Stop TB Partnership

Advocacy, Communications and Social Mobilization (ACSM) July 2008 e-Update

NEWS

Launch of the Centre for Resource Mobilization website

Stop TB Partnership : Center for Resource Mobilization World Health Organization

The Global Advocacy Sub Group has launched the Centre for Resource Mobilization website. This new tool is designed as a one-stop shop for advocates and partners to take part in sharing information, experiences and intelligence for resource mobilization. The Knowledge Exchange section is designed to be an interactive vehicle for engaging partners in their efforts to learn and teach one another by sharing their tools and experiences. Please click on the red banner to visit the website. Please send comments and suggestions to make this site as useful and interactive as possible to: stoptbacsm@who.int.

ACSM WG member list update - please send updated information by 18 July

The ACSM Working Group Secretariat is currently undergoing an exercise to update the Working Group member list in order to better gauge who the members are as well as to have an active member list (by Sub Group) that can be shared and used by all Working Group members.

Please make sure you send your updated information by the new deadline, **18 July.** If you know someone who did not receive the form but would like to be in the Working Group, please send them the form that is attached to this e-update. New members may also join by sending in a completed form. If you have questions, please email stoptbacsm@who.int.

Challenge Facility for Civil Society - second round applications due 22 August

CHALLENGE FACILITY FOR CIVIL SOCIETY

The Stop TB Partnership announced on 2 July the second round of the Partnership's Challenge Facility for Civil Society (CFCS). The CFCS aims to make the voices of vulnerable communities, including those affected by tuberculosis, heard by local and national policy makers. This facility will support civil society activities designed to attract greater attention from governments to the prevention, treatment and control of this often lethal yet curable disease.

Applications from organizations that work on all aspects of TB -- multidrug-resistant TB, TB/HIV, and neglected populations, for example -- are welcome. For more information on the Challenge Facility and who can apply, please visit: http://www.stoptb.org/bi/cfcs/announcements.asp.

PAST EVENTS

First HIV/TB Global Leaders' Forum held on June 9, 2008

HIVTB GLOBAL LEADERS FORUM JUNE 9 2008

On the eve of the 2008 High-level meeting on AIDS, government leaders, health and business officials, heads of United Nations agencies and activists gathered at UN Headquarters in New York to discuss how to better combat the

co-epidemic of HIV/TB through better collaboration, coordinated planning and greater investment in new tools to combat the "dynamic duo".

Leaders present at the Forum included: the President of Togo, the President of Mozambique, the First Lady of Rwanda, The Secretary-General of the United Nations, The President of the General Assembly, former Presidents William J. Clinton and Jorge Sampaio, the Heads of WHO, UNAIDS, The Global Fund, VP of the World Bank and over 30 Ministers of Health, among others.

ACSM Working Group members and other Partners played a significant role in disseminating information to key media outlets in their respective countries. In particular, Health and Development Networks helped place op-eds in major newspapers in 14 countries worldwide. For more information, please visit the official Forum web site:
http://www.stoptb.org/events/hivtbleaders/home.html

Stop TB Private Sector Constituency Meeting, 8-9 May 2008, Cairo

The Private Sector Constituency meeting brought business leaders of health and non-health related companies to discuss and showcase best practices of how the business sector is engaging in different ways in the fight to stop TB. Different industries were able to show concrete actions and future plans of activities that are both related and not related to their core businesses. A presentation from the Kempinski Hotel Group highlighted the innovative and comparative advantage the private sector holds in being able to raise awareness and outreach to the public at large even if their core business is not health related.
For the summary of the meeting and presentations, please follow the link below:
http://www.stoptb.org/wg/advocacy_communication/acsmga/business.asp?sm=business

PARTNER EVENTS

ACSM Workshop held in Cambodia

The Cambodian National TB Program, with technical support from Program for Appropriate Technology in Health (PATH), organized a one-day Introduction to ACSM for TB Control Workshop on 12 June in Phnom Penh. Close to 60 communications and programme staff from 18 local and international NGOs attended the Workshop, aimed at giving participants an introduction to ACSM and how strategic implementation can have impact in helping Cambodia reach its national TB case detection and treatment goals. PATH is currently supporting the Cambodian NTP ACSM team to develop the national ACSM strategy for TB control. Both the Workshop and the development of the ACSM strategy is being supported with USAID funds.
* Story submitted by Hara Mihalea, PATH

NEW PUBLICATIONS

Community involvement in TB care and prevention: towards partnerships for health

This WHO publication provides guiding principles for countries to promote the involvement of people with TB and the community in TB care and prevention. These recommendations are designed to support health policy-makers – and patients' groups and local partners – in including community involvement activities in national strategic plans to control TB. The

recommendations also offer advice on how to fund this work and successfully scale up approaches that have worked effectively.

The urgent need to engage and involve people with TB and the community as partners in rolling out the Stop TB Strategy requires clearly understanding the essential terms used in this area and the values and principles that underpin effective and sustainable community-based initiatives. Download the document by clicking on the link below:
http://whqlibdoc.who.int/publications/2008/9789241596404_eng.pdf

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The expansion of community-based Tuberculosis programming: critical program design issues for new partners

In response to the increasing burden of TB on the developing world and the call for NGO involvement in combating the problem, CORE Group's TB Working Group has released a publication which outlines nine project design challenges most likely to face those working at the community level and seeking to implement a TB prevention or treatment programme.

This publication grew out of a 2007 TB Working Group meeting and reflects participant discussions and lessons learned that were articulated throughout the event. It can be used to inform community-based program design or assess community-based efforts. To download the document, please click on the link below:
http://www.coregroup.org/working_groups/CORE_TB_web.pdf

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

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

CONTACT US