SLOGAN: I am stopping TB

TAGLINE: You can stop TB. Join us. www.stoptb.org

CONCEPT

I am stopping TB is more than slogan. It is the start of a two-year campaign.

I am stopping TB is a message of empowerment. All people can do their part to stop TB.

Patients can stop TB by becoming active participants in their own cure and taking all their anti-TB drugs as prescribed.

Possible personal message: I am stopping TB. I take all my anti-TB drugs as prescribed.

Health workers can stop TB by staying alert to the symptoms of the disease and providing prompt diagnosis and treatment.

Possible personal message: I am stopping TB. The TB clinic where I work has a 90% cure rate.

Scientists can stop TB by engaging in needed research to develop new diagnostics, new drugs and new vaccines.

Possible personal message: I am stopping TB. I am helping develop a new vaccine against TB that could save millions of lives.

Teachers can stop TB by educating their students about this age-old scourge.

Possible personal message: I am stopping TB. My sixth-grade students have just completed essays showing they understand how to fight TB.

Communities can stop TB by sharing information to help prevent the disease and get treatment to those who need it.

Possible personal message We are stopping TB. We called a neighborhood meeting tonight to talk about TB and how to prevent it.
KEY MESSAGES

1. We are making progress on TB. In 2005 the rate of new cases of TB worldwide leveled off for the first time since the World Health Organization began collecting data about the disease. And the rate at which TB is detected has doubled since 2000.

2. Everyone can do something to stop TB, and every individual’s action counts. In 2008 we will celebrate the actions of people all over the world joining forces to stop TB.

3. Despite recent progress, TB remains a massive global public health problem, with nearly 9 million new cases and more than a million-and-a-half deaths each year. Greater commitment by governments to fighting TB in their countries is needed now. So is greater commitment by donors to finance TB care and research into new drugs, new diagnostics and new vaccines.

4. There is now evidence that that countries most heavily affected by TB can reap on average a 10-fold return on investments in TB diagnosis and treatment, on condition that they implement the Stop TB Partnership’s Global Plan to Stop TB. The Plan sets out a roadmap for confronting the disease over the next eight years. Human suffering was reason enough to fight TB – now we know that addressing the disease can help stop poverty too.

5. We will never eliminate TB without new and more effective drugs, diagnostics and vaccines. Today’s most commonly used TB diagnostic, sputum microscopy, is more than 100 years old and lacks sensitivity. Today’s TB drugs are more than 40 years old and must be taken for six to nine months. Today’s TB vaccine, which is more than 85 years old, provides some protection against severe forms of TB in children but is unreliable against pulmonary TB. Simpler, faster drug regimens that treat all forms of TB; rapid, more accurate diagnostic tools to quickly detect TB; and a vaccine that will be effective in preventing TB in people of all ages are urgently needed.

HOW YOU CAN CONTRIBUTE TO THE GLOBAL WORLD TB DAY CAMPAIGN

SHARE

• Share success stories on fighting TB – at personal, community, or institutional levels. Using the slogan I am stopping TB plus your own personal message, create an electronic poster and post it on the web; or a printed poster you can hang where many people will see it.

• Make a video about how you are stopping TB and upload it on to the You Tube - www.youtube.com/group/iamstoppingtb. A competition for the best video will be launched in March 2008.

• Write a story or publish a blog about your experiences. Share your stories, photos and videos with the Stop TB Partnership. You can upload them on the World TB Day SharePoint, http://sharepoint.who.int/sites/StopTB/wtbd. (Username: ADS\stopbftb; password: worldtbday)

SPEAK OUT

• Call editors and journalists at your local newspaper and radio and TV stations and encourage them to cover TB. Or write a letter to the editor.

• Write to government representatives and encourage them to do more about stopping TB – by funding high-quality TB programs and encouraging TB research.

• Invite people from your community to a meeting to discuss what they can do to Stop TB.

ACT

• Sign the call to Stop TB, a campaign of the Stop TB Partnership, and encourage others to do so.

• Make a donation to a non-profit group that is fighting TB. No amount is too small. $US 20 will pay for a full course of TB treatment and make someone well.

• Be aware of the symptoms of TB (a cough that lasts for more than two to three weeks, weight loss, fever, night sweats) and encourage anyone who experiences them to get a TB test.
PART II: PLANNING YOUR OWN WORLD TB DAY EVENT

World TB Day is a worldwide call to action and a means to mobilize political and social commitment. This once-a-year event offers an unparalleled opportunity for you to raise awareness about the burden of TB in your community or country and the state of TB prevention and control efforts at national, regional and local levels.

It is hoped that all people involved in national tuberculosis control programmes, civil society groups engaged in fighting TB, TB-affected communities and any other groups working to stop TB will engage in World TB Day activities. This year’s slogan – I am stopping TB – offers you the opportunity to showcase the successes of people in your community.

