

# CHAMPIONS against Tuberculosis



**A PRACTICAL GUIDE  
TO COLLABORATIVE  
PARTNERSHIP WITH  
NATIONAL CELEBRITIES**

- 1** **ROLE OF CHAMPIONS  
AGAINST TUBERCULOSIS**
- 2** **IDENTIFYING CHAMPIONS  
AGAINST TUBERCULOSIS**
- 3** **MANAGING CHAMPIONS  
AGAINST TUBERCULOSIS**

**Stop TB Partnership**

a partnership hosted by



World Health  
Organization



International Federation  
of Red Cross and Red Crescent Societies

All rights reserved. Publications of the World Health Organization are available on the WHO web site ([www.who.int](http://www.who.int)) or can be purchased from WHO Press, World Health Organization, 20 Avenue Appia, 1211 Geneva 27, Switzerland (tel.: +41 22 791 3264; fax: +41 22 791 4857; e-mail: [bookorders@who.int](mailto:bookorders@who.int)).

Requests for permission to reproduce or translate WHO publications – whether for sale or for noncommercial distribution – should be addressed to WHO Press through the WHO web site ([http://www.who.int/about/licensing/copyright\\_form/en/index.html](http://www.who.int/about/licensing/copyright_form/en/index.html)).

The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the World Health Organization concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. Dotted lines on maps represent approximate border lines for which there may not yet be full agreement.

The mention of specific companies or of certain manufacturers' products does not imply that they are endorsed or recommended by the World Health Organization in preference to others of a similar nature that are not mentioned. Errors and omissions excepted, the names of proprietary products are distinguished by initial capital letters.

All reasonable precautions have been taken by the World Health Organization to verify the information contained in this publication. However, the published material is being distributed without warranty of any kind, either expressed or implied. The responsibility for the interpretation and use of the material lies with the reader. In no event shall the World Health Organization be liable for damages arising from its use.

WHO Ref Code:  
WHO/HTM/STB/2012.02

## Contact information

Stop TB Partnership  
Vittorio Cammarota, External Relations  
Telephone: +41 22 791 5549  
Mobile: +41 79 50 90 646  
Fax: +41 22 791 4886  
Email: [cammarotav@who.int](mailto:cammarotav@who.int)

International Federation of Red Cross and Red Crescent Societies  
Dr Lasha Goguadze, Health Department  
Tel. +41 (0)22 730 4408  
Mob. +41 (0)79 308 98 01  
Email: [lasha.goguadze@ifrc.org](mailto:lasha.goguadze@ifrc.org)

