

Stop TB Partnership Advocacy, Communications and
Social Mobilization (ACSM)
January 2008 e-Update

NEWS

World TB Day 2008 - planning materials now available

The Stop TB Partnership Secretariat has created an e-toolkit to help countries plan World TB Day (WTBD) activities. The e-toolkit includes a short guide on planning a WTBD event - explaining this year's theme and the key global messages. The document also gives advice on how to plan and organize ACSM activities to mark World TB Day in your community/region/country. There is information on developing locally tailored key messages, planning media events, and mobilizing partners for action.

The e-toolkit is available online (http://www.stoptb.org/events/world_tb_day/2008/) along with sample WTBD posters and a template for customizing posters. We encourage all partners to take an active role in marking this year's World TB Day and to share your plans with us. You can upload information on planned events and activities on a special SharePoint site that has been created for this purpose.

Access to sharepoint: <http://sharepoint.who.int/sites/StopTB/wtbd>

Username: ADS\stoptbftp

Password: worldtbd day

Please contact the Secretariat for advice and/or support in planning your activities (chuy@who.int), or for a hard copy of the e-toolkit (clementil@who.int).

Elections for Chair and Vice-Chair of the ACSM Working Group

The current term of office for the Chair of the ACSM Working Group will officially end in April 2008. This position leads the global advocacy for resource mobilization core group. The Secretariat plans to hold online elections for this position starting in February and will soon be making a formal announcement on the election procedure and specific timeline.

It is proposed that elections also be held at the same time for the Vice-Chair - who leads the ACSM Country-Level Sub Group. Voting will be done online and will be open to all members of the ACSM Working Group. Please encourage those who want to vote and are not already members to join the ACSM Working Group:

http://www.stoptb.org/wg/advocacy_communication/acsmcl/contact.asp

NEW ACSM PUBLICATIONS

[Advocacy, communication and social mobilization for TB control: a handbook for country programmes](#)



The ACSM Handbook is a guide to support the design and implementation of ACSM activities and is primarily intended for staff that plan, organize and supervise TB control activities at the national level. Because tackling TB requires commitment and work at all levels, this guide can also be used by TB control staff at the provincial, state, and regional levels; by nongovernmental organizations (NGOs) and others involved in TB control.

Future products include "companion pieces" to the ACSM Handbook. Companion pieces will be easy, how-to guides for the implementation of ACSM at country level. The first in the series will be on the vital topic of social mobilization.

You can download the Handbook at:

http://www.stoptb.org/resource_center/documents.asp

Advocacy, communication and social mobilization for TB control: a guide to developing knowledge, attitude and practice surveys

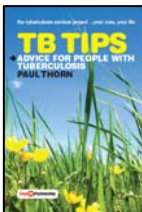


The Guide to Knowledge, Attitude and Practice (KAP) Surveys has been developed to help systematize countries' approaches to collecting and using data from KAP surveys for planning, refining and evaluating ACSM work. This guide is intended to serve as a practical toolkit that offers a theoretical framework, practical suggestions, and a menu of useful resources and tools.

Practical guidance is provided in 6 easy-to-understand steps: defining survey objectives, developing survey protocol, designing survey questionnaire, implementing KAP survey, analyzing data and using the data.

The Guide can be found online: http://www.stoptb.org/resource_center/documents.asp

Coming soon: TB Tips in Spanish, French and Hindi



TB Tips by Paul Thorn is a short booklet full of practical advice, suggestions, guidance and information in an easy-to-read format for people with tuberculosis. For even wider use by people with TB all over the world, the booklet is now being translated and will soon be available in Spanish, French and Hindi.

The translated booklets will be available for download at:

http://www.stoptb.org/resource_center/documents.asp. A limited number of hard copies will be available for distribution, please contact chuy@who.int.

ANNOUNCEMENTS

Notes from Core Group teleconference calls

We would like to remind all ACSM Working Group members that notes and action points from teleconferences held by the Core Groups are available online.

For notes from Global advocacy for resource mobilization core group calls:
http://www.stoptb.org/wg/advocacy_communication/acsmga/tccalls.asp

For notes from ACSM at country level core group calls:
http://www.stoptb.org/wg/advocacy_communication/acsmcl/core.asp

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

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 for inclusion in the next e-update.

RESOURCES:

[Sub Group on Global Advocacy for Resource Mobilization](#)
[Sub Group on ACSM at Country Level](#)

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

[CONTACT US](#)