

CAMPAIGN PLANNING FOR WORLD TB DAY 2006

Theme introduction & sharing your campaign ideas

Theme

THE GLOBAL PLAN TO STOP TB 2006-2015 *Actions for life: towards a world free of tuberculosis*

PURPOSE

► The purpose of this document is to introduce the theme for World TB Day 2006 (WTBD 06), and to solicit your feedback for collaboration on campaign development and implementation.

► In January, a follow-up document will provide more information on aims and objectives, thematic focus (integrating contributions from you), key messages and action points, and specific activities and events planned for the WTBD 06 campaign, including contributions from you.

► Following the planning document, we will be communicating several activity updates, calls for action and campaign participation, and will distribute information products, including visuals for WTBD 06, an information pack in January, and a WTBD 06 web site.

AIMS AND OBJECTIVES

The aim of WTBD 06 is to mobilize support for the fight against TB. By mobilizing communities, raising awareness, encouraging governments and donors to invest in TB control, and calling for strengthened commitment, we can ensure that TB is placed prominently on the global agenda and is eliminated by 2050.

In order to accelerate social and political action to stop the unnecessary spread of TB around the world, World TB Day 06 aims to:

- Engage government and donor agencies for strengthened commitment
- Promote TB control and care
- Serve as an advocacy and educational opportunity
- Increase public awareness, engagement and support in the fight against TB
- Place TB higher on the international agenda

THE GLOBAL PLAN TO STOP TB 2006-2015

In end-January 2006, the Stop TB Partnership will release The Global Plan to Stop TB 2006-2015. The Plan outlines the necessary activities to make an impact on the global burden of TB in line with the Millennium Development Goals (MDGs), and to achieve the Partnership's targets of cutting TB deaths and disease in half by 2015. The Plan represents a step towards the long-term goal of the elimination of TB as a global public health problem by 2050.

In setting out the resources needed for action, the Plan will serve as a powerful advocacy tool that outlines regional and global scenarios for impact and costs of planned activities, and strategic plans for the Partnership's seven Working Groups for the next decade. The Plan can serve to inform the development of long-term regional and country plans.

GENERATING A MOVEMENT OF BROAD-BASED SUPPORT

The thematic focus for World TB Day is built on the Global Plan advocacy strategy, key messages and action points, and utilizes the report subtitle ***Actions for Life: towards a world free of tuberculosis*** as a basis for campaign development.

This subtitle captures the essence of the Plan by reflecting the Plan's general theme ("*Actions for life*") representing the actions aimed at saving and promoting healthy lives, and the specific theme ("towards a world free of tuberculosis") that represents the Partnership's specific and ultimate goal. These themes are linked to the design concept that highlights ten key action words, which elaborate on the theme ***Actions for Life*** and are integrated throughout the Plan.

These words are meant to help you develop the theme of *Actions for Life* on WTBD and adapt the text for your own advocacy purposes. The words are:

Act

This Plan is a call for action. For advocates in countries and at global level to argue the case for investing in the Plan. For all countries to fully implement the actions set out in the Plan, and to mobilize sufficient domestic and external resources to make this happen. For civil society to demand access to quality TB care and to the fruits of research and development. For community groups to support patients.

Commit

We have made progress in global TB control, but much remains to be done. Building on this progress so far, the Plan sets out our commitment to implementing a new, ambitious strategy to Stop TB. We are committed to achieving our objectives in working towards the Partnership's targets and the Millennium Development Goals.

Treat

Access to quality diagnosis and treatment is a human right for all who have TB.

Advocate

Everybody involved in creating, developing and delivering the Plan must act as an advocate to ensure that TB features prominently on the global political and health agenda. People with TB and communities affected by TB who are empowered to speak out will be potent advocates for change. "Business as usual" is not enough.

Reach

TB represents a global threat to health. Full implementation of the Plan will expand the reach of quality TB care to all patients wherever they live and irrespective of their gender, age, socio-economic group or type of TB.

Invest

Implementing the Plan requires an investment by many partners - an investment in time, effort and resources.

Achieve

Targets provide a spur to action and a benchmark for measuring progress. Full funding and implementation of the Plan would result in achievement of the MDGs for TB and Stop TB targets.

Innovate

The Plan has a two-track approach to Stop TB: maximize the benefits of applying the existing tools for TB control, while at the same time developing the new tools (diagnostics, drugs and vaccines) that are so urgently needed.

Collaborate

This Plan is the embodiment of collaboration, involving the efforts of over 400 Partners that make up the Stop TB Partnership.

Hope

The revitalization of global efforts to Stop TB since the early 1990s has restored a sense of hope. This hope will be realized in the Plan's actions for life - actions towards a world free of TB.

As previously stated, these words are meant to inspire individual thought and adaptation for different advocacy purposes. For example, a partner in Indonesia suggests the actions words might be used to highlight country/grassroots level priorities. For example:

'Act' means to 'seek health care' for suspected TB under the highest standard of TB care (for private practitioners);

'Commit' relates to national/local ownership, and commitment to finish treatment;

'Invest' in your TB treatment for 6 months as an investment in family health;

'Achieve' by finishing your treatment;

'Collaborate' could symbolize DOTS support and the link between treatment providers and recipients.

CAMPAIGN BUILDING -- WE WANT TO HEAR FROM YOU

► *How do you envision using the Global Plan to Stop TB theme "**Actions for life: towards a world free of tuberculosis**" as a basis for generating a movement of broad-based support for TB control in your World TB Day 2006 campaign?*

► We want to hear your ideas on how you envision using the Global Plan theme as a basis for building greater societal commitment for TB control.

With this Plan, we aim to build a movement together towards a TB-free world. How do you envision contributing to this goal? How do you envision using the Global Plan theme, **Actions for Life: towards a world free of tuberculosis** in your World TB Day campaign this year?

► We want to know, *what* do you hope to achieve from World TB Day? *How* will you achieve this? Is your campaign focused on national government commitment? Is your city in need of improving the accessibility of health care services? Do you need stronger support for the health care workforce? Do TB and HIV diagnosis and treatment services need to be combined in your community? Is TB stigma in your community a problem? Do you need to bring TB awareness and education to the street? Were you affected by TB and want to ensure others do not suffer from this disease unnecessarily? We want to know why World TB Day matters to you and how you plan to use this day to further your goals.

Please send comments to questions above by 9 January 2006 – we will publish your responses in our next WTBD planning document as a resource for others. Send comments to: info@stoptb.org.

We would also like to know...

► What WTBD 06 events do you have planned and how may others get involved? We will publish collected information as resource on the World TB Day web site in a lead-up to 24 March 2006.

► What have you found to be the most useful advocacy tools? Send us your best advocacy materials out there. We aim to collect an online collection of the most useful educational and advocacy materials out there. Send us your best flip charts, posters, multimedia products, etc. Details regarding large file transfer can be discussed individually.

Please send comments to the questions above between now and WTBD 06 to info@stoptb.org.

CONTACT INFORMATION

For more information regarding World TB Day, contact info@stoptb.org.

Stop TB Partnership Secretariat
World Health Organization
HTM/STB/TBP
20, avenue Appia
CH-1211 Geneva 27
Switzerland
www.stoptb.org
Electronic mail: info@stoptb.org
Phone: +(41) 22 791 2708
Fax: +(41) 22 791 4886