# CONTENTS

Background

p. 4

How to use this handbook

p. 6

1

## **ROLE OF CHAMPIONS AGAINST TUBERCULOSIS**

p. 7

2

## **IDENTIFYING CHAMPIONS AGAINST TUBERCULOSIS**

p. 25

3

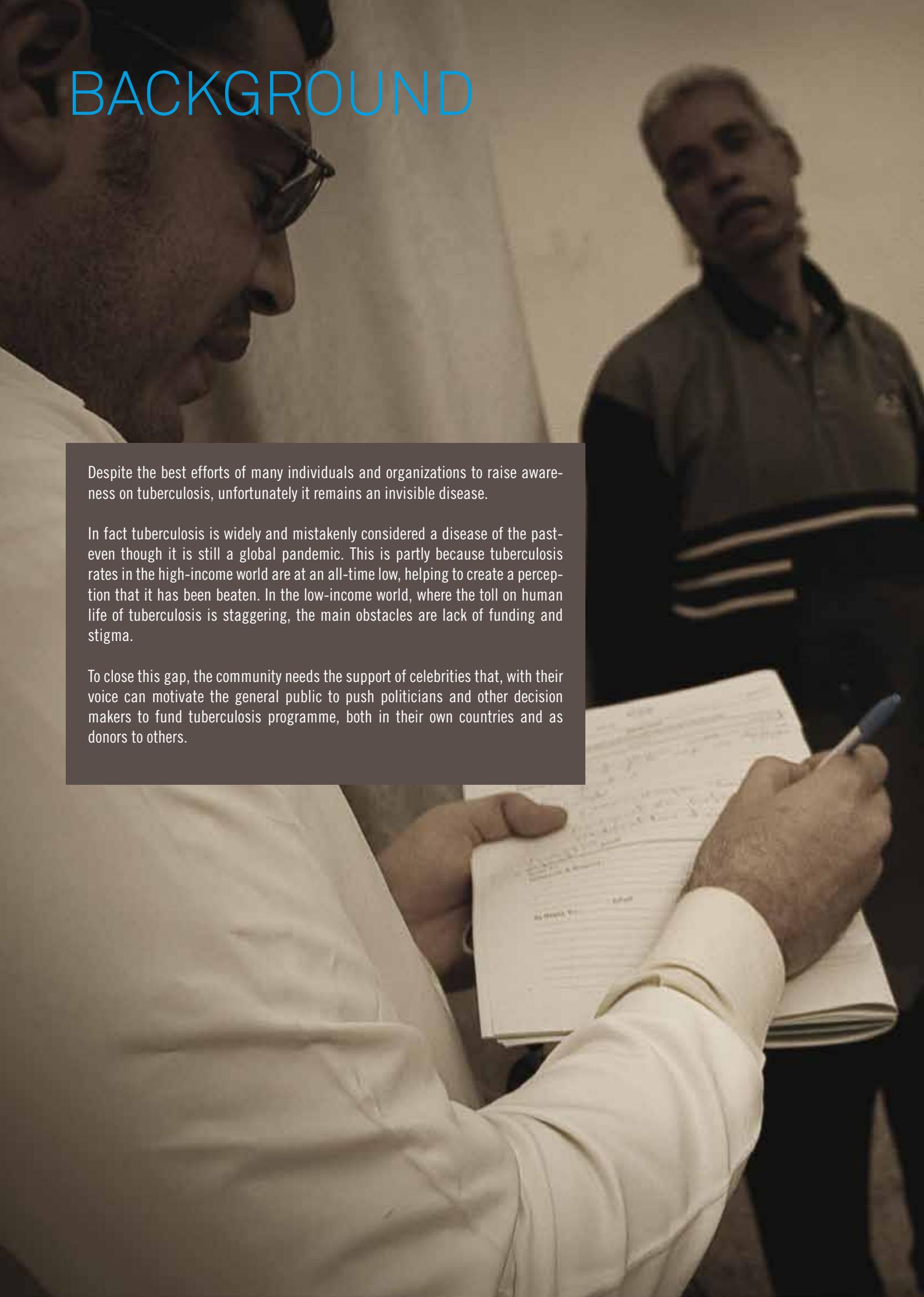
## **WORKING WITH CHAMPIONS AGAINST TUBERCULOSIS**

p. 34

Additional resources

p. 44

# BACKGROUND

A man in a white shirt and glasses is looking down at a document he is holding. He is holding a blue pen in his right hand. In the background, another man in a dark shirt is standing and looking towards the camera. The scene appears to be an office or a meeting.

Despite the best efforts of many individuals and organizations to raise awareness on tuberculosis, unfortunately it remains an invisible disease.

In fact tuberculosis is widely and mistakenly considered a disease of the past—even though it is still a global pandemic. This is partly because tuberculosis rates in the high-income world are at an all-time low, helping to create a perception that it has been beaten. In the low-income world, where the toll on human life of tuberculosis is staggering, the main obstacles are lack of funding and stigma.

To close this gap, the community needs the support of celebrities that, with their voice can motivate the general public to push politicians and other decision makers to fund tuberculosis programme, both in their own countries and as donors to others.



# HOW TO USE THIS HANDBOOK

The aim of this handbook is to provide partners with some guidance on how to engage celebrities and benefit from their support. The targeted audience is mainly public health professionals that have no access to specialists in celebrity and events management. Our objective is to share the experience gained while working with current Goodwill Ambassadors and Champions against tuberculosis. The handbook is divided into three main chapters.

Each chapter contains three sections:

What

A description of the topic  
and brief overview of the section

How to

A hands-on detailed practical  
application-based content

Summary

A schematic recap of the main topic  
through key points and suggested approaches

Throughout the handbook, you will also find a number of examples or approaches to consider for each topic. These are based on good practices and intended to stimulate ideas or serve as guidelines for replication. This handbook has an Additional Resources section in the back that provides links to examples, pamphlets on partnership, tools and contacts.



# 1 ROLE OF CHAMPIONS AGAINST TUBERCULOSIS

## What

General role of Champions  
against Tuberculosis

## How to

Raise awareness /  
Make tuberculosis a more interesting issue to address /  
Fundraise /  
Influence and engage decision-makers /  
Address neglected populations and populations at risk /  
Remove fear and stigma /  
Integrate messages into their everyday professional lives /

# What

## General Role of Champions against Tuberculosis



Champions against Tuberculosis are a key element to the success in the fight against tuberculosis. Although their function may vary depending on local contexts and particular needs of a country, they play an important role in attracting interest to the issue. They are fundamental in raising awareness, removing fear and reducing stigma in the local, national and regional communities.

They reach out to many different audiences, directly and through the media. They stimulate public interest through the arts, music, sports and social media to help relay relevant tuberculosis information from a variety of sources including government and health ministries.

Champions serve as a conduit of information to the public and a bridge to help form partnerships with local governments, small businesses and non governmental organizations. They influence and engage decision-makers at all levels that can impact the local community and national agendas.

Champions against Tuberculosis use both personal and professional networks to develop partnerships, stimulate policy change and engage in fundraising efforts.

# How to

Raise awareness

Make tuberculosis  
a more interesting issue to address

Fundraise

Influence and engage decision-makers

Address neglected populations  
and populations at risk

Remove fear and stigma

Integrate messages  
into their everyday professional lives





## Raising awareness

Tuberculosis is often thought of as a disease of the past. Therefore, key in the fight against tuberculosis is raising awareness that it is a current disease afflicting millions of people around the world. In order to properly raise awareness across any country, partners and Champions against Tuberculosis need to identify their target audiences and address them through varying methods. It is therefore important to understand how those target audiences get their information and what media sources are most appealing to them.

Raising awareness can be achieved through, TV, print media, comics, music, theatre, social media or one-to-one training to name but a few. The approaches selected will be as varied as the groups or populations identified. The most important consideration is that the media used to address the group is appealing to them.

It is also important that when raising awareness about tuberculosis, all populations within a country are addressed. Any population left unformed becomes the next population at risk.

### When developing projects to raise awareness you should remember to identify:

#### **Your target audience.**

Adults, children, adolescents, organizations, general public or decision makers.

#### **The appropriate media to be used.**

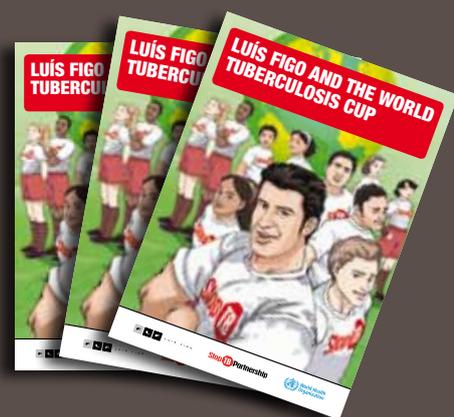
Comic books for young children, social media and interesting age-appropriate web sites for teens and young adults and documentaries or TV programme for adults; music or theatrical events for the general public; meetings or briefs for organizations or decision-makers.

