB Day 2010 campaign number of activities were carried out by the two organizations. The National TB Control Program is providing technical and in some cases financial support to the STP for organizing stop TB activities.

The major activities carried out jointly during the WTD campaign include Partnership with McDonalds & Islamabad Traffic Police (ITP) and a Twenty-Twenty cricket match among the universities of Islamabad.

1) Why these actors were thought as potential relevant partners for Stop TB Pakistan?

Youth is one of the most important target audiences and McDonalds is one of the outlets where they can be easily approached. In Pakistan, like other countries, McDonalds is the most loved food chain especially among young people. Keeping this in view, NTP in collaboration with STP Pakistan decided to use this platform for creating awareness among youth of Pakistan.

Traffic Police is also very important stakeholder as they have direct interaction with general population. In order to create awareness among large number of population it was decided to collaborate with Islamabad Traffic Police. This also provided an opportunity to orientate and sensitize the police officers who spent most of their time in unprotected environment.

Cricket is considered to be one of the most popular game in Pakistan. People, specially youngsters are very fond of this game. Thus arranging a cricket tournament among university students was one of the activities specially designed to approach young people. The venue branded with TB messages and role of youth in fighting this disease provided an opportunity to create awareness among large number of people including students and teachers.

2) How did STP approach these partners?

McDonalds: One of the regional coordinators of McDonalds was approached and the plan of action was discussed with him. Initially he was reluctant but with continuous effort of NTP team we succeeded to convince them. This was followed by a detailed meeting with MD McDonalds and than an MoU Signing ceremony. Though the MoU was signed between NTP and McDonalds, however, it was decided that one of the members of McDonalds will be made part of STP to ensure a viable long term partnership.
ITP: One of the team members of NTP visited ITPs office and met one of their officials followed by a meeting with SSP Traffic Police. The whole idea of engaging ITP was discussed and NTPs expectations from them were shared. It was than mutually to organize an orientation session with their staff in order to orientate and sensitize them about the disease before they are engaged in awareness raising activities.

Cricket: One of the universities in Islamabad, approached NTP for the sponsorship of a twenty-twenty cricket match. The idea was discussed with STP members and it was decided that NTP will provide technical as well as financial support to STP for the branding of venue and purchase of prizes.

3) What did the STP proposed and offered to these partners?

McDonalds:
We requested them:
   a. Branding of McDonlads Outlet in Islamabad
   b. Printing of branding material themselves for rest of the outlets throughout the country
   c. Provision of space for placing IEC material
   d. McDonalds staff to wear NTP badges during WTD campaign
   e. Provision of 20 free meals to the winners of the lucky draw

We offered them:
   a. Coverage on TV and print media for McDonald’s
   b. McDonalds Publicity at NTPs, STPs and international websites and in NTPs quarterly newsletter
   c. Provision of coupons with NTPs, STPs and McDonalds Logos
   d. Provision of designs of banners and standees containing messages on TB with NTPs, STPs and McDonalds Logos
   e. Shield during WTD National Symposium as an acknowledgement of their contribution

ITP:
We requested:
   a. Badges to be worn by their staff
   b. Provide volunteers to disseminate leaflets on TB to general masses
   c. Make announcements on float which will move all around the city
   d. Arranging an orientation session for their staff

We offered them:
   a. Coverage on electronic and print media
   b. Publicity of ITP as STPs partner in press releases, websites and newsletters
c. Shield during WTD National Symposium as an acknowledgment of their contribution
d. Arranging free chest camps in their offices (this was requested by them)

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

- Thousands of people got awareness on TB by visiting McDonalds and filling lucky draw coupons
- ITP officials were sensitized and oriented about the disease and the role that they can play in fighting this disease
- ITP requested to arrange chest camps in their offices
- McDonalds and ITP agreed to have a long term partnership in all NTP & STPs endeavors
- Large number of students learnt about TB

4) What has the STP planned for the future thanks to this collaboration?

- Nomination of their representatives in Stop TB Partnership Pakistan
- Screening of TB song as a permanent feature at all McDonalds Outlets
- Airing of TB Song as permanent feature at ITPs official radio station
- A permanent place at McDonalds for IEC material
- Free chest camps at ITPs offices
- Awareness sessions for McDonalds Staff
- Selection of volunteers from the universities to be registered in National Youth Volunteers Network (a new initiative by NTP)