

## **Advocacy, Communications and Social Mobilization (ACSM) Sub Group**

### ***e-Update for January 2010***

#### **UPCOMING EVENTS**

##### **February: Stop TB Partnership Training Course on “Empowering people and communities through partnerships”**

The Stop TB Partnership Secretariat is hosting the first training course on Component Five of the Stop TB Strategy (<http://www.who.int/tb/strategy/en/>), "Empowering people with TB, and communities through partnership" from 22-26 February 2010 in Geneva, Switzerland.

The goal of the course is to create a coherent approach to concepts, planning, costing, implementation and evaluation of Component Five, highlighting its complementary and synergistic role on the other components of the Stop TB Strategy. Invited participants include staff from WHO Regional and Country Offices responsible for providing support to countries in planning and implementing activities, as well as consultants assisting countries with Global Fund Round 10 preparations.

The Secretariat is working closely with the ACSM Core Group to develop the training manual and also to facilitate the course. The manual will be available for use by all partners after the workshop.

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##### **March: World TB Day 2010 - On the move against tuberculosis: innovate to accelerate action**

The 2010-2011 World TB Day campaign, *On the move against tuberculosis: Innovate to accelerate action*, was launched at the opening ceremony of the Union Conference in December. The theme of *Innovation* speaks to the need for a new way forward. The slogan *On the move against tuberculosis* reflects this theme through a simple, flexible and easily translatable phrase.

This year's campaign will focus on individuals around the world who have found new ways to stop TB and can serve as an inspiration to others. The idea is to recognize people who have introduced a variety of innovations in a variety of settings. Visit the World TB Day 2010 web site ([http://www.stoptb.org/events/world\\_tb\\_day/2010/](http://www.stoptb.org/events/world_tb_day/2010/)) to download slogans, posters, and key messages. A World TB Day Blog will soon be available for all country-level partners to share their plans and materials to mark this memorable day.

#### **NEWS**

##### **Stop TB Partnership launches first round of TB REACH**

The Stop TB Partnership launched the first call for proposals for its new TB REACH initiative on 25 January 2010.

The main objective of TB REACH is to promote early and increased case detection of infectious TB cases and ensure their timely treatment, while maintaining high cure rates within DOTS programmes. Emphasis will be placed on encouraging development and application of innovative and ground-breaking techniques, interventions,



approaches and activities that result in increased TB case detection, reduced transmission and prevention of the emergence of drug-resistant forms of TB; while focusing on reaching people who currently have limited or no access to TB services.

The TB REACH initiative will provide funding ranging from US\$ 500,000 to US \$1 million to applicants who have submitted successful proposals for one year-long projects in eligible countries. For more information visit the TB REACH web site: <http://www.stoptb.org/tbreach/>.

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### **ACSM Core Group and Subgroup meeting in Cancun**



The ACSM Core Group met for a closed meeting on Sunday, 29 November in Cancun to discuss progress made in 2009 and draft a strategic work plan for the Subgroup for 2010.

Following the Core Group meeting, the ACSM Subgroup held its first meeting since the disbandment of the ACSM Working Group and placement of the Subgroup in the DOTS Expansion Working Group. The two-day meeting,

which was held prior to the Union World Conference on Lung Health from 30 November to 1 December, was attended by more than 60 participants.

During the meeting, participants shared best practices, country-level tools and also approved the Subgroup's work plan for 2010 and a revised Terms of Reference. Other key decisions made were to extend the term of Chair and Core Group members for one more year and to establish better communication channels for Subgroup members. For more information, presentations and notes from the meeting, visit the ACSM Meeting web page:

[http://www.stoptb.org/wg/advocacy\\_communication/acsmcl/cancun.asp](http://www.stoptb.org/wg/advocacy_communication/acsmcl/cancun.asp).

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### **Meeting of the network of national stop TB partnerships**

The network of national stop TB partnerships is a spontaneous (self-owned) initiative taken by national stop TB partnerships to exchange information and share good practices and lessons learned on different partnering experiences. Representatives of countries engaged at various stages with national partnering initiatives (Eastern Mediterranean Region, Brazil, Canada, Ghana, India, Indonesia, Nigeria, Swaziland, Uganda, United States of America, Zambia) met in Cancun on 2 December 2010.