## Approach to consider >

### Luis Figo and The World Tuberculosis Cup

Educational Comic book

Intended recipient population:  
football fans, parents and children



It was developed with the aim of educating children - and indirectly their parents - on how to approach and face the disease. The language of football and its techniques are the main conduit of the key messages delivered in the comic book. Developed through an international competition for comic book designers, it was translated in 11 languages and distributed through many events organized with several partners, including those operating in the field of football for development.

### Sonia Goldenberg Amor en el aire (Love is in the air)

Documentary

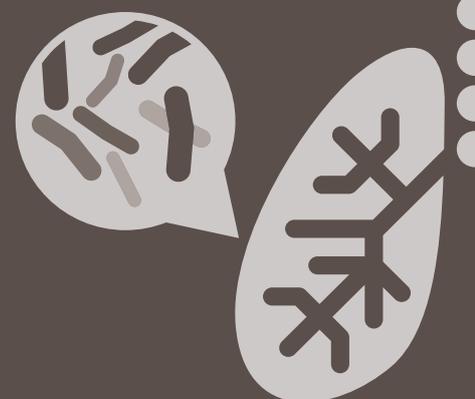
Intended recipient population:  
adults, decision-makers



Sonia Goldenberg's documentary details the pioneering experience of the fight against MDR -TB in Peru and illustrates how Peru has achieved the highest cure rate in the world. It has been used by the Peruvian branch of Partners in Health as a tool to disseminate information about the Peruvian experience and to teach countries in different parts of the world how to fight drug-resistant tuberculosis.

### Behrooz Sabzwari Media Outreach Projects

Intended recipient population:  
general public



After being appointed as Champion against Tuberculosis in Pakistan, Mr Sabzwari conducted meetings with media and private sector to secure free access for Stop TB Pakistan to air advertisements for tuberculosis awareness campaigns. These campaigns were intended for the general public. His well-developed partnerships between national media, private sector business and STOP TB Pakistan made such campaign development and distribution feasible. Television broadcast was selected as the medium to reach the general public.



# Making tuberculosis a more interesting issue to address

Another important task for Champions against Tuberculosis is to make sure that tuberculosis is an interesting issue at the forefront of national public concerns. This can be difficult in times where the public is constantly overloaded with information from many media sources.

However, we have learned from the successes in HIV/AIDS advocacy that maintaining the topic as an interesting issue on national agendas and mainstream media involves reaching out to a wide audience through different approaches. Massive awareness campaigns with creative slogans, involvement of high profile national and international celebrities, benefit concerts with mass media coverage, national youth advocacy projects and grass roots programmes help keep the issue of HIV/AIDS interesting.

All of these efforts have led to increased access to educational materials regarding preventative measures to reduce the risks of infection, changes in private sector and public sector policies to reduce stigma and discrimination and improved access to treatment and care.

These experience and lessons learned are a model of good practices that can be replicated.

## What you can do to make more advances in tuberculosis awareness and prevention, and make it interesting

**1** Develop more creative messages about tuberculosis awareness and prevention.

**2** Identify innovative approaches to transmit those messages to the public.

**3** Remember to select an appropriate media platform to deliver your message in a manner that is appealing to your audience.

**4** Increase involvement from the private and public sector.

### Obour

Pop Singer – Ghana

Using music  
to keep it  
interesting

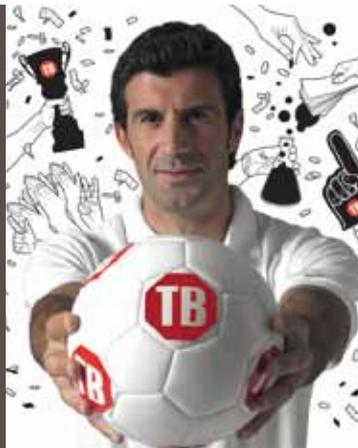


Obour composed an informative theme song for tuberculosis awareness which is now very popular. He later followed it with a musical documentary which was aired on national television. In 2011, he created another musical performance that was aimed at advocating tuberculosis treatment care and control. Obour's approach to use his music as a medium to advocate tuberculosis awareness continues to make the issue relevant and interesting to his audience.

### Luis Figo

International football player – Portugal

Using sports  
to advocate



Luis Figo used his popularity and skills in the field of football to attract the attention and interest of millions to the issue of tuberculosis in his *I'm Stopping TB Campaign*. The campaign spanned the globe receiving media coverage, fostering training and awareness programmes and the worldwide distribution of hundreds of thousands of posters and poster cards. The design of the campaigns was creative and designed specifically to grab the attention of a specific audiences in 189 countries.



# Fundraise

Another valuable role of Champions is fundraising. Fundraising efforts of Champions can represent some of the financial support available for projects, events and campaigns. This is becoming all the more important as non-governmental and governmental organizations budgets are being reduced.

Therefore, key to the success of fundraising is identifying and encouraging donors from the private sector especially multinationals and pharma, philanthropy and individual support. Fundraising can be achieved through direct requests for sponsorship and in-kind gifts from organizations or through charitable events and online campaigns aimed at specific audiences or open to the general public.

## What you should consider when designing and developing a fundraising project or campaign

**1** Take into consideration international standard in the project/campaign.

**2** Identify the target audience of a fundraising event (public or private sector, individual or organizational).

**3** Select an appropriate approach or methodology (direct solicitation, requests for in-kind gifts, fundraising events).