Time-honoured approaches to engaging in advocacy, communications and social mobilization (ACSM), developed by the Stop TB Partnership, can help you plan the most successful World TB Day possible.

What is ACSM?

| Advocacy:  | Advocacy (at country level) seeks to ensure that national governments remain strongly committed to implementing TB control policies. |
| Communication: | Behaviour-change communication aims to change knowledge, attitudes and practices among various groups of people. |
| Social mobilization: | Social mobilization brings together community members and other stakeholders to strengthen community participation for sustainability and self-reliance. |

ACSM has been used successfully for many years to address four key challenges:
- Improving case detection and treatment adherence;
- Combating stigma and discrimination;
- Empowering people affected by TB;
- Mobilizing political commitment and resources for TB.

Common goal: Implement ACSM activities to bring global and local attention to TB and mobilize action to get TB treatment to every person who needs it.

ACSM ACTIVITIES ON WORLD TB DAY CAN HELP YOU:
- Highlight achievements of your programme;
- Obtain additional political commitment and funding;
- Mobilize new partners to address TB in their work;
- Increase the demand for TB services (diagnosis and treatment);
- Attract media attention (television, radio, newspaper) to increase understanding of TB in the general public, and increase commitment from local leaders and politicians to support TB control activities.

ORGANIZE YOUR PLANNING EFFORTS

FORM A WORLD TB DAY PLANNING COMMITTEE – THIS COMMITTEE SHOULD CONSIST OF PEOPLE FROM:
- National, regional TB programmes
- NGOs
- Medical associations
- Student/religious/women’s groups
- Media
- Networks of people affected by TB
- Politicians
- HIV/AIDS organizations and programmes
- Target audiences for your World TB Day activities
- Any other group that you want to get newly involved

THE PLANNING COMMITTEE SHOULD:
- Set realistic objectives for World TB Day based on time and resources (such as how many people to
• Develop interesting and relevant ACSM activities and events for World TB Day
• Consider mobilizing external resources by involving industry and businesses
• Determine what different committee members can contribute and assign tasks and responsibilities accordingly.
• Set concrete deadlines for accomplishing various tasks.
• Make provisions to assess the impact of your efforts.

TIP: Draw up a table to show the roles and responsibilities assigned; then ensure that all the people involved in the activity has access to it and agrees to their respective assignments.

COLLECT INFORMATION

BUILD A CASE FOR STRONGER ACTION TO STOP TB

Before planning ACSM activities for World TB Day you should assess local needs and identify the challenge that need to be addressed for effective TB control (further information on needs assessment can be found in Advocacy, communication and social Mobilization: a handbook for country programmes. This important step will help shape the type of ACSM event for World TB Day by enabling planners to focus on the types of information that need to be gathered; the types of populations they want to focus on; the key behaviour they want to affect; and how best to promote change.

TYPES OF INFORMATION YOU SHOULD HAVE FOR YOUR SPECIFIC COUNTRY/REGION/COMMUNITY:
• TB incidence and prevalence
• TB deaths
• TB in the general population, in subgroups
• DOTS coverage/acceptance
• TB/HIV, MDR TB
• Economic impact
• Your country’s national budget for TB
• Social costs - what are the costs of TB on families, communities and your country.

DEPENDING ON THE ACTIVITY, USE TB-RELATED INFORMATION TO DEMONSTRATE:
• the severity of the situation or worsening/improving trends
• who is being affected most
• improvements in TB control through the use of DOTS
• why TB control makes economic sense
• what has been done elsewhere
• the consequences of inaction
• why policymakers and partners who are making a difference deserve credit.

INFORMATION SOURCES: To obtain the latest TB-related information, you can contact WHO’s Stop TB Department or the Stop TB Partnership, your NTP or another national authority that has the technical cooperation of WHO and NGOs dealing with TB.

DEVELOP LOCALLY TAILORED KEY MESSAGES

Using the data you have gathered—and taking into account the global key messages for World TB Day—develop key messages tailored to your community/country. Also start collecting stories and photos that bring the messages to live and are suitable for the target audiences you have in mind. The messages and stories should support successes, identify gaps and set out the next steps in your TB programme and should be a call for action.

*** TB messages should be consistent and relevant across all channels and activities. The more the messages reinforce each other across channels, the better the result will be. This does not mean creating only one message for everything, It means identifying key points that every message should convey, no matter how it is communicated.***

MESSAGES MUST BE:
• Relevant to the various groups they target.
In planning your World TB Day activities, it will be useful to develop your own targeted messages - sticking to the four global points, but supporting each point with data and other information that is relevant to your target audience.

For example:

- We are making progress — find data that supports this progress and collect success stories showing what is being done locally.
- Everyone can do something to stop TB – document what people in your community/country are doing to stop TB.
- TB remains a global public health problem – state the extent and effects of the problem in your area and also describe what can be done and who needs to do it.
- Economic impact – document the impact of TB on individuals, on economies by showing local data, or local examples.

