



# WORLD TB DAY 2010-2011 CAMPAIGN

**Theme:** Innovation

**Slogan:** ON THE MOVE  
AGAINST  
TUBERCULOSIS  
**Innovate**  
**to accelerate**  
**action**

**Concept:** The year 2010 marks the halfway point for the Global Plan to Stop TB (2006-2015). It is clearer than ever that we must scale up efforts and continue to seek new and innovative ways to stop TB if we are to achieve our targets.

We have made considerable progress. But the evidence points to an urgent need to do more, do it better and do it faster. The theme of **Innovation** speaks to the need for a new way forward.

The slogan **ON THE MOVE AGAINST TUBERCULOSIS Innovate to accelerate action** reflects this theme through a simple, flexible and easily translatable phrase.



## Key messages:

### Find new and better tools to fight tuberculosis.

After decades of inactivity, there have been important advances in TB research over the past several years, but more resources are needed to turn scientific discoveries into new and better drugs, diagnostics and vaccines. And we need to study how to make TB services more accessible and efficient. The Global Plan calls for commitment of US\$ 1.1 billion for TB research in 2010, but there is a \$US 0.6 billion funding shortfall. With nearly two million people dying from TB each year, TB research cannot wait.

### Reach more people with tuberculosis care.

We have made progress: the proportion of the world's population becoming ill with TB has been declining each year since 2004 and death rates are falling. But across the world one out of three people who become sick with TB fail to access timely, accurate diagnosis and effective treatment. We need innovative ways to reach those people. All women, men and children, no matter who they are or where they live, should have access to TB care.

### Promote uptake of innovative technologies

New and more rapid methods of diagnosing TB have recently become available and other new technologies are on the horizon. Manufacturers, donors, technical agencies and countries need to work together to make these innovations a standard of care as quickly as possible.

### Forge new and stronger partnerships to reach the Global Plan's targets.

The year 2010 marks the halfway point for the Global Plan to Stop TB (2006-2015). We can meet these goals, but only if we put in place innovative approaches and work together in new and different ways.

### Find innovative ways to fund the fight against TB

Together, countries across the world face a shortfall in 2010 of US\$ 2.4 billion for full implementation of the Global Plan. The funding gap will amount to an estimated US\$ 23.8 billion from 2011-2016, including research and development needs. We must find new and innovative ways to leverage resources –at all levels – if we are to meet our targets to stop TB.



## Campaign 2010 -- Innovators

This year's campaign will focus on individuals around the world who have found new ways to stop TB and can serve as an inspiration to others.

The idea is to recognize people who have introduced a variety of innovations in a variety of settings:

- research aimed at developing new diagnostics, drugs or vaccines
- operational research, aimed at making TB care more effective and efficient
- new approaches to helping people gain access to TB diagnosis and treatment
- novel partnerships between actors in the fight against TB
- advances in integrating TB care into health systems
- new approaches to providing support from members of the community to people affected by TB
- innovative ways of raising awareness about TB

## Campaign ideas

- Every community includes people who have introduced TB innovations. Recognize their efforts by giving them an award and honouring them at a ceremony on World TB Day.
- Raise awareness about innovators' achievements through a poster campaign\*. The Stop TB Partnership has created a [poster template](#) you can use for this purpose.
- Use the media to get your messages out -- call your local radio or TV station or a newspaper editor and encourage them to feature the accomplishments of a TB Innovator. You will find tips for successful media outreach in the Stop TB Partnership document [Working with the Media](#).
- Organize a discussion group that will look at how individuals who care about fighting TB can help introduce innovation into their communities or encourage innovation by their national government.



## 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 -**ON THE MOVE AGAINST TUBERCULOSIS Innovate to accelerate action**- 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;
- 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 life 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
- Accurate and clear.
- Simple, with very few scientific terms.

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 2009](#).

## 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](mailto: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](#)

### 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 2009 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.worldtbday.org>

Sample task chart for planning committee

| Task                      | Contact person | Status | Deadline |
|---------------------------|----------------|--------|----------|
| Identify partners         |                |        |          |
| Collect information       |                |        |          |
| Establish media contact   |                |        |          |
| Contact sponsors          |                |        |          |
| List of activities/events |                |        |          |
| Prepare materials         |                |        |          |
| Prepare press release     |                |        |          |



# 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/tools.asp)

[http://www.stoptb.org/wg/advocacy\\_communication/acsmcl/implementation.asp](http://www.stoptb.org/wg/advocacy_communication/acsmcl/implementation.asp)