**4** Remember to use fundraising events or programme as an opportunity for media coverage and raising awareness.

## Zaal Chikobava

Theatre Director – Georgia

### Public charity event fundraiser



Zaal directed charity concerts in 2010 and 2011. His charity concerts were held at Rustaveli Theatre which is the largest theatre in Georgia. The charity concerts were dedicated to the World Tuberculosis Day and the funds collected were transferred to the Georgian Tuberculosis Centre.

## Gerry Elsdon

TV personality and IFRC

Global TB Ambassador – South Africa

### Private and public organization partnership fundraiser



In 2009 Gerry supported a fundraising event in partnership with the Lilly MDR-TB Partnership and organized through Stop TB Italy: all together, they raised US\$140,000 or 1.1 Million Rand for the Gugulethu Community. The funds collected were used to support local health structures and the refurbishment of the Gugulethu health clinic. This project was the result of a productive alliance of the private and public organization sectors that was encouraged by Gerry Elsdon.



# Influence and engage decision-makers

Involvement of decision-makers through political advocacy will help in developing agendas, funding and possible changes in policies aimed at reducing tuberculosis. Decision-makers may have access to valuable up-to-date information and statistics that can be used to identify populations at risk or key areas of concern. Engaging decision-makers can lead to supporting those areas that need to be addressed.

The potential information and support from decision-makers is crucial and can serve as the basis of messaging platforms, campaigns and projects. Additionally, decision-makers may have access to contacts and constituents who can also play important roles in partnering and fundraising activities.

Champions against Tuberculosis can have a distinct advantage as celebrities, to encourage involvement of decision makers in their advocacy projects.

## What you can do to influence and engage decision-makers

**1**  
Encourage partnership opportunities between decision-makers and champions.

**2**  
Involve decision-makers in projects or campaigns with your champions.

**3**  
Encourage champions to participate in meetings involving decision-makers.





# Addressing most at risk populations

Those people who are neglected by the system or society face greater risks because of their lack of access to health care and information about prevention and treatment.

Most at risk populations can include migrants, poorest of the poor, urban slum dwellers, minority groups, indigenous populations, internally displaced people, prison populations or people living with HIV/AIDS. Usually most at risk populations have limited access to education, food and health care.

Prison populations for example, face increased risk due to closed environments and reduced access to health care and relevant health related information.

People living with HIV/AIDS face greater risks due to suppressed or vulnerable immune systems and fear of accessing health care facilities resulting from stigma. Even when these populations have access, fear of societal stigma about HIV/AIDS and tuberculosis often result in patients avoiding health care facilities. By avoiding these facilities they do not receive proper treatment and care.

Most at risk populations are different from country to country and it is important that each country identifies them and an outreach approach for each population.

In some countries, Champions have been providing “Tuberculosis Orientation” programmes/workshops in prisons as part of their approach to the fight against tuberculosis. These programme have provided valuable prevention, treatment and care related information to those populations at risk.

## When trying to address most at risk populations it is important to

**1 Identify the most at risk populations in your country.**

**2 Address issues related to their access to health care.**

**3 Develop educational /orientation programme targeting them.**

The programme should focus on raising awareness about the signs and symptoms of tuberculosis, the importance of seeking health care and completion of treatments. It would be suggested to provide additional materials and pamphlets for post programme referencing.

**4 Develop awareness and stigma campaigns for general public to help reduce stigma related to tuberculosis and the most at risk population identified.**

## Approach to consider > Two examples of such a programme that have been developed in Nepal and Jordan

**Deepak  
Raj Giri  
&  
Deepa  
Shree Niraula**  
TV/Movie Actor and Actress



This actor and actress team work together to address issues of tuberculosis stigma and populations at risk in Nepal. They have conducted tuberculosis orientation sessions in Nepali prisons in Birtanagar and Kathmandu. The aim of the orientation programme was to raise awareness about symptoms and appropriate steps for health care, treatment and control.

**Rania Ismail**  
Jordanian Actress



Due to the success of Rania's TV series which aims to address difficult national issues, Rania and her partner have received support from governmental and non governmental organizations to use plays and shows to advocate tuberculosis awareness throughout Jordan including prisons, orphanages and senior homes.



## Remove fear and reduce stigma

Although access to health care is one of the primary factors to the spread of tuberculosis; contributing factors are fear and stigma. Even in cases where access is available, some people are afraid to go to health centres or seek medical attention because of their fear of rejection from their family or local community. This is an understandable fear considering that some people who are diagnosed with tuberculosis are neglected or rejected by their local community. This is an important factor because successful treatment and management requires the support of both family and the local community.

Champions against Tuberculosis need to break down stigmas and reduce fears so that communities and families embrace their loved ones and encourage them to get adequate treatment and complete it.

Increased awareness and understanding about the disease helps break down myths that tend to fuel fear and stigma. Some Champions against Tuberculosis have indicated that success stories about treatment are effective at inspiring hope in patients and reducing fear in communities. It is suggested that Champions against Tuberculosis try to illustrate this in their messages.

### When trying to remove fear and reduce stigma your champions should:

**1** Work with and build the capacity of local advocates.

**2** Include ex patients and their family members in their programmes or campaigns.

## Approach to consider



Some champions have encouraged former patients' involvement to put a face with a message to give greater relevance to the issue and help reduce stigma in local communities.

They have found value and success in this approach as it illustrates that tuberculosis is a disease like any other that can be cured if addressed early enough and with proper support from family and community.

Some have said it is an approach that gives the issue a more heartfelt reality and more likely to move others into action with empathy.





# Integrating messages into their everyday professional lives

Celebrities who are Champions against Tuberculosis are continuously seen and heard through media exposure while engaged in their professional or personal lives. These become opportune moments for them to integrate important messages regarding tuberculosis.

