

Importance of Engaging Media: The importance of media in creating awareness, shaping perceptions, forming opinions and influencing policy-makers in favor of sound public health interventions cannot be denied. Media has always proved to be the most effective tool in promoting awareness among masses. It assists in providing the public with the information they need to make intelligent choices as citizens. The media also has an agenda-setting role, and can influence the salience of TB as an issue in the public arena.

One TB patient can affect 10 to 15 more people. Only providing complete and correct information to people can save them from this disease as lack of knowledge creates myths and misconceptions which result in stigma against the patient. Media can play an important role in educating people on TB and reducing stigma.

Keeping in view the significance of involving media in the fight against TB, Stop TB Partnership Pakistan in collaboration with National TB Control Program, devised a package/plan of action for media personal including both print and electronic.

Plan of Action for Engaging Media

The following package is devised for media personal:

Orientation Sessions: In order to orientate and update media personal on the current situation of TB and the achievements of TB Control Program series of orientation sessions – collective as well as one-to-one were organized. The role of media engagement in Stop TB activities were also highlighted during the sessions.

Consultative Meetings with Editors/Heads: The orientation sessions were followed by group and individual consultative meetings with editors/heads of major national, local and regional newspapers and magazines as well as TV and Radio Channels. The objective was to get support of the editors in encouraging and motivating health reporters to write regular articles, reports, features on TB in order to create an enabling environment to eliminate this disease from Pakistan.

Consultative Meetings with Reporters/Marketing Persons:

The objective of these meetings was to hear from the media on how they can make a difference in the fight against TB. As an output of the activity many valuable suggestions were received including development of e-group of health reporters (in process), regular updates sharing (media fact sheet was developed, a PR brochure was developed, newsletter is in process and will be published in Feb), formation of media committees (in process) on the basis of which it was decided to establish a viable long term partnership.

Partnership Proposals: Individual proposals from media channels and print were submitted from those who were interested to have a long term partnership. A total of 4 popular national and regional TV channels, one medical journal and a media production company come up with a huge list of services which they offered to do free of cost. These include talk shows, interviews of stakeholders and TB Patients, special reports on TB, famous comedy shows, documentaries on TB, musical events at federal, provincial and district level, TB news on their websites as well as special space for TB news in their magazines, free articles in medical journal, fund raising events at national and international level.

Support to Media Partners: The TV channels are offered support in form of Commercial Air Time, i.e. amount for airing of TV Spots with special discounted package as a part of our routine media campaign and

press ads for medical journal. The channels that will be raising funds will be given a small percentage of amount from the funds raised but the large amount will go to Stop TB Partnership Pakistan.

Monitoring & Evaluation: The monitoring and evaluation team at NTP will help Stop TB Partnership Pakistan in monitoring the activities through screening TV channels. They will make visits of events that will be organized to ensure that TB messages are clearly communicated. The magazines/newspapers will be regularly screened and press clippings will be compiled. The media partners will also provide pictures, press clippings and videos of the programs.

The Stop TB Partnership in collaboration with National TB Control Program will conduct small scale audience researches, using the technique of Focus Group Discussions at federal, provincial and regional levels to measure the impact of the campaign. The feedback on one to one basis from key stakeholders will also be ensured.

MoU Signing Ceremony with Media Partners: An MoU Signing Ceremony was organized to establish a viable long term partnership between Stop TB Partnership and 4 TV channels including SAMA TV, ATV, Indus, Mehran TV, a medical journal "Medical Review" and a media production and event management company Kay & A (Pvt) Limited. Prof. Masood Hameed Khan, Chair Stop TB Partnership Pakistan signed the MoU with the media partners. Representative WHO, Global Fund and National TB Control Program were also present on the occasion.

Plan of Action

Role of Stop TB Partnership Pakistan	Role of Media Partners
Technical Assistance in developing messages, questionnaires for interviews during talk-shows, articles for medical journal, material for documentaries etc	Talk shows, documentaries, public service messages, messages by celebrities, interviews of key stakeholders, interviews of cured TB patients to highlight success stories, scrolls, logo on screen, incorporation of TB in on-going famous programs, special place for TB material in one of the TV channels magazine
Branding material for events, including banners, standees, streamers, backdrop	Events management, arrangements of artists including their boarding/lodging, refreshments
IEC Material for distribution among events	Dissemination of IEC material
Financial support in form of Commercial Airtime with discounted rates by media as a part of routine media campaign	Highlighting TB facts and figures on their website
Coordination with stakeholders, TB Control Programs if and when required	Fund raising events by engaging sponsors
Timely information of TB related events for proper coverage	News coverage of all events on TV and in medical journal