

Stop TB

in my lifetime

We want
ZERO
TB DEATHS



WORLD TB DAY 2012 CAMPAIGN

Stop TB Partnership



World Health Organization

Stop TB

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In their lifetimes, today's children should expect to see a world where no one gets sick with TB.

In their lifetimes, women and men should expect to see a world where no one dies from TB.

The World TB Day Campaign 2012 will allow people all over the world to make an individual call to stop TB in their lifetimes.

Some hopes people of different ages and living in different countries may have for stopping TB in their lifetimes...

- Zero deaths from TB
- Faster treatment
- A quick, cheap, low-tech test
- An effective vaccine
- A world free of TB

KEY MESSAGES FOR WORLD TB DAY 2012

Voice your outrage.

It is inexcusable that anyone should die today of TB – an illness that can be detected and cured for as little as \$US 100 in most countries. We are angry and our leaders need to hear it. Consider how little the world is spending on TB compared to other priorities. The five countries with the world's top military budgets together spend a trillion dollars a year on defence. Just 0.3% of that amount would be enough to fill the annual financial gap of the Global Plan to Stop TB 2011-2015 – allowing millions of people to receive high-quality TB treatment and for crucial TB research to advance.

Put people first.

We will not achieve the goal of a world without TB until people affected by TB are at the core of our work; and until they are empowered as active participants in treatment and care decisions.

Reach the unreachable.

Every year there are some 3 million people with TB whose care – or lack of it – is never documented. Some may be receiving high-quality quality care, while others certainly are not, but either way we can't be sure. All health care providers – including those from civil society and the private sector – and businesses need to team up to drive universal access to TB care. Businesses can do their fair share to care for their employees and for the communities they operate in. The tools we have to fight TB are far from perfect, but if we were reaching everyone who needed them we could save more lives, starting right now.

These are messages we suggest you disseminate for World TB Day.

Considering your country's situation and challenges, you may wish to focus on some and not others.

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Demand a better response to childhood TB.

At least one million children will die of TB over the next five years, and the figure could be even higher. Recent studies have shown that many children with TB never get diagnosed because the world lacks an accurate diagnostic test for paediatric TB. In 2009, some 10 million children were orphaned as a result of TB, and the disease can have devastating long term effects on children, who can be left deaf, blind or paralysed as a consequence of TB meningitis, even if it is cured. We need a new focus and an ambitious initiative to end suffering and death due to TB among children.

Make TB and HIV care into one seamless package.

We know how to stop deaths from TB among people living with HIV using tools available right now. All people with HIV need to be screened for TB and receive prompt TB treatment if needed. If they do not have TB, but live in a place where they are vulnerable to catching it, they should receive preventive treatment. By putting these strategies into practice, along with good HIV care, we could save a million lives by 2015. One in four deaths among people living with HIV is precipitated by TB. Let us not squander the huge investment the world has made in improving the lives of people living with HIV by losing them to TB, a curable illness.

Stop the spread of drug resistance.

We know what is needed to scale up MDR-TB treatment: strong commitment by governments, access to diagnosis, a reliable supply of high-quality drugs, an engaged health workforce and engaged communities. The Global Plan to Stop TB 2011-2015 has bold targets for drug-resistant TB, but we are still far away from reaching them. We need to scale up MDR-TB treatment now and turn off the tap on drug resistance by stopping it before it starts – which means reaching all people who need it with high-quality TB care.

Invest big in TB research.

Recent research has brought us new rapid diagnostics, which are now being used in a growing number of countries. Greater investment will take us to the next critical steps: a simple point-of-care test that can be used in any basic health care setting and requires little technical knowledge; faster TB treatment; and a vaccine that is safe and effective in preventing the disease in people of all ages. Yet despite the urgent need, funding for TB research is in decline. In 2010 the world spent just \$617 million on TB research and development – 0.3% less than 2009 funding levels. Funders need to step up their contribution to TB research today to achieve zero TB deaths tomorrow and a world free of TB in our children's lifetimes.

Foster innovative partnerships.

To conquer TB we need to give a stronger voice to civil society while bringing new partners – especially business communities – to the solutions table. We need people from all levels and organizations to care and to get involved. To reach our goals we must succeed in inspiring the corporate sector to contribute its expertise and spirit of innovation and to dedicate its skills to driving down TB deaths.