Most Champions against Tuberculosis already use their stage or camera time to integrate important messages into the topics of their performances, writings or lyrics in songs. However, many other opportunities still exist to exploit free airtime and images that media are broadcasting by incorporating visible communication materials, logos, pins and shirts or strategic use of banners at events or shows.

Some examples discussed by a group of Champions against Tuberculosis, included developing advocacy messages on personal or professional social media channels such as Facebook, twitter or YouTube sites to reach youth. Other suggestions included dedicating concerts and shows or advocacy during fundraising events as a Master of Ceremony. Finally, Champions against Tuberculosis could include relevant logos or links to informational websites, Facebook or twitter sites on business cards, stationary emails and T-shirts.

The list here is not exhaustive but it is intended to serve as a foundation to build upon and develop between national partners and Champions against Tuberculosis.

## Champions against Tuberculosis should transmit messages emphasizing that:

**1 Tuberculosis kills if left untreated.**

**2 Access to care needs to be universal and affordable.**

**3 Tuberculosis is closely linked to poverty, human rights violations (stigma and discrimination) and access to health services and resources.**

**4 Involvement of local champions, volunteer networks and civil society is needed.**

## Approach to consider

Using **social media** to advocate provides extensive **outreach opportunities** to the public and is a very effective tool for **reaching youth**.

An example of how this has been achieved:

### Craig David

Singer/Songwriter – England

**Keep it current  
with social media  
outreach**



Craig David developed a special “tab” on tuberculosis on his Facebook, which fans visiting his Facebook site can click on to learn more about the issue.

Similarly, he maintains updated blogs on his personal website also addressing relevant issues and concerns about tuberculosis. In addition he also has video clips on tuberculosis on his YouTube channel.

It is estimated that his total global outreach through these social medium is approximately 500 million people.



# SUMMARY

Champions against Tuberculosis play an important role in the successful advocacy of tuberculosis awareness. They do this through a variety of approaches that are illustrated below. These are some of the fundamental approaches, which have been found to be effective and serve as a basis to build upon and develop.

## KEY POINTS

### ADVOCACY ROLE OF NATIONAL CHAMPIONS

- › Raise awareness
- › Make tuberculosis a more interesting issue to address
- › Fundraise
- › Influence agenda of decision-makers and key stakeholders
- › Address most at risk populations
- › Remove fear and stigma
- › Integrate messages into their everyday professional lives

## SUGGESTED APPROACHES

### RAISE AWARENESS

- › Use illustrated print media and comics to get to young children.
- › Reach out to many different audiences, directly and through the media, including private sector and politicians.
- › Engage media (documentaries), host media conferences with right messages and content.

### MAKE TUBERCULOSIS A MORE INTERESTING ISSUE TO ADDRESS

- › Use comedy and music to make TB a more attractive/interesting topic.
- › Get to youth through social networks.

### FUNDRAISE

- › Use proceeds of charity events (concerts or shows) to fund tuberculosis advocacy initiatives or health centers/clinics.
- › Work in partnership with private or public sector for direct funding of projects or in kind gifts.

### INVOLVE DECISION-MAKERS

- › Involve those with access to important information or potential for policy change.

### ADDRESS MOST AT RISK POPULATIONS

- › Provide workshops/orientations on tuberculosis for most at-risk populations.
- › Use plays or shows to highlight issues and concerns of populations at risk.

### REMOVE FEAR, REDUCE STIGMA

- › Include patients in the work you do. Bring the person along with you and have them tell his/her story.

### INTEGRATE MESSAGES INTO THEIR EVERYDAY PROFESSIONAL LIVES

- › Take opportune media moments to incorporate pins, logos on shirts or banners to broadcast messages.
- › Use social media spaces of celebrities to integrate messages into their professional lives.



# 2

## IDENTIFYING CHAMPIONS AGAINST TUBERCULOSIS

### What

Who are our Champions against Tuberculosis?

### How to

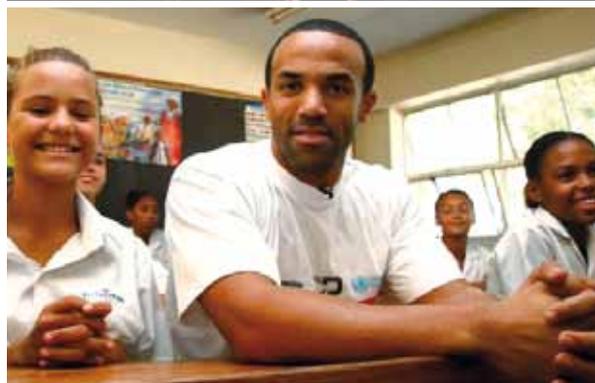
Who should be a Champion? /  
Identify characteristics of Champions /  
Identify/select Champions against Tuberculosis /

# What

## Who are our Champions against Tuberculosis?

Our Champions against Tuberculosis are people who are well known and well respected by their local population. In most cases they are national celebrities ranging from television and film stars to music industry icons and athletes. Regardless of their professional field, the common thread between them is their visibility and an acceptance and respect by a wide audience in their countries.

Many Champions against Tuberculosis become involved because the disease has personally affected them or their family members. Others became involved by request from outreach partners. However, they are all passionate about working to make a difference and to eradicate tuberculosis in their country and around the world.



# How to

Who should be a Champion?

Identify characteristics of Champions

Identify/select Champions  
against Tuberculosis





## Who should be a Champion?

As mentioned above, Champions against Tuberculosis can come from many different fields but are often well-known celebrities from the arts, sports or music industry. This being said, other well-known personalities could include national business leaders, health or science experts, opinion leaders or retired politicians.

However, in general, the most important factor for a person selected to be Champion against Tuberculosis is that they have certain characteristics that reflect their credibility and appeal to their audiences.

