



# Guidelines for Social Mobilization

## Planning World TB Day

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### Acknowledgements

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Figures are examples and should not be quoted.

Stories are extracts from questionnaires submitted for World TB Day 1999 or published reviews.

# Planning a successful World TB Day

## Preface

**This guide is the first in a series of *Guidelines for Social Mobilization***

Social Mobilization is traditionally perceived as a community-based or country-level action. The guiding principle of this series, though, is to recognize new scope for social mobilization strategies at both a global and local level.

This “new” social mobilization takes advantage of constantly evolving communications tools and technologies, acknowledges the impact of globalization and recognizes a “community” as being defined by shared issues across borders rather than by locality alone.

World TB Day is a worldwide event, yet different countries and regions choose locally relevant activities and messages. World TB Day acknowledges that there is a global community of people concerned about TB. It is a worldwide call to action as well as a means to mobilize political and social commitment at a national level.

Planning a successful World TB Day is an important starting point for the series of “Guidelines for Social Mobilization” as it embraces both global and country level action.

# Planning a successful World TB Day

## Preface *(continued)*

### What is Social Mobilization?

How do we define social mobilization in the context of globalization and new modes of communication which link even the remotest of places?

If there is a common denominator of all effective mobilization efforts it is a sense of opportunity. It capitalizes on people's energies and commitments, on available resources, and on situations that can help move a group of people to achieve a common purpose, and understand why it matters to them. In the case of World TB Day, our common goal is to bring global and local attention to TB and mobilize action to get TB treatment to every person who needs it.

Social mobilization begins with a conscious recognition of the problem to be addressed. World TB Day is a valuable opportunity to raise awareness about the state of TB in the world today as well as its prevalence and impact at national and regional levels. Only when people become aware of how the epidemic matters to them and what action they can take will true social mobilization begin.

*Social mobilization involves planned actions to reach, influence and involve all relevant segments and sectors of society to reach a common goal.*



# Planning a successful World TB Day

## **I**f you are a **TB programme manager** World TB Day can help you:

- Highlight achievements of your programme
- Get further political commitment
- Mobilize new partners to address TB in their work
- Increase the demand for TB services

## **I**f you are an **NGO\*** working on TB World TB Day can help you:

- Highlight achievements of your work
- Get the attention of politicians and decision makers
- Get further commitment and funding
- Increase the demand for your services

\*NGO: Nongovernmental organization

## **I**f you are a **media person** World TB Day can help you:

- Find a “human interest story” on TB
- Get an interesting angle on social and economic development and human rights



## Highlight the TB situation in your region

Keep in mind that World TB Day on 24 March is above all a media event. This provides you with a tremendous opportunity—the opportunity to turn the public’s attention to:

- The good work that YOU have done in TB;
- The local/regional/national TB situation;
- The gaps and what people can do to stop TB.

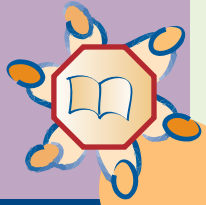
***Good planning for this day is important to achieve the greatest possible impact.***

**There are two main outcomes to aim for**

- 1. Attract media attention (TV, radio, newspaper) which can:**
  - Increase understanding of the TB situation among the general public;
  - Increase commitment from local leaders/politicians/government to fight TB.
- 2. Mobilize new groups and constituencies (groups affected by TB) that are important to your own efforts in the fight against TB.**

***It is advisable to start several months in advance by setting up a World TB Day planning committee that includes partners, organizations and motivated people.***

For most of you, every day is TB day, but once a year, on 24 March, the eyes of the public are focused on TB.



## Form a World TB Day planning committee

### To make World TB Day a success

- Invite people/organizations/groups that you work with and that you know are active or interested in TB. They can suggest other members.
- Members could come from national or regional TB programmes, NGOs, medical associations, student groups, religious groups, the media, etc.

### When selecting committee members you should consider the following

- Who is the target audience for your World TB Day activities? (media, politicians, women's groups...)
- Who have you worked with successfully in the past? (TB organizations, other NGOs...)
- Which groups would you like to get newly involved? (HIV organizations, women's groups...)

