Operation ASHA launches a campaign with Youth Ki Awaaz

Submitted by Partnership for TB Care and Control, India

Operation ASHA a partner of the Partnership for TB Care and Control, India has launched a 3-month long campaign in January with Youth Ki Awaaz, to create awareness about the world's biggest infectious disease killer, Tuberculosis, which still claims over 1.5 million lives every year across the world.

During this campaign which will also tap into the conversations around World TB Day on March 24, 2016, Operation ASHA and Youth Ki Awaaz will develop and disseminate a number of articles and visuals to dispel the myths associated with TB and break down the stigma. Personal stories of people with TB will also be recorded and shared. Interviews will be conducted with people in public spaces to gauge their understanding of and perceptions about TB.

Youth Ki Awaaz is India's largest online platform for the youth with over 2 million monthly readers. Their focus is on breaking stereotypes and amplifying social change. This is critical for defeating TB which is as much of a health challenge as a social one.