



Quiz Competition at McDonald's F9 Park branch Islamabad on 24th March, 2014

National TB Control Program Pakistan is making determined efforts to control TB in Pakistan with the support of various partners.

The contributions of McDonald's fast food chain as partner in the fight against TB have been very valuable. National TB Control program in alliance with McDonalds launched a substantial campaign during World TB Day activities of 2014 to disseminate the awareness of TB among youth population.

The objectives of the campaign/ quiz competition was to:

- collaborate with McDonald's in disseminating TB awareness among general and particularly youth population
- develop a long term partnership with McDonalds in the fight against TB

Activities

The following activities were carried out at McDonalds, Islamabad:

- McDonald's outlet F9 Park Islamabad was branded with banners.
- Streamers/X-stands were displayed at various visible spots of the branch which remained on display from 21st to 30th March, 2014..
- Printed information material carrying TB awareness messages was distributed among all the visitors and participants.
- For the quiz competition, a questioner comprising questions related to symptoms and general information about TB was developed and shared among the costumers of McDonald's.

- Participants with correct answers were awarded with a free meal. McDonald's Islamabad outlet thankfully contributed 15 free meals and supported NTP team with their human resource for the setting up of branding material and distribution of information leaflets.