*Try to include members from these groups in the planning committee.*

Choose committee members carefully based on how well they can work as a team and what skills, ideas and resources each one can provide (monetary, time, in kind): It is always useful to have a wide range of talents.



## In the planning committee you should

- ✓ Set reasonable **objectives** for World TB Day based on time and resources, e.g. how many people to target through what kind of event.
- ✓ Develop interesting and relevant **activities** and events for World TB Day.
- ✓ Consider mobilizing external **resources** by involving private industry and businesses.
- ✓ Determine what each member can contribute and assign **tasks and responsibilities.**
- ✓ Give yourself **deadlines** for accomplishing the various tasks.
- ✓ Make provisions to assess the **impact** of your efforts.

Experience in many countries has shown that the World TB Day planning committee works best when regular meetings are held and when a local member chairs the meetings and is the focal point. It is suggested to keep minutes of the meetings and share them as widely as possible.





## Get started

### Some tasks of the planning committee include

- Determine what each member can contribute and assign tasks and responsibilities.
- Assign deadlines to accomplish the various tasks. Make sure that all members in the planning committee understand and agree with these deadlines.

***A plan with tasks, responsibilities and deadlines could look like this:***

<i>Task</i>	<i>Who</i>	<i>Initiated</i>	<i>Completed</i>
Identify partners	YOU	By 1 January	By 24 January
Collect information	.....	By 1 February	By 1 March
Establish media contacts	Media Representative	By 1 February	By 24 February
Contact sponsors	.....	By 15 January	By 1 March
List of activities/events	.....	By 15 January	By 15 February
Prepare materials	.....	.....	.....
Prepare press release	.....	.....	.....

For example, by 24 January you have identified your partners, by 24 February you have a list of suggested activities and events for 24 March World TB Day.



## Build a case for stronger action to stop TB

### Why TB matters: Collect all TB-related information

- Information on TB in your country/region/city: TB incidence (new cases)/TB prevalence (existing cases), TB deaths, TB in the general population, TB in subgroups, DOTS coverage, DOTS acceptance, MDR TB.
- Information on socio-economic development: What are the economic impacts or costs of TB on families, communities and countries? What are the social costs? For example, children having to drop out of school to take care of sick parents, children orphaned due to TB, mothers sick with TB unable to care for their children.

#### ***For example, you can collect information to:***

- Show the severity of the situation or worsening trends
- Show who is being affected most
- Show improvements in TB control through the use of DOTS
- Show that TB control makes economic sense
- Document what has been done elsewhere
- Demonstrate the consequences of inaction

If possible use national or regional TB statistics and use global numbers to illustrate trends and developments.

A lot of information is available on the Internet (see p. 26)



## Build a case for stronger action to stop TB *(continued)*

### Identify main numbers and trends and make a list\*

47 million people affected by TB in the Philippines (1998)

6 000 Britons contract TB every year

In the Republic of Korea, the death rate from TB is 7.4 per 100 000 population

In Singapore there were 1 821 new cases in 1998, up by 109 from 1997

44 000 residents have shown TB symptoms in Quezon City, the Philippines:  
at least 100 children are infected with TB

***Keep in mind that TB is a treatable disease and can be cured.***

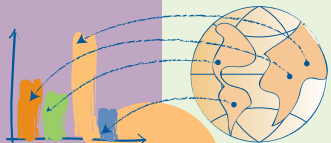
### Extract numbers that highlight different angles of the epidemic

***“TB and women”***: Over 900 million women are infected with TB worldwide

***“TB and HIV”***: TB accounts for one third of AIDS deaths worldwide

*\* Facts and figures are examples taken from newspaper clippings*

There is a difference between TB infection and TB disease. Most people infected with TB show no symptoms of the disease. However, someone infected with TB has an average 10% risk to develop TB disease in his/her lifetime. TB disease can occur when an infected person's immune system is weak such as in old age, with HIV infection or due to malnutrition.



