

Partnering with Media to End TB in Pakistan



Newsletter 24th May 2017 from Stop TB Pakistan (STP) A consultative workshop “Partnering with Media to End TB in Pakistan” was organized by Stop TB Pakistan (National Partnership) with the support of Mercy Corps in Islamabad with key journalists and media persons. One of the renowned media personalities in the country, Ms. Kanwal Naseer was the Chief Guest on the occasion and representatives of national and provincial TB control programs also attended the workshop.

Dr. Sharaf Ali Shah, Vice Chair, STP shared the achievements of STP in supporting TB control activities in Pakistan. He said STP has been the driving force behind the process of disseminating knowledge and information in Pakistan. He also highlighted the importance of community engagement and information dissemination with help of social, electronic and print media at a much larger scale. He also stressed the need for sharing the findings of the available research data in order to help make, informed and appropriate decisions. Dr. Karam Shah, Senior Advisor STP commented that TB care and control is one of the basic human rights and it is the responsibility of the government to provide quality services to the people.

Ms. Kanwal Naseer (Chief Guest) while addressing the workshop extended her full support for the TB control interventions through the channels of talk shows and dramas. The vote of thanks was delivered by Dr. Iqtidar Ahmed (Executive Secretary). Key recommendations from the workshop include information sharing and enhanced networking with media to keep them abreast with the latest development in TB care. The media personnel requested for capacity building opportunities on TB so that they are able to truly contribute towards TB care and prevention in the country. An annual award for journalists based on merit was also suggested for those who contribute in this noble cause. Other suggestions included interviews of cured TB patients in media, use of social media, Ullema’s participation, and TV shows on TB were made by the workshop participants.