WORLD TB DAY 2011 CAMPAIGN

ON THE MOVE AGAINST TUBERCULOSIS
Transforming the fight towards elimination

For World TB Day 2011 we enter the second year of a two-year campaign, *On the move against tuberculosis* whose goal is to inspire innovation in TB research and care.

This year’s campaign challenges us to look at the fight against TB in an entirely new way: that every step we take should be a step towards TB elimination.

The campaign is inspired by the ambitious new objectives and targets of the *Global Plan to Stop TB 2011-2015: Transforming the Fight-Towards Elimination of Tuberculosis*, which was launched by the Stop TB Partnership in October 2010. This new plan, for the first time, identifies all the research gaps that need to be filled to bring rapid TB tests, faster treatment regimens and a fully effective vaccine to market. It also shows public health programmes how to drive universal access to TB care, including how to modernize diagnostic laboratories and adopt revolutionary TB tests that have recently become available.
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Key messages

It’s time to break the barriers to a world free of TB.
TB programmes around the world save millions of lives every year, but we need to move faster. If we fail to step up action today, about 40 million people will become ill with TB and at least eight million will die unnecessarily between now and 2015. TB is an ancient disease, but today it is curable. In the 21st century, no one should die from TB.

It’s time for an ambitious new research agenda.
Recent research has brought us new rapid diagnostics, which are coming to market this year. More research will take us to the next critical step: a simple point-of-care test that can be used in any basic health care setting and requires little technical knowledge. New drugs for MDR-TB are on the horizon. A stronger investment will make them available as soon as possible. We will not eliminate TB without a vaccine that is safe and effective in preventing the disease in people of all ages, but vaccine research is vastly underfunded. Funders need to step up their contribution to TB research today to achieve zero TB deaths tomorrow.

It’s time for public health programmes to reach all TB patients.
A third of people with TB are not reached with accurate diagnosis and appropriate care. Civil society, all health care providers — including those in the private sector — and businesses need to team up to drive universal access to TB care. It is a goal that also requires modernizing laboratories, ensuring reliable access to high-quality drugs and taking action to mobilize additional resources.

It’s time for ambitious new goals on MDR-TB treatment.
We know what is needed to scale up MDR-TB treatment: strong commitment by governments, a reliable supply of high-quality drugs, an engaged health workforce and communities. We can reach the goals of the Global Plan to Stop TB 2011–2015 and push beyond them. By 2015, all people with MDR-TB should receive accurate diagnosis and effective treatment.

It’s time to move rapidly towards zero deaths from TB/HIV.
Our goals are clear. By 2015, half as many people should die from HIV-associated TB. One hundred per cent of TB patients should be tested for HIV and 100% of people in HIV care services should be screened for TB. All people living with HIV should be receiving preventive treatment or anti-TB drugs as appropriate. The year 2011 is the time for a massive scale-up to realize universal access to TB/HIV services.
Campaign 2011 – 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 involved 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** Transforming the fight towards elimination - 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 consisting 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 have 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 has 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 must be gathered; the types of populations they want to focus on; the key behaviour they would like 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:
- how severe the situation is, or how the trends have worsened or improved;
- who is being affected most;
- how the use of DOTS in TB control has led to a betterment;
- why TB control makes economic sense;
- what has been done elsewhere;
- what the the consequences of inaction;
- why policy-makers 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 they 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 each one 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 centre 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.

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** 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 2010.
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 (referenced above).

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 2010 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

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<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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<td>Establish media contact</td>
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<td>Contact sponsors</td>
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<tr>
<td>List of activities/events</td>
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<tr>
<td>Prepare materials</td>
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<tr>
<td>Prepare press release</td>
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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