### Cultural issues to consider

**Since cultural and gender issues vary between countries, such factors should be taken into consideration when identifying and engaging Champions against Tuberculosis or the audience they are addressing.**

**Depending on the country and its cultural norms, some Champions have found that having both male and female Champions speaking together to audiences has a stronger impact.**

**In other cases, some found they could have deeper discussions when working separately with audiences of their own gender.**



# Identifying characteristics of Champions against Tuberculosis

First, Champions against Tuberculosis need to have **wide-spread acceptance and trust** by the public. It is for this reason that celebrities are often the ideal candidates for this role. It is also for this reason that their **ethical standards, values and behaviours** need to reflect those in their culture and also meet those basic standards set forth by the Stop Tuberculosis Partnership and its affiliates.

They need to show a **passion**, strong interest and **belief in what they advocate**. What they say and do has to be heartfelt and truly reflect the messages that they promote. It is this heartfelt passion that inspires hope, eliminates fear and breaks down stigma within audiences.

They need to be **influential and persuasive** with good connections at all levels, including public and private sectors. This is key not only for helping promote change in policy but also to raise support and develop partnerships and links between private and public organizations. At the same time, they need to be able to reach out and attract interest from all audiences within their communities. It is especially important for them to be able to reach certain target groups like the youth or groups at risk such as those living with HIV/AIDS.

Finally, Champions against Tuberculosis need to really have the **time and energy** to dedicate to the role, which is time-consuming and can be difficult. Those who accept the role of Champion should do so acknowledging there will be some seen and unforeseen challenges. However, it should also be mentioned that current Champions have said that the personal reward of making a difference in their communities and countries is immeasurable by comparison.

## Important issue to consider

### Active Politicians as Champions:

One can wonder if active politicians could fulfil the role of Champions considering that they are charismatic and can sometimes reach celebrity-like status in their countries.

Caution here is advised because politicians' popularity shifts easily depending on public opinions, often times attached with other national agendas. Furthermore, there is the issue of time and energy an active politician may be able to commit to one specific issue.

These two concerns would normally make such a person unable to meet the needs of the role.



# How to select/identify Champions against Tuberculosis

## Assess challenges of tuberculosis control at national level

Do this by talking to your partners, National TB Programme and WHO Country Offices, members of communities that have been affected by tuberculosis and populations at risk of contracting the disease. Any or all of these resources should be able to provide you with the information and statistics to help clarify the greatest tuberculosis-related challenges facing the country.

### IT IS IMPORTANT TO UNDERSTAND FULLY:

- > what the challenges are and
- > why they are occurring

Some examples of challenges may include but are not limited to: non-adherence to tuberculosis treatment, health services not available or difficult to access, fear and stigma-based avoidance of health services or facilities....etc.

## Identify the target audience



Personalities or celebrities often appeal to specific demographic groups within the population.

Therefore, identification of the target audience to be addressed is key to developing a list of candidates to serve as Champions against Tuberculosis.

Identifying the target audience will be primarily based on your results of the challenges assessment and directly relate to the desired objectives to address those challenges.

### TYPICAL TARGET AUDIENCES MAY INCLUDE

- › Politicians and decision-makers.
- › General public (may be subdivided by age, gender or other demographic factors).
- › High-risk groups (people living with HIV, prisoners, migrants, rural poor, women, etc.).
- › Tuberculosis patients, their families and their community.
- › Service providers (usually more technical and addressed by WHO).

Address politicians if the primary national level challenges are related to policy and need for policy change.

If the challenges being faced are related more to issues of awareness, education and training about care and prevention, or concerns about stigma or fear, then the target audience will be the general public or specific target groups within the general public.

## Identify objectives

It is important that you define the objectives based on the challenges identified. First, this helps provide clear goals needed to develop projects and message platforms to address the target audiences you identified. Second, this helps define the scale required and best methodology depending on the level of outreach. We can recognize that if a target population is being affected (i.e. children of a certain age group) this can affect the message, methodology and media source appropriate for that target group.

Finally, understanding your objectives allows you to be clearer with your candidates when discussing needs, hopes and aspirations of their contribution and potential impact. This provides better understanding for who may be an ideal candidate and clarify expectations for the candidates in initial conversations.

Ideally, the objectives of a national Champion should be in line with the priority of the national Tuberculosis Programme so that efforts are coordinated and activities of the Champion work in supporting the priorities as set by the Programme.

## Identify ideal champions to address audience and objectives

First, ideal champions should be those who meet the criteria illustrated in the section of “Identifying characteristics of champions against tuberculosis”.

In addition it is important that you consider candidates’ charisma and presence in public, and their communication styles. Often times some communication styles and appearance appeal more to some audiences than to others. This is important because some celebrities or candidates for Champions against Tuberculosis are more suited or comfortable addressing different types of audiences. It is preferable that you match champions with the target audience to ensure comfort and ease for champions relaying messages and wide level of attention and acceptance by the target group.

When selecting candidates, it is important to discuss the possible audiences and overall objectives that would be involved so that candidates for Champions against Tuberculosis can discuss their comfort level and feeling of relationship to the target audience.

Champions against Tuberculosis can only be influential, persuasive and raise awareness if they appeal to their audience and connect with them.

# SUMMARY

Champions Against Tuberculosis are people who are well known and well respected by their local population. Usually they are national celebrities ranging from television and film stars to music industry icons and athletes. However, the range of representatives from other fields could be much greater.

The common characteristics that all Champions against Tuberculosis share is their acceptance and trust by the public, their passionate interest and belief in eliminating fear and stigma associated with tuberculosis by advocating awareness and their ability to influence at all levels through their good connections and persuasive presence.

