



Concept Note
38th STOP TB Partnership Board Meeting
Abuja, Nigeria, 12-14 December 2024
Session 7: Advocacy and Communications Priorities for 2025

Date and time: 14 December, 9:00-10:30

BACKGROUND

Even though the fight against tuberculosis (TB) has been ongoing for many years, 2024 proved to be a great success for the entire global TB community and more so for the Stop TB Partnership, where strategic and opportunistic engagements yielded great strides.

Stop TB Partnership uses a multi-faceted approach to tackling TB through advocacy and communications. These have included the organization of high-level political engagements in order to raise awareness, influence policy, mobilize resources, and ensuring that the voices of people affected by TB are at the forefront of the global health agenda.

Some of the broad key areas of work focused on:

- Global Advocacy and high-level political engagement work by influencing international policy
- Delivery of high-impact advocacy and communications campaigns around important days
- Support to the regional advocacy agendas
- Strategic international media engagements

Through strategic advocacy and targeted communications, a wide array of stakeholders have been engaged, including high level stakeholders (especially Presidents and First Ladies), governments, civil society, healthcare providers, media, celebrities, and the private sector, to galvanize collective action towards ending TB.

Objective

2024 work done on advocacy priorities will be shared and main achievements highlighted. 2025 will be a pivotal year for TB and more broadly, for the global health community. It represents a key year in the WHO End TB Strategy, it marks a three-year countdown to achieving the targets agreed in the 2023 TB Political Declaration and 5 years to achieve the sustainable development goals (SDG) by 2030. In addition, 2025 offers new opportunities to the TB community at large represented by the GF replenishment and by the SA hosting the G20. As such, we need to further streamline the advocacy and communications initiatives to be even bolder, exploring new partnerships and developing a stronger advocacy approach in 2025.

EXPECTED OUTCOME

- The Board is aware of the advocacy and communications efforts in 2024 and the 2025 priorities to end TB
- Board constituencies are aligned on priorities set and strategic approaches needed to successfully deliver for 2025
- Board provides guidance on the advocacy priorities for 2025 at the regional and national levels.

Opening	Vice Chair	3 minutes
Incoming Chair of the Board	H.E. Teodoro J. Herbosa Secretary of Health of the Philippines	15 minutes
Setting the Scene	Executive Director, Stop TB Secretariat	5 minutes
Advocacy Priorities for 2025	Advocacy & Communications Manager	15 minutes
Domestic Resource Mobilization	Global TB Caucus – Lord Nick Herbert Civil Society Representative	15 minutes
Board Discussion		15 minutes
Decision Points		5 minutes