

Advocacy, Communication and Social Mobilization (ACSM) Subgroup

e-Update for March 2010

NEWS

World TB Day 2010 - Countries celebrate innovation



With the slogan of *On the move against tuberculosis: Innovate to accelerate action*, World TB Day 2010 focused on the theme of innovation: from new ways of partnering to innovative ways of raising awareness of and addressing the problem of TB.

As previous years, a World TB Day Blog was set up to give partners all over the world an opportunity to share with others their activities, their stories and materials. Activities included candlelight vigils, rallies, seminars, poster competitions and

many others aimed at marking the day by engaging all members of society including health-care providers, TB-affected communities, students and businesses. (World TB Day Blog: www.worldtbdays.org; World TB Day 2010 site: http://www.stoptb.org/events/world_tb_day/2010/)

British singer Craig David is Stop TB Partnership's new Goodwill Ambassador

The Stop TB Partnership announced the appointment of British R&B singer and songwriter Craig David as its global Goodwill Ambassador at a news conference held at the United Nations Headquarters in New York on World TB Day.



In his new role, Craig will use his image and voice to raise awareness about TB among his millions of fans worldwide. His first mission as Goodwill Ambassador will take him to South Africa, where he will participate in events surrounding the 2010 FIFA World Cup. Learn more about Craig David and his activities to Stop TB at:

<http://www.stoptb.org/global/people/ambassadors/david/>

Stop TB Partnership revamps its web site



The Stop TB Partnership web site has a new look. The entire site was re-designed and launched in March, featuring larger images, less text, as well as new menus and categories aimed at making navigation and finding information easier for users. The re-design was based on results of user testing of the web site which was conducted in late 2009.

Partners should note that some old links may not work anymore due to changing of URLs for some pages, including the ACSM web site (<http://www.stoptb.org/countries/acsm/>). Other new features include an entire section dedicated to country-level initiatives called "Country Focus" (<http://www.stoptb.org/countries/>). Contents for national partnerships has also been updated, with a new interactive map of all current partnerships (<http://www.stoptb.org/countries/partnerships/>).

ACSM in Action**New online platform for ACSM Subgroup members**

As a follow up to the Cancun recommendations coming from many ACSM Subgroup members on the need for an online platform to communicate and share documents, the Subgroup Secretariat has set up a closed Google Group for ACSM subgroup members.

To join the ACSM Subgroup on Google Groups, please click on the following link: http://groups.google.com/group/ACSM_Subgroup. You can sign in if you already have a gmail account. Or, you can create a new gmail account and then apply for membership using your new gmail address and password.

The platform is to be used freely by all ACSM Subgroup members to initiate discussions, get feedback on initiatives, seek help on ACSM issues and share interesting and relevant information. Please contact stoptbacsm@who.int if you have problems accessing this online Group.

Stop TB Partnership Pakistan engages the media as official partner

Recognizing the important role the media plays in disseminating key TB messages and in influencing policy-makers, the national stop TB partnership in Pakistan has forged a strategic alliance with the country's key media agencies.

The Partnership signed a Memorandum of Understanding with TV channels, a medical journal and a media production and event management company and has laid out each partners' roles in a plan of action. For more information visit: <http://www.stoptb.org/countries/acsm/action/events.asp>.

ACSM PUBLICATIONS & INTERESTING LINKS**ACSM Handbook in French and Arabic**

Advocacy, communication and social mobilization (ACSM) for tuberculosis control: a handbook for country programmes is a guide to support the strategic design and implementation of ACSM activities and is primarily intended for staff that plan, organize and supervise TB control activities at the national level.

The publication is now available online in French and in Arabic. Translation has been done by the WHO Eastern Mediterranean Regional Office. All ACSM publications can be found at this web site:

http://www.stoptb.org/resources/publications/acsm_docs.asp.

Featured web site: *The Truth About TB*

The Truth About TB website is part of a new campaign to get people talking and thinking about TB. The campaign is being developed by TB Alert, the UK's national Tuberculosis charity. The web site includes personal stories of people in the UK who have been affected by TB and has easy to read information on the disease.

For more information, visit: <http://www.thetruthabouttb.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 for more information on what type of TA is available and how you can apply. Or, you may also submit your TA request directly through the TBTEAM web site:

<http://www.stoptb.org/countries/tbteam/>.

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/countries/acsm/action/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 stoptbacsm@who.int for inclusion in the next e-update.

Register as ACSM expert on TBTEAM roster

Visit the TBTEAM web site (<http://www.stoptb.org/countries/tbteam/>) to read about requirements needed to become an ACSM expert and apply through the online platform for consideration to be included in the expert roster.

CONTACT US: STOPTBACSM@WHO.INT