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 a two-year campaign that began in 2008.

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. Drug-resistant tuberculosis is not being addressed with sufficient speed or commitment. Everyone is at risk – and action is needed now.

2. Across the world leaders have acknowledged the urgent need to confront the co-epidemic of HIV and tuberculosis. Now countries must take action by getting tuberculosis services to all people living with HIV and HIV services to all those affected by tuberculosis.

3. There are many urgent questions about tuberculosis that can only be answered through scientific investigation. We need more basic research to better understand the complex nature of the tuberculosis bacilli; translational research to turn scientific discoveries into new and better drugs, diagnostics and vaccines; and operational research to make tuberculosis services more accessible and their delivery more efficient.

4. Four out of ten people who become ill with tuberculosis fail to get accurate diagnosis and effective treatment. To reach them, public programmes need to form new and innovative partnerships with other groups providing tuberculosis services, like private health care providers and faith-based organizations.

HOW YOU CAN CONTRIBUTE TO THE GLOBAL WORLD TB DAY CAMPAIGN

INSPIRE

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

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 investing in TB research.

INNOVATE

Start a letter campaign to the most important medical research institution in your country, urging scientists there to demand more resources for TB research.

Brainstorm with people in your community about new ways of finding resources to fight TB – for example, asking everyone who comes to a movie theatre to donate 10 percent of the cost of the ticket – or running a bake sale through a local school.


COLLABORATE

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

Make a donation to a non-profit group that is fighting TB. No amount is too small. $US 20 will pay for one person’s TB treatment.

Share your expertise with a group or organization focused on TB control.
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 target through what kind of event).
- 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 2008: [http://www.stoptb.org/events/world_tb_day/2008/events.asp](http://www.stoptb.org/events/world_tb_day/2008/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.

**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 2008 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 Blog,**
http://www.worldtbdlay.org

**Sample task chart for planning committee**

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