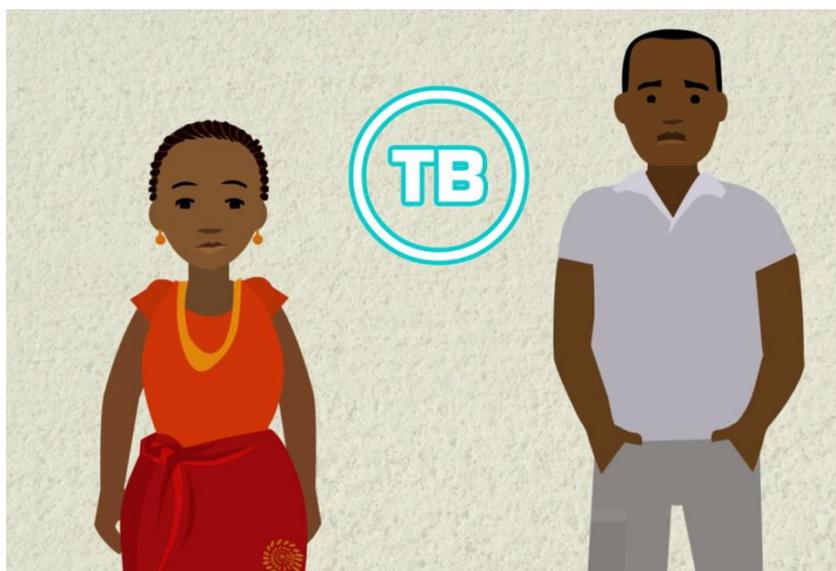


## ITFL Sputum Collection Instructional Videos and Posters



Sputum—thick, slimy mucus—is not a pleasant topic. But knowing what sputum is (and is not), and being able to cough it up, is essential for accurate TB diagnosis, and can mean the difference between life and death. Many people with TB symptoms have trouble producing good sputum specimens: they're unable to cough it up; they produce insufficient volume; cultural or gender norms inhibit deep coughing; or they submit saliva instead. Simple verbal instructions from health workers have been shown to improve the quality of sputum submitted, but this is a strain on their time, particularly in high-TB-burden and low-resource settings.

Since 2013, In Tune for Life (ITFL) has worked with local partners in numerous countries to design culturally relevant, gender-sensitive animation and print materials to guide patients in sputum submission -- and to ease the burden on health care workers. The first such animation, presenting basic TB facts and a step-by-step technique for coughing up sputum, was developed with Interactive Research and Development (IRD) in Karachi to address Pakistani women's difficulty producing quality sputum. Adaptations of the video followed in Bangladesh, Indonesia, Tanzania, and South Africa. In each case, the videos were painstakingly tailored to the locale, down to the colour and shape of TB medication blister packs. This highly customised approach proved effective: a randomised control trial in 2015 found that use of the Swahili video in Tanzania saw substantial gains in TB case detection and quality and quantity of sputum collected, and a reduction in salivary submissions. However, localised targeting of animated video is labour-intensive, expensive, and not scalable.

In 2017, ITFL was awarded a TB REACH Wave 5 Product Innovation grant to try a different strategy: in a dramatic shift from the country-specific approach, ITFL has produced a single animation for use across the greater Southern Africa region, using language as the principal element of localisation. The hope is that this labour- and cost-saving approach may be a model for future regional versions.

This new video is being developed in 16 Southern African languages\*; a complementary poster portraying the step-by-step sputum collection technique is being produced in even more languages. All of these materials, as well as the previous iterations, are available to TB programmes for free, for non-commercial use only.

Watch the video [here](#).

\* Bemba, Changana, Chuabo, Chichewa, Cisena, English, French, Luganda, Luo, Malagasy, Makhuwa, Northern Ndebele, Portuguese, San, Shona, and Swati.