



Subgroup on Advocacy, Communications and Social Mobilization at Country Level

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Terms of Reference *Endorsed 16 September 2005*

I. Introduction

The Experts' Consultation on Communication and Social Mobilization (Cancun, June 2003) as well as the Stop TB Advocacy and Communication Task Force (Johannesburg, September 2003) recommended that a formal entity be established within the Stop TB Partnership to facilitate the development, implementation and evaluation of TB advocacy, communication social mobilization interventions under the Global Plan to Stop TB. An external evaluation of the Stop TB Partnership conducted in mid-2003 similarly recommended that consideration be given to establishing such a body to better support the needs of the Stop TB movement. In response to these recommendations, the Stop TB Coordinating Board authorized the creation of an Advocacy, Communication and Social Mobilization in March 2004. In February 2005, the ACSM Working Group approved the creation of a sub group on ACSM at country level.

II. The role of the ACSM sub group at country level

The role of the sub group is to provide strategic guidance on both regional and national advocacy, communication and social mobilization activities. It can do this by:

- Providing strategic guidance and frameworks for national and regional ACSM strategies;
- Helping to ensure that sufficient, and sufficiently senior, human resources are available at all levels (international and national) to implement and ensure the prioritization of the ACSM.
- Providing an ongoing forum for discussion and lesson learning on the most effective and appropriate communication strategies and methodologies in supporting TB control efforts;
- Commissioning regular technical reviews of ACSM contribution, to Global Plan 2 goals and targets based on country-level data and reports, including cost-effectiveness research and tool development.
- Making recommendations to the Stop TB Partnership's Coordinating Board and to STAG on the strategic direction and resourcing of ACSM activities.
- Acting as a reference point for the TB community on ACSM strategies and initiatives;
- Holding regular meetings to monitor progress and ensure targets are met and ACSM is demonstrating its value to meeting the goals and targets set out in Global Plan 2.

- Engaging, in combination with the Stop TB Partnership secretariat, to monitor and understand broader communication and media processes and trends to ensure that ACSM strategies keep pace with rapidly changing media and communication environments.

III. Function

The sub group will be guided by the overall commitment to: (i) partnership and capacity building, (ii) harmonization, accountability and transparency in scaling-up actions; (iii) inclusion of patients and; (iv) engaging a plurality of regional/national perspectives and key partnership constituencies. This sub-group will provide guidance and support for in-country advocacy, communication and social mobilization to improve TB case detection and treatment compliance. Key areas of work will be strengthening the advocacy, communication and social mobilization capacities of NTPs and other existing and potential country-level partners, and facilitating formation of national partnerships to generate greater civil society support for TB. It will have six principal functions:

1. To develop, test and dissemination approaches for scaling up effective TB ACSM interventions and propagating evidence-based and innovative good practices at regional and country level;
2. To empower Stop TB partners to develop, implement and evaluate ACSM activities at regional and country levels, including participation in national program reviews and consultations, to achieve the abovementioned objectives.
3. To advise the Chair of the ACSM-WG and the Stop TB Partnership on matters pertaining to in-country advocacy, communication and social mobilization.
4. Develop and implement annual program of work for sub group activities and interventions.
5. Coordinate the technical assistance or support to countries requesting assistance.
6. To develop and maintain a knowledge management and information sharing system to disseminate good practices, improve knowledge base and act a resource library on ACSM for TB control at country level.
6. Review and approve the sub group operational budget.

IV. Membership

Membership will initially be open-ended without term limits and may be expanded at the discretion of the chair of the sub group.

V. Structure

The sub group will be initially comprised of 20-25 members from partner organizations and may be supplemented by additional member organizations selected to add expertise, balance and new alliances.

A core group of five to seven elected members together with the chair and secretariat will be responsible for ensuring the decisions and directions of the sub group are implemented, develop meeting agendas and other business as determined by the sub group. Core Group members will serve a term of one year and maybe re-elected for an additional one-year term.

The sub group will be led by an independent vice chairperson elected by the members for a term of two years and will lead the work of the sub group. The vice chairperson will be eligible for re-election, but may not serve more than two consecutive terms.

The secretariat of the sub group will be housed by an elected member organization and will report to the chair of the sub group.

The sub group may create task forces as need.

VI. Operating Procedures

The sub group, as a whole, will meet at least once per year. The vice chair will determine the meeting dates in coordination with the members. Individual task forces and the core group may meet on a more regular basis to address specific issues as assigned by the larger body. The group will formulate an annual program of work and budget with clearly defined objectives, activities and outcomes. The terms of reference, proposed membership and program of work for the group must be endorsed by the full ACSM-WG.

All members and partners of the sub-group should be advocates and, in coordination with the Stop TB Partnership Secretariat, will assist/participate in the mobilization of resources for the functioning of the group. Additionally, independent funding can be sought for specific activities on an ad hoc basis and with the written agreement of both the Chair of the full ACSM and the Stop TB Partnership Secretariat.

VII. Strategic relationships with other working groups

The ACSM sub group will work in close coordination with the Stop TB Partnership's other operational working groups (DOTS Expansion, DOTS Plus, TB/HIV), national TB programmes, academic institutions, civil society groups, health sector organizations, and local leadership at the grassroots level, with the aim of expanding access to effective TB treatment for poor, vulnerable and hard-to-reach populations.

VIII. Task Forces

On 16 September 2005, The sub group recommended the creation of two task forces:

- 1) Community involvement in prevention and care
- 2) International Standard of Care

Terms of references for these two task forces are posted separately. The sub group will periodically review the process of these and other task forces.