MOBILIZE PARTNERS FOR ACTION WITH WORLD TB DAY ACTIVITIES AND EVENTS

Develop ideas for activities and events that will generate news, provide people with important and interesting information, raise their awareness and prompt action.

TIP: 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.

- **Information and education events:** discussion forums, seminars and courses.
- **Awareness-raising and “infotainment” (information + entertainment) events:** parades, competition, concerts and street events work well.
- **Events targeting the media:** Press conferences with politicians and leaders, or an event to mark the opening of a new TB centres can be good opportunities for marking World TB Day.

TIP: 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.

**Make sure the event you decide on meets the following three criteria:**

- Attracts members of the target population
- Clearly communicates key messages
- Is considered newsworthy by the media (planners need to decide which media outlet to target in the planning process)

You can get some ideas from consulting the country-level events held on World TB Day 2007: http://www.stoptb.org/events/world_tb_day/2007/events.asp

PLANNING MEDIA EVENTS

In this section you will find useful tips for planning and executing a media event. Be aware, however, that in general, a media event is most likely to be successful if handled by a communications professional.

For individualized advice on planning and executing a World TB Day media event, you are invited to contact Ms Young-Ae Chu, country-level ACSM focal point at the Stop TB Partnership Secretariat, at chuy@who.int.

PREPARE SPEECHES, FACT SHEETS, VIDEOS

Use the design elements provided to you in this e-toolkit to prepare slides, flip charts, and other visual materials with statistics and key messages. Prepare videos, fact sheets, posters and press release for the media, partners, and the public. Logos, slogans and other graphic representations can help unite different ACSM activities. Try to use the visual identity provided in this e-toolkit in all your World TB Day material.

Examples of materials required for different activities can be found in the ACSM handbook http://www.stoptb.org/resource_center/assets/documents/ACSM_Handbook.pdf
WHEN PRODUCING MATERIALS, REMEMBER TO:

- Keep your target audience in mind
- Tailor content 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”)
- If possible, pre-test your materials. This can be done through focus groups, interviews or surveys.

ORGANIZE A PRESS EVENT

- Establish a contact list of local/regional/national media interested in health and development issues.
- Organize a venue for the press conference. An event at a community centre engaging in a new TB initiative or a new TB 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
- Send the media prepared statistics, fact sheets, videos, media advisory, and slides well in advance. That 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.
- Try to place an op-ed by local leaders during March.

Links to last year’s WHO press release:
World TB Day 2007 press release

Let us know at the Stop TB Partnership Secretariat about your planned events and activities for World TB Day. You can upload this information on the World TB Day SharePoint, http://sharepoint.who.int/sites/StopTB/wtbd.

USERNAME: ADS\stoptbftp
PASSWORD: worldtbday

Sample task chart for planning committee

<table>
<thead>
<tr>
<th>TASK</th>
<th>CONTACT PERSON</th>
<th>STATUS</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify partners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collect information</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Establish media contact</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact sponsors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of activities/events</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare materials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare press release</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AFTER WORLD TB DAY

MONITORING AND EVALUATING ACSM ACTIVITIES

Before ACSM activities begin, create monitoring mechanisms to receive feedback on the interventions, identify any problems early, and if possible, make mid-course corrections. Some questions that can be used to monitor progress include:

- How many people participated in the planned activity?
- What were the responses to the activity?
- How many news stories appeared as a result of this activity
- How were activities managed? Were work plans successful?
- Have the knowledge, attitudes, awareness or opinions regarding TB changed in the intended group?
Sources of information include: inventory of materials, distribution lists, activity report, television and radio logs, news-clippings, staff surveys and news and information searches.

EVALUATION
Evaluation of ACSM activities is needed to not only to improve future efforts, but also to demonstrate to funders and partners the effectiveness of activities. Some of these goals will be difficult to measure just on one day. Consider planning a WORLD TB DAY month to really see the results of a targeted campaign.

To conduct an evaluation, you must:
• Set evaluation goals and objectives (consider the objective of your ACSM activity, and the change that was expected to occur).
• Determine suggested indicators to measure whether objectives have been achieved (number of individuals with correct knowledge about TB, length of patient delay, proportion of TB patients with high-TB-related stigma, increased budget allocations)
• Develop evaluation plan (determine the questions that need to be asked, how the information will be collected, what resources will be needed)
• Select monitoring and evaluation method (Qualitative or quantitative)

**Document and share lessons learnt from your activities to a wide range of people and organizations in order to receive input for future activities.

Useful ACSM tools and resources:
http://www.stoptb.org/wg/advocacy_communication/acsmcl/tools.asp
http://www.stoptb.org/wg/advocacy_communication/acsmcl/implementation.asp