## KEY POINTS

### WHO SHOULD BE A CHAMPION AGAINST TUBERCULOSIS

- > TV/Film celebrities
- > Sports celebrities
- > Music industry celebrities
- > Health and science experts
- > Opinion leaders
- > Business leaders
- > Retired politicians

### IDENTIFYING CHARACTERISTICS OF CHAMPIONS AGAINST TUBERCULOSIS

- > Good reputation, acceptance and trust from public
- > Ethical stand, values, behavior
- > Passion and belief about issue
- > Influence and persuasiveness
- > Charisma and presence
- > Goodwill to connections at all levels
- > Dedication of energy and time

## SUGGESTED APPROACHES

### HOW TO SELECT/IDENTIFY CHAMPIONS AGAINST TUBERCULOSIS

#### ASSESS CHALLENGES AT NATIONAL LEVEL

What are the challenges?

Why are they occurring?

#### IDENTIFY TARGET AUDIENCE

Politicians

General public

Service providers

#### IDENTIFY OBJECTIVES

Define goal/project/message

Link to specific audience/group

#### IDENTIFY IDEAL CHAMPIONS TO ADDRESS AUDIENCE AND OBJECTIVES

Meets champion characteristics

Charismatic presence

Communication style appropriate to audience



# 3

## WORKING WITH CHAMPIONS

### What

Support generally provided to Champions against Tuberculosis

### How to

Work with national Champions in advocacy /  
Develop plans of action /  
Work in partnership /  
What partnering organizations can do to help Champions /

# What

## Support generally provided to Champions against Tuberculosis

The amount of support provided to Champions against Tuberculosis seems to vary from country to country. This is due in part to the level of development of the national partnerships. Greater support to Champions is seen in areas where partnerships are more developed.

Currently, Champions against Tuberculosis have indicated that they received some financial support for projects primarily from their governments and the private sector. In some cases donations from the public during festivals or events has been provided for patient-care projects.

Relevant local and regional information and statistical data on tuberculosis from ministries of health or from active NGOs has also been a helpful support for the Champions against Tuberculosis who received it. And in some cases, alignment of National Tuberculosis plans or other Partners' programmes with that of the Champions against Tuberculosis have been developed and found to be mutually beneficial.

Although this support has been well received and has allowed national Champions to make a significant impact on tuberculosis in their region, much greater support and coordination is needed to reach the Millennium development goals.



# How to

Work with national Champions in advocacy

Develop plans of action

Work in partnership

What partnering organizations can do to help Champions





## Work with national Champions in advocacy

In most cases, advocacy work related to tuberculosis will be a new endeavour for National Champions. It is important that National Champions receive as much support as possible in their role as advocates in order to be successful.

To provide them the highest level of support, it is suggested to take the time to discuss different approaches to advocacy and then review their needs based on their plans of action. This process should go hand in hand with the developing plans of action stage.

### Important issue to consider

**There are four key areas of support that will help your Champion/s be successful.**

**1 Financial support for projects.**

**2 Local and regional data on tuberculosis.**

**3 Informational and educational materials to distribute at events.**

**4 Promote greater alignment and inclusion between partners and governmental plans on tuberculosis.**



## Developing plans of action

Since celebrities acting as Champions against Tuberculosis have busy schedules with multiple commitments, it is important that a yearly advocacy plan is developed **outlining clear objectives, activities and timelines**. It should also be mentioned that many Champions against Tuberculosis are not only dedicated to the fight against tuberculosis but other issues as well. These other issues will also require time and energy and need to be considered when contemplating activities and timelines. Clearly identifying activities and events in advance allows Champions to manage their schedules and properly prepare for events.

This plan should **take into consideration donors and partnering organizations' plans** as well so that they can be well coordinated. It is necessary for Champions to have access to partners involved in tuberculosis control and data gathering so that they are communicating the right message with the most up-to-date information.

Champions against Tuberculosis **need to be involved in the field** and have access to specific groups like the youth (school visits) or at risk groups like prisoner populations and people living with HIV/AIDS (field visits). This is where they can make the greatest direct impact on awareness and fighting stigma. These school and field visits should be properly documented to be later broadcast for media spots.

The presence of Champions against Tuberculosis is especially important for **events or activities World Tuberculosis Day**, which is an opportune time to bring more partners aboard, raise more awareness and help with fund-raising.



## Working in partnership

National STOP TB Partnerships bring varied partners together to **develop and implement shared action plans** to tackle tuberculosis. The partnering approach builds on the skills and competences of all partners, increases efficiency by avoiding duplication of efforts and waste of resources and uses partners' reach to improve access to TB services. Thanks to their expanded and non-conventional reach, national Champions can have a key role as bridges to form partnerships with governmental, nongovernmental and business sector partners at different levels.

Where a national partnership exists, national Champions can be in contact with the secretariat and be involved, together with other partners, in the development and implementation of a shared plan for TB care and control. Their core competences will contribute tremendously to several objectives of this plan, such as effective advocacy with the public and influential leaders.

On the other side, if there is not yet a national partnership in the country, national Champions can play a catalysing role and bring together partners from different sectors. In this case, it is important that when outlining their own action plan, national Champions **take into account communications and advocacy plans of other** governmental, nongovernmental and business sector **partners** not to act in isolation and avoid overlapping and waste of resources.