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People all over the world,
from the youngest to the
oldest will make the call,
Stop TB in my lifetime.

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Add your voice to the campaign

Create: Make a poster of yourself with your own face at www.mystoptb.org and add a message about what you expect to change about TB in your lifetime. Make a video of yourself talking about what you expect in your lifetime and upload it at in YouTube.

Share: Put up your poster on the World TB Day interactive site www.mystoptb.org and share with your friends. Post your video on YouTube. If you have a twitter account, share your poster or video and tweet your ideas about stopping TB in your lifetime using the #inmylifetime hash tag. Full guidance on social media will be posted on the World TB Day resources page before World TB Day on 24 March 2012.

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 – IN MY LIFETIME – offers people of all ages and backgrounds the opportunity to express their hopes for stopping TB.

Advocacy, communications and social mobilization (ACSM) approaches developed by the Stop TB Partnership can help you plan the most successful World TB Day possible.

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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.

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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)

http://www.stoptb.org/assets/documents/resources/publications/acsm/ACSM_Handbook.pdf.

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 consequences of inaction are;
- 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.



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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 main global messages, 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.

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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.

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 2011.

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In this section you will find useful tips for planning and executing a media event.

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.

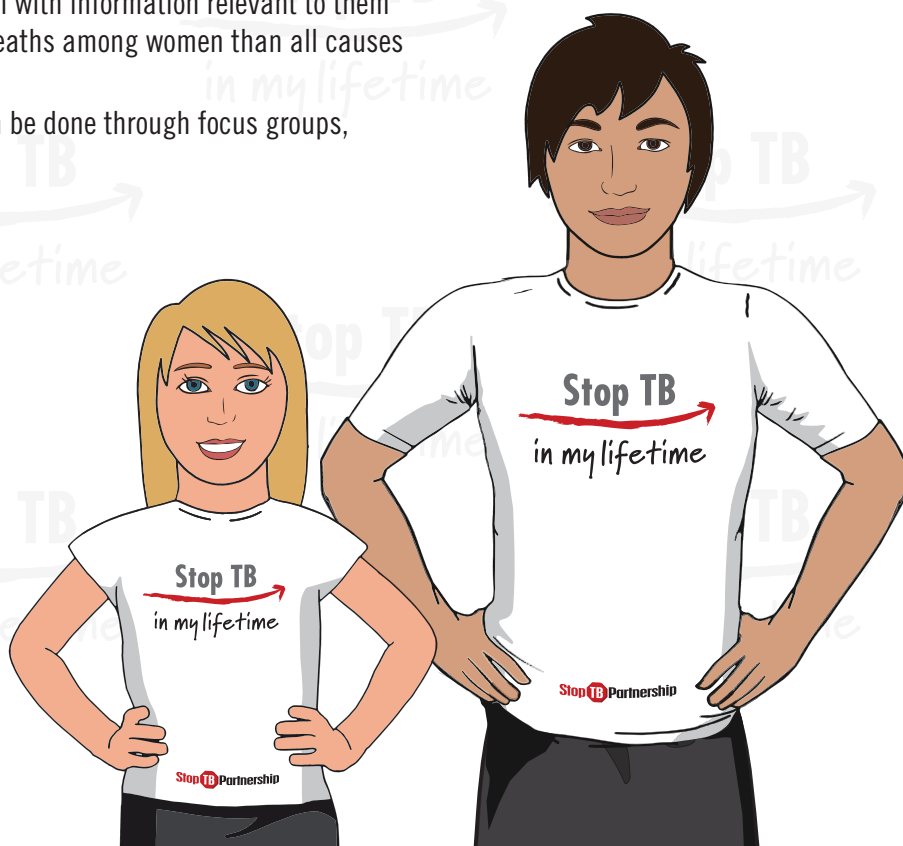
For individualized advice on planning and executing a World TB Day media event, you are invited to contact Ms Young-Ae Chu, country-level ACSM focal point at the Stop TB Partnership Secretariat, at chuy@who.int.

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.



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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: <http://www.stoptb.org/assets/documents/news/jointreleaseegfwho.pdf>

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.worldtbdays.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			

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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 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/countries/acsm/resources/tools.asp>