## **T**ransform statistics into key messages and stories

- Use statistics to develop a list of key messages and stories that can be used depending on the target audience. The messages and stories should support the successes, identify gaps and set out the next steps in your TB programme and should be a call for action.
- If possible use comparisons to illustrate your point.

### Three types of messages and stories are generally effective

- **The problem** Stating the extent and effects of the problem
- **Success stories** Showing what can be done about the problem
- **Human interest stories** Documenting the impact of TB on the individual

*Remember: Local statistics and stories generally have the most impact.*



## Examples

### “The problem”

**Message:** Worldwide TB is the biggest killer of people who are HIV-positive.

**Story:** The emerging dual epidemic of TB/HIV highlights the need to integrate TB and HIV/AIDS services. A recent study from Tanzania supports the global trend. The study shows that between 30 and 45 per cent of patients with tuberculosis had HIV infection (the problem). Politicians and decision-makers will increasingly have to address issues such as integrating HIV and TB services and facilitating access to drugs and treatment (next steps).

### “Success story”

**Message:** TB causes more deaths among women than all causes of maternal mortality combined.

**Story:** In many places cultural barriers limit women's access to TB information and treatment (gaps). A recently formed local women's self-help group now visits women in their homes to provide them with health information including TB (success). The women's group is currently negotiating with the local clinic to set up home visits by the health staff for those women who cannot leave their homes (next steps).



## Examples *(continued)*

### “Human interest story”

**Message:** TB and AIDS is a deadly combination. But TB is curable even for people living with HIV/AIDS. We need to act today to prevent further suffering.

**Story:** When Somachi, a 27-year-old single school teacher from northern Thailand, came to the hospital four years ago he only hoped that the doctor would give him some medicine for his fever. After seeing the doctor and getting his check-up, the young teacher was told that he had to undergo treatment for tuberculosis. But the diagnosis did not end there. Somachi had early TB without an explanation. In the eye of the doctor there was a possibility that he was HIV-positive. Somachi entered DOTS (Directly Observed Treatment, Short-course) and started feeling better. The hospital began to give him counselling and asked him to have a confidential blood test. Somachi took a few days to decide before he took the test. The result was HIV-positive.

Research has shown that stories about people's lives being affected by TB have a greater influence on public opinion and attitudes.

A key element in the success of a media or public awareness campaign is its ability to convey a personal message about TB, how it affects real people and what we can do to improve the situation.



## Key messages and stories for the public and the media

Use key messages in press releases, press conferences, speeches...

Media messages should have a sense of urgency and deliver a specific call to action relevant to your situation. The following are examples taken from national newspapers.

“TB is the single biggest killer among young people and adults”

***Young people deserve our protection***

“TB infection rate reaches highest level in 12 years”

***No more time to lose***

“TB is assuming epidemic proportions in children”

***Use DOTS, save our children***

“One person dies of TB every ten seconds”

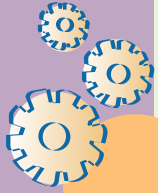
***The time to act is now***

“One third of the population is affected by tuberculosis”

***Implement DOTS to save lives***

Use key problems, successes, and human interest stories (*see above*)

When developing key messages keep in mind the national TB situation, the future direction, and your target audience.



## Activities and events to mobilize partners

Develop ideas for activities and events which will create news, provide people with important and interesting information, and raise their awareness. Activities and events that create a sense of urgency can mobilize people to become new partners in the fight to stop TB.

### Mobilize private industry and business

Approach local businesses and industries with an outline of activities and events for World TB Day and ask for their involvement and support. Explain to them how their participation is for a good cause and in their own interests, and can increase their visibility in the community.

### For example, in the Philippines

The "Philippine Coalition Against Tuberculosis" (PHILCAT) organized awareness-raising events to promote DOTS on World TB Day. The theme was "The critical role of the private sector in DOTS". PHILCAT, whose members include pharmaceutical companies, announced its support for a local foundation called the "Centre for TB in Children". PHILCAT also sponsored a motorcade and an entertainment event on the day. Hundreds of people participated and the media highlighted this as an example of private sector involvement with children affected by TB. In addition banners with the sponsors names were flown on the streets and appeared on local TV.