The outcomes and key decision points of the meeting were:

- clarity on the role of the network: while action happens at country level, the network contributes to share experience at the regional and global level;
- Secretariat of the Stop TB Partnership to maintain up to date a directory of contact details and a web site;
- commitment of national stop TB partnerships focal points to share information and experiences with the Secretariat, and among each other by making use of a google group <http://groups.google.com/group/network-national-stop-tb-partnerships?hl=en&pli=1>.

## ACSM in Action

### Nuestra Casa at Mundo Latino in Cancun Union Conference



Nuestra Casa (*Our House* in Spanish) is a three-dimensional house built as a movable exhibition to reflect the life and stories of people affected by TB living in the US-Mexican border. The exhibition replicates their dwelling and surroundings and conveys their messages of reality and hope. The exhibition was created by Damien Schumann, famous for "The Shack" - which was a replica of a typical low-income South African dwelling made to

raise awareness of TB/HIV.

The project, supported by Project Concern International (PCI) and the US-Mexico Border Health Association, with collaboration from the Mexico National TB Programme was recently exhibited at the World Union Conference on Lung Health in Cancun and brought to this global Conference a touch of reality, reminding participants once again, why they were here and for what they were working for. For more information and also to read visitor reactions, visit the ACSM in Action web page: [http://www.stoptb.org/wg/advocacy\\_communication/acsmcl/cambodia.asp](http://www.stoptb.org/wg/advocacy_communication/acsmcl/cambodia.asp).

## Spotlight on the Challenge Facility for Civil Society (CFCS)

### Challenge Facility for Civil Society receiving proposals for third round

The Stop TB Partnership launched in December 2009 the third round of the Challenge Facility for Civil Society. This round will provide much needed funds (between USD 5,000 - USD 20,000) to community-based civil society organizations whose work focuses on advocacy and social mobilization activities in countries affected by TB.

The Challenge Facility aims to make the voices of vulnerable communities affected by tuberculosis heard by local policy makers. In addition, grantees help find potential TB cases in the community, refer them to health centres for TB testing and support patients to continue treatment. Applications focusing on raising awareness and empowering communities to become part of the solution in the fight against TB are welcome. For more information and detailed guidelines on how to fill out the application form, please visit <http://www.stoptb.org/bi/cfcs/>. Deadline for application is **10 February 2010**.

### CFCS grantee wins international TB prize



Integrated Development in Focus (DIF) of Ghana, a grantee of the 2nd round of the Stop TB Challenge Facility for Civil Society, has won the TB Survival Prize 2009 for its innovative and empowering campaigns in uplifting communities affected by TB and MDR-TB.

Based in Accra, DIF is dedicated to the reduction of poverty and the empowerment of people. The organization works across Ghana, focusing on TB and MDR-TB, TB and HIV co-infection, and malaria. DIF has arranged many awareness and education campaigns at community events, which are made sustainable via almost 300 DIF-trained volunteers. It also complements the work of the National Health Service by reaching the country's most remote villages, and has to date referred more than 600 people for TB testing, over 200 of which have proved to be infected with TB and are

now under treatment. For more information on the TB Survival Prize and the Tuberculosis Survival Project, please visit: <http://www.tbsurvivalproject.org/>.

## ANNOUNCEMENTS

### **ACSM Country-Level technical assistance now available**

The Stop TB Partnership and TBTEAM, with support from PEPFAR through USAID, is coordinating technical assistance to Global Fund grants in order to accelerate absorptive capacity and to improve performance of ACSM activities. Contact [stoptbacsm@who.int](mailto:stoptbacsm@who.int) for more information on what type of TA is available and how you can apply.

### **Submit best country examples**

The Stop TB Partnership is looking for best practice examples to showcase in web sites, presentations, and events. Share with us your stories of success in implementing advocacy, communication and social mobilization activities in your neighborhood, town, city or country. For more information, visit:

[http://www.stoptb.org/wg/advocacy\\_communication/acsmcl/bestpractice.asp](http://www.stoptb.org/wg/advocacy_communication/acsmcl/bestpractice.asp)

### **Submit your news**

If you, or partners that you know, have news or resources you would like to announce or share through this e-update, please forward to [chuy@who.int](mailto:chuy@who.int) for inclusion in the next e-update.

**CONTACT US: [STOPTBACSM@WHO.INT](mailto:STOPTBACSM@WHO.INT)**