

# **Stop TB Partnership** Advocacy, Communications and Social Mobilization (ACSM)

## April 2008 e-Update

### NEWS

#### ACSM Working Group elections: results and next steps

The ACSM Working Group elections for Chair and Vice Chair closed on 28 March. The winners of the election are Paul Sommerfeld, for his second term as Chair of the Working Group and the Global Advocacy for Resource Mobilization Sub Group and Netty Kamp for the post of Vice Chair of the Working Group and Chair of the ACSM Country-Level Sub Group.

Both Paul and Netty won the elections with the majority of the votes and were officially notified by the Executive Secretary of the Stop TB Partnership. The re-elected Chair and new Vice Chair will be meeting with the Working Group secretariat on 2 May for a handover and discussion on ways to move forward with the objectives set in the Working Group's biennium workplan.

#### ACSM activities in high-burden countries

A collection of ACSM-related data for all 22 high-burden countries (HBC) is now available online at: [http://www.stoptb.org/wg/advocacy\\_communication/acsmcl/hbc.asp](http://www.stoptb.org/wg/advocacy_communication/acsmcl/hbc.asp).

For each HBC, two documents are available. The "country profile" is taken from this year's [WHO Global TB Control Report](#), and features information gathered via a standard data collection form. Each country profile includes a section on ACSM and lists key achievements and planned activities. The "Global Fund grant" document features ACSM information that has been extracted from original country proposals as found on the Global Fund web site. Information includes the types of ACSM activities proposed as well as information on principal recipient and other types of implementing partners.

Plans are under way to expand on the current collection and to include information from all countries conducting ACSM for TB control.

### PAST EVENTS

#### "I am stopping TB": World TB Day events around the globe



Stop TB partners, NTPs and communities all over the world marked this year's World TB Day (WTBD) by organizing a host of events under the two-year campaign theme "I am stopping TB". Some key events included the London launch of a poster campaign featuring football star and [Stop TB Ambassador Luis Figo](#) and participation by Dr Jorge Sampaio, the UN Secretary General's Special Envoy to Stop TB in an expert roundtable at Columbia University and at the closing bell at the New York Stock Exchange.

Street events, lectures and rallies were held at country level and a selection of photos submitted by Stop TB partners is now available in a [photo gallery](#). Other materials, such as posters, pamphlets and photos that have been submitted to the special SharePoint site created, will soon be available on the [WTBD website](#).

## Eastern Mediterranean Regional ACSM Planning for TB Control Workshop

The Stop TB Partnership Secretariat and the WHO Eastern Mediterranean Regional Office organized the Region's first workshop on advocacy, communication and social mobilization planning for tuberculosis control. The 5-day workshop, which followed a curriculum developed by the Program for Appropriate Technology in Health (PATH), was attended by TB control experts, ACSM and Global Fund focal points from 6 countries: Egypt, Iraq, Jordan, Morocco, Pakistan, and Sudan (N).

The main outcome of the workshop was better understanding of ACSM as a technical area and the need to have a strategic approach to ACSM planning, implementation and monitoring and evaluation. All countries identified bottlenecks to the implementation of their Global Fund grants, and have left with specific action plans.

For more information: [http://www.stoptb.org/wg/advocacy\\_communication/acsmcl/arw2008.asp](http://www.stoptb.org/wg/advocacy_communication/acsmcl/arw2008.asp)

### SPOTLIGHT: Challenge Facility for Civil Society grantee of the month

**Background information:** The [Challenge Facility for Civil Society](#), established by the Stop TB Partnership, provides financial support to small groups of civil society organizations seeking to make the collective voice of the TB community heard. It is targeted at civil society groups operating at the grass roots level and seeking to shape policy-making at local and national levels by giving a voice to people living with TB and those involved in their care. This monthly section highlights the activities of organizations that have received grants from this Facility.

### Youth Net and Counseling (YONECO) - Combining Education and Entertainment in Malawi



Youth Net and Counseling (YONECO) asks for a multisectoral approach to fighting TB in Malawi and encourages community-based educators, market vendors, and theatre artists to take an active role in disseminating information to their communities.

With the grant received through the Challenge Facility, YONECO has begun implementing several projects in the Cities of Zomba and Mzuzu. Community educators (featured on the left picture are educators in Mzuzu)

and theatre artists have received training on TB prevention and treatments and advocacy meetings were held with District Health Official and District Assembly Leaders to encourage dissemination of information in communities and to advocate for increased access to treatment and care for people living with TB and HIV/AIDS.

The project is expected to create a stronger demand for TB and HIV treatment and more effective services through increased TB and HIV treatment literacy at community level. It is also expected to improve treatment adherence through better drug supply as well as active follow-up by community volunteers. For more information on YONECO: <http://www.yoneco.org.mw/>

### ANNOUNCEMENTS

#### Looking for ACSM Experts

If you have considerable experience in advocacy, communication and social mobilization (ACSM) activities, please submit your CV to the ACSM Consultant Database. We are looking for experts to match with incoming technical assistance requests.

**[ACSM Country-Level technical assistance now available](#)**

The Stop TB Partnership, 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.

**[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)

**Please note: A new template for submission of best practice is now available.**

**[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.

**RESOURCES:**

**[Sub Group on Global Advocacy for Resource Mobilization](#)**

**[Sub Group on ACSM at Country Level](#)**

**Visit our web site (<http://www.stoptb.org/bi/tenways.asp>) to see the 10 ways YOU can stop TB.**

**[CONTACT US](#)**