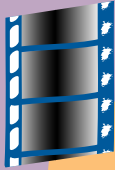
## Organize information and education events

Discussion forums, seminars and courses are useful events to provide and exchange relevant and interesting information with the public, women's groups, community leadership, NGOs, and business groups. You can discuss the implications of not taking action to stop TB, state what can and should be done to reduce the spread of TB and its impact, and address any of their concerns.

### For example, in Nigeria

In commemoration of World TB Day, a private organisation in collaboration with the University Teaching Hospital organized a national convention on the dual infection called "TB—a re-emerging infectious disease; HIV/AIDS and the health worker". The objective was to improve the knowledge and understanding of the health care staff about TB to enhance TB services and health worker-patient relations. The event updated the staff on the importance of each element of the DOTS strategy and reinforced their commitment to TB control.

Make sure that you are well prepared with all the relevant information and invite the right experts to participate in the event.



## Organize awareness-raising and “infotainment” events

(infotainment = **info**rmation + enter**tain**ment)

Parades, competitions, street events... create media attention and get a “Stop TB” message out to many people in an interesting, entertaining and stimulating way. This is a good means to reach people who might not be reached through more traditional events such as seminars or meetings.

### For example, involving children in Ethiopia

In Jijiga, Ethiopia, children learned the main messages about TB management and prevention playing the “snakes and ladders” game. Teams of five children, representing the five elements of DOTS, took part in bike relay races. Participants as well as spectators had fun and at the same time learned about the importance of everyone's involvement in making TB control effective.

### For example, involving young people in the Philippines

The popular “Dating Game” was played on World TB Day. Four potential candidates to go out on a date with a young woman respond to her questions from behind a screen. The young woman chooses her date for the evening, not having seen the candidate, based on his answers. In this version of the game, one of her questions was: “How would you treat me if I had TB?”. By picking the candidate who gave the most caring response, the young woman brought attention to the importance of a non-stigmatized attitude towards people with TB.

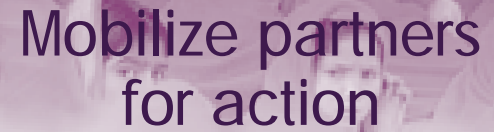


## Organize media events to make news

Events such as press conferences with politicians and leaders or the opening of new DOTS centres catch the attention of the media. Through the media, news and information about TB is spread widely and partners are mobilized for action.

### For example, in Nepal

One World TB Day event was the launching of “Kathmandu Valley DOTS” and the official opening of 17 new DOTS centres. In addition, the “Dixa Daxa” award was inaugurated to honour people who made important contributions to TB control. The event created widespread media attention and the awards ceremony generated news about who would be honoured for their contribution to fighting TB.



Mobilize partners  
for action

Experience has shown that events that get the attention of the media can have an enormous impact because the media will get the information to many people who might otherwise not be able to attend distant events.



## Involvement celebrities as spokespeople

Choose individuals who are well-known and respected within the country or community and who can bring positive attention to the fight to stop TB. Choose popular health, sports, and entertainment personalities, or politicians. Aim high, go for the president, prime minister, or their spouses.

### For example, involving celebrities in Pakistan

On World TB Day the governor of a province in Pakistan called for the start of an “adopt-a-patient” programme to fund the fight to stop tuberculosis. The governor himself is funding the treatment of 10 patients. He called on the medical community to “provide more ideas to improve the health situation of the population”. At the same event the importance of implementing the DOTS strategy was highlighted. The governor’s participation received widespread media coverage in the province and his involvement reduced discrimination against people infected with TB.

Remember it takes time and preparation to get celebrities involved in an effective way. Celebrities are often not familiar with the subject matter and need good briefings. Suggest and specify exactly what their contribution will be in order to avoid confused or incorrect messages.