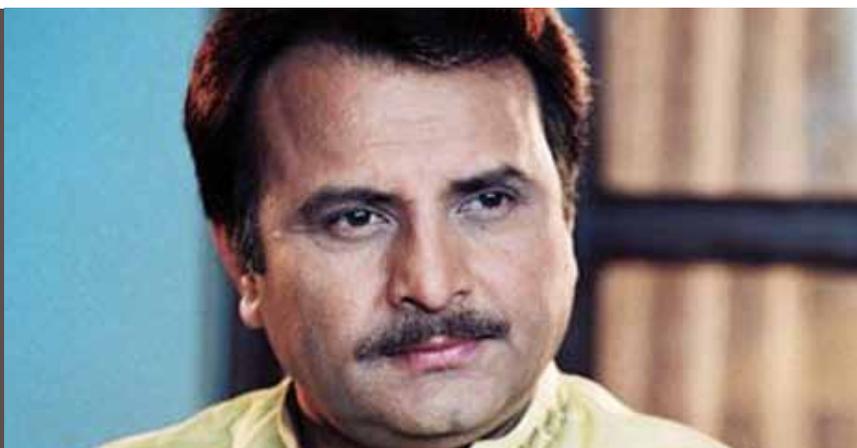
## Approach to consider

### Awad Ibrahim Awad



Mr Awad Ibrahim Awad chairs the national partnership in Sudan and uses his public image to advocate for the involvement of decision-makers, companies and nongovernmental organizations, convince his public that tuberculosis is curable once you diagnose it early and support patients by visiting them in hospitals. These activities are in line and support the main objectives of the Sudan Stop TB Partnership.

### Behrooz Sabzwari



Mr Behrooz Sabzwari works closely with Stop TB Pakistan to raise awareness of tuberculosis in the general population by using his most popular character and to reach out to non-traditional partners. He also provides his image to re-profile the branding of health facilities, which offer free diagnosis and treatment for TB.



# What partnering organizations can do to help Champions

Partnering organizations are a very significant element to the successfulness of a Champion's efforts. They help provide support in many different ways including: logistics, information, funding, materials and communications.

**However, it has become clear that greater support is needed from partnering organizations in a few specific areas.**

## Access to updated information and educational materials

One of the primary issues outlined by National Champions is access to updated information and best practices as well as accompanying educational materials. These are key for raising awareness in local communities and especially useful to have available at events, trainings and community centers.

## Increased visibility

Champions against Tuberculosis also need additional support in their visibility and what they do. This means increased exposure to media outlets and increased exposure to contacts for partnering or fund-raising. This should also include giving them the opportunity as legitimate counterparts to facilitate events or side events at high-level meetings at national, regional and international meetings.

## Increased contacts

Provide additional support to Champions' advocacy efforts by facilitating them with contacts and potential partners for fund-raising, events development and media coverage. Expanding a Champions contacts and partners allows for greater access to information, realms of influence and target audiences.

## Organization of meetings

Finally, another form of support needed is the opportunity and space to bring partnering organizations together. This could be roundtable discussions with partners regarding challenges and opportunities in local/regional tuberculosis issues. It could also include a global annual meeting to address performance and advancements in advocacy. This type of support will: a) help strengthen ties between National Champions and partners, b) allow them to coordinate their advocacy design with national and partner plans, c) provide updated information and identify success and areas for increased vigilance.

# SUMMARY

Champions against Tuberculosis need support from partners to be successful. Partnering organizations can help provide support in many different ways including: logistics, information, funding, materials and communications. This however, varies from country to country and support needs to be improved upon worldwide in order to meet our goals to eliminate tuberculosis.

## KEY POINTS

### CURRENT SUPPORT PROVIDED

- › Some financial support from private sector and government.
- › Limited financial support from public at events and festivals.
- › Active NGO involvement.
- › Some alignment with National Tuberculosis Plan (Ministry of Health) and Partner Plans.
- › Logistics/media coverage for events and field visits.

## SUGGESTED APPROACHES

### DEVELOPING REALISTIC PLANS OF ACTION

- › Specific projects with clear objectives, activities and timeline.
- › Increased amount of field and school visits.
- › Greater presence in World Tuberculosis Day activities and events.
- › Increased media campaign and engagement with partners.

### WORK IN PARTNERSHIP

- › Build on each others skills and competencies.
- › Take into account communications and action plans of other partners.
- › Develop shared action plans.

### WHAT PARTNERING ORGANIZATIONS CAN DO TO HELP

- › Provide updated information and good practices.
- › Provide educational material.
- › Organize a global meeting of national Champions and roundtable events which include partners.
- › Increase visibility of what Champions do.
- › Provide/facilitate contacts for Champions to identify partners and for fund raising purposes.



# ADDITIONAL RESOURCES

## Stop TB Partnership Web Page

[www.stoptb.org](http://www.stoptb.org)

## TOOLS AND GUIDELINES

### Working with Media

[www.stoptb.org/assets/documents/resources/publications/acsm/](http://www.stoptb.org/assets/documents/resources/publications/acsm/)



Working with the Media Final Web.pdf

## DEVELOPING PARTNERSHIPS MATERIALS

### Building National Partnership development (General)

[www.stoptb.org/countries/partnerships](http://www.stoptb.org/countries/partnerships)

### Pamphlets on building National Partnership development

[www.stoptb.org/assets/documents/countries/partnerships/](http://www.stoptb.org/assets/documents/countries/partnerships/)



STOP\_TB\_brochure\_8november2011\_ok\_web.pdf

## EXAMPLES OF WEBSITES/FACEBOOK/YOUTUBE AND BLOGS

### Websites

[www.craigdavid.com](http://www.craigdavid.com)

[www.stoptb.org](http://www.stoptb.org)

### Facebook

[www.facebook.com/CraigDavid?sk=app\\_4949752878](http://www.facebook.com/CraigDavid?sk=app_4949752878)

[www.facebook.com/stoptb](http://www.facebook.com/stoptb)







[www.stoptb.org](http://www.stoptb.org)

[www.ifrc.org](http://www.ifrc.org)

**Stop TB Partnership**



International Federation  
of Red Cross and Red Crescent Societies

a partnership hosted by



World Health  
Organization