Be innovative and creative. For example, a pop concert or a launch in a shopping centre, an urban basketball or football field can get a lot of media attention. Remember, this is a perfect opportunity to raise attention among many people at one time and mobilize action.



## Prepare speeches, fact sheets, videos...

Prepare clear slides, overheads, flip charts, and other visual materials with statistics and key messages. Include an explanation of what they mean. Prepare videos, fact sheets, posters for the media, partners and the public.

### For your own presentation

- Keep your target audience in mind (medical community, NGOs, women's groups).
- Tailor your speech to your audience. Provide them with information relevant to them (e.g. for women's groups: "TB causes more deaths among women than all causes of maternal mortality combined").
- Make suggestions about what THEY can do and how THEY can get involved.

### For the media

- Prepare a press release. Use the latest statistics and interesting key messages that you developed before.
- Indicate additional information sources about TB (such as local TB programmes, hotline numbers, internet sites).

*If DOTS works well in some areas but needs more support in others, use the achievements and lessons learned from one region as an example to try and mobilize people in the region that is weaker. Be careful not to embarrass the weaker side.*



## Organize a press event

- Establish a contact list (name, address, phone number, fax number) of local/ regional/national media interested in health and development issues.
- Organize a venue for the press conference. An interesting location such as a community centre or DOTS clinic can be “news” in itself and attract media attention.
- Prepare a “Media Advisory” indicating the time, place and details of who will be present at the press conference.
- Send the media information about planned events, indicating the involvement of politicians and celebrities...
- Send the media prepared statistics, fact sheets, videos, media advisory, and slides well in advance. This way journalists have time to review the materials, raise questions and position the story within their organizations.
- Invite politicians, NGOs and celebrities to the press conference.
- On World TB Day (or the day of the press event) send out a press release with a new angle on the TB situation.

*If a media representative is part of the planning committee they can prepare many of the press materials such as the media advisory or press release. They can use their contacts to “rally the troops” for the press conference.*



# Press release: Sample

**EMBARGO: 10.00 am GMT  
24 March 1999**

## 1999 World TB Day

### WHO TB Report shows global response to epidemic inadequate

**WHO Director-General calls for political commitment to Stop TB. "We must act now or multi-drug resistant TB will thrive", warns Dr Gro Harlem Brundtland**

Washington DC: *Multi-drug resistant tuberculosis is on the rise and there are 8 million new cases of TB every year.* TB remains the single biggest killer of young women and kills as many women as all combined causes of maternal mortality. Still, only 16% of the world's infectious TB sufferers receive the TB treatment recommended by the World Health Organization (WHO).

**"We are at a crossroads in the global tuberculosis epidemic"** says Dr Gro Harlem Brundtland, Director-General of WHO. "We have a choice to act now and control tuberculosis, or we can continue business as usual and let strains of multi-drug resistant TB thrive. We have a cure, we need to mobilize the world to use it."

Dramatic successes in many countries with the WHO recommended TB Treatment, DOTS (Directly Observed Treatment, Short-course), show that the spread of TB and the emergence of multi-drug resistance can be stopped, according to the 1999 WHO Global Tuberculosis Report released today.

.....

While the number of patients receiving DOTS has been increasing at a rate between 10% and 20% each year for the last four years – **meaning an additional 100,000 infectious patients treated each year** – an additional 250,000 patients per year need to be reached and treated to achieve the global goal by the year 2005, according to the 1999 Report.

In 1993, global goals of detecting 70% of all infectious TB cases and treating 85% of those cases with the WHO recommended treatment were set for the year 2000, but the response has not been aggressive enough to meet the 2000 targets. WHO is now urging a concerted effort to tackle TB by 2005.

.....

**Contact:** Name/Address/Telephone/Fax

*Headlines give specifics of pressworthy facts*

*Most important information contained in first few paragraphs*

*Simple, memorable statements give reporters quotes*

*Latest statistics give substance to the story*

*Mention a contact where to get more information*

*Embargo lets reporters know when they can use information*

*No more than two pages is recommended*



## Lessons learned



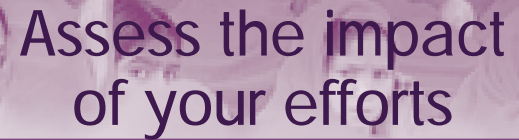
### Assessing your Special Day

In order to find out what impact your efforts have had, and to plan for follow-up action, assess the success of the day:

- **Compile a summary of events.** Review the successes and challenges with the planning committee to understand what was accomplished, what needs immediate follow-up and what lessons can be learned. Disseminate the summary widely among your planning committee partners and other groups. This information can be useful in planning for future events.
- **Prepare a brief questionnaire.** Some key questions to ask are:
  - What elements contributed to your success? What were the main obstacles?
  - How many people did you reach? What are the main follow-up actions?
- **Collect newspaper clippings, TV spots, radio broadcast...**

Brief partners and members of the committee in advance to collect information on activities and events of the day.






## Assess the impact of your efforts




## Beyond World TB Day



### “Thank you” event to mobilize year long action

Organize a social “thank you” event for the members of the committee. This is a way to build on the success of World TB day and strengthen relations between the committee members. This can lay the ground for future collaborations. If you have followed and expanded on the ideas in this guide, you have worked hard and deserve acknowledgement for your efforts. You could organize a picnic, a party or a social outing. Ask a local sponsor to contribute to the event.



### World TB Day should not be the only advocacy effort of the year!

World TB Day should be a catalyst for bringing together new partners, generating media interest and mobilizing resources that can be built on throughout the year. The World TB Day planning committee can continue to meet throughout the year as a TB task force to keep TB issues at the forefront and to build momentum towards the next World TB Day.

Where to get more information in preparing for World TB Day:

[www.who.ch](http://www.who.ch)

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

[www.south-asia.com/ngo-tb](http://www.south-asia.com/ngo-tb)

[www.cdc.gov/nchstp/tb](http://www.cdc.gov/nchstp/tb)

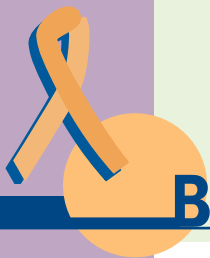
[www.iuatld.org](http://www.iuatld.org)

[www.jata.or.jp](http://www.jata.or.jp)

[www.artsen.net/kncv](http://www.artsen.net/kncv)

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

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



## Beyond World TB Day *(continued)*

An excellent additional way to raise awareness about TB and increase your programme's visibility is to highlight TB issues throughout the year. You can work with the organizers of other commemorative days such as World AIDS Day or national commemorative days. You can contribute to the preparation of “their” special events and *vice versa*.

### Other international commemorative days and events include

#### **8 March — UN Day for Women's Rights and International Peace**

Focus on Gender, Human Rights, access to TB services

#### **24 March — World TB Day**

#### **7 April — World Health Day**

DOTS is an effective treatment strategy to cure TB

#### **15 May — International Day of Families**

TB affects families, puts children out of school, decreases family income

#### **31 May — World No-Tobacco Day**

Smoking weakens the immune system and can further the progression from TB infection to disease

#### **11 July — World Population Day**

TB impacts on life expectancy and quality of life



#### **1 October — International Day of Older Persons**

TB is a disease that affects older people. DOTS can cure TB and increase the quality of life

#### **17 October — International Day for the Eradication of Poverty**

TB puts many families into poverty. DOTS helps families to cope with the economic impact on their lives

#### **16 November — International Day for Tolerance**

Destigmatize people with TB

#### **20 November — Universal Children's Day**

Many children are orphaned or otherwise affected by TB

#### **1 December — World AIDS Day**

Dual epidemic of TB and HIV. TB is the leading killer of people with HIV

#### **10 December — Human Rights Day**

Access to treatment and information is a Human Right. Discriminating against people with TB is a violation of their Human Right

# Planning a successful World TB Day

## Personal notes

A series of horizontal dotted lines for taking notes.

Remember: