

**Advocacy, Communications and Social Mobilization (ACSM)  
Sub Group*****e-Update for July 2009*****NEWS****Regional ACSM Planning Workshop held in Minsk, Belarus**

A Regional Workshop on ACSM Planning for TB Control was held in Minsk, Belarus from July 13-17. Organized by the Stop TB Partnership and the WHO European Regional Office with financial support from the United States Agency for International Development (USAID), the workshop was designed to provide participants with the tools and skills needed to plan,

implement, and evaluate ACSM strategies as part of their Global Fund grant activities.

NTP staff, ACSM focal points, NGO representatives and others involved in implementation of the Global Fund grants from the following 6 countries participated in the meeting: Belarus, Bulgaria, Georgia, Kazakhstan, Moldova and Romania. During the 5-day workshop participants were able to share experiences, deepen their understanding of ACSM principles and discuss how TB control challenges such as treatment adherence and stigma could be effectively addressed with ACSM. Each country team finished the workshop by drafting a 6-12 month ACSM action plan to move forward with strategic implementation of the ACSM component of their Global Fund grants.

The Regional Workshop was the fifth of its kind. The first four were held in Thailand, Jordan, Uganda and Panama.

**New community representatives elected to the Partnership's Working Groups**

Treatment Action Group (TAG) in collaboration with the Partnership Secretariat, spearheaded the elections for community representatives who will serve on the Core Groups of the Partnership's seven Working Groups (WG). The election results were announced in mid-June and are as follows:

- TB/HIV WG: Gracia Violeta Ross Quiroga (South America) and Francis Apina (Africa)
- New TB Vaccines WG: Robert Nakibumba (Africa)
- New TB Drugs WG: Albert Makone (Africa)
- New TB Diagnostics: Joel Olumayowa (Africa)
- MDR-TB WG: Shabab Alam (Asia) and Gloria Nwagboniwe (Africa)
- Global Laboratory Initiative: Vijay Gupta (Asia) and Nelson Tom Otowma (Africa)
- DOTS Expansion WG: Jacob Kayombo (Africa)

Following the elections, the community representatives came together for a 3-day orientation from July 15-17 in Cape Town, South Africa. The orientation was held prior to the 5th IAS conference on HIV Pathogenesis, Treatment, and Prevention. Sections of this orientation were focused on science and covered topics such as TB basic science, understanding how the human immune system interacted with TB bacilli, TB transmission, infection and disease. During the

orientation the activists also learnt about the Partnership structure and its working groups priorities. Community representatives who had already served on the Working Groups shared advocacy strategies with incoming representatives and together the community representatives identified new ways to improve communication between themselves. The community representatives through this process have begun to outline an advocacy plan that they will finalize through discussions with their Working Group secretariats and have also voiced an interest in creating a e-group for current and past community representatives to allow for easy exchange of ideas and support.

## TBTEAM launches new web site



TBTEAM, the TB TEchnical Assistance Mechanism, recently launched its new website at the 17th Conference of The Union Africa Region in Ouagadougou. TBTEAM, which is managed by the WHO Stop TB Department and whose secretariat is also hosted by the WHO Stop TB Department, was created by the Stop TB Partnership in 2007. It was created to facilitate the access of all stakeholders that implement TB control activities to a network of technical partners and well-coordinated technical assistance. It achieves this by encouraging planning at national, regional and global level, by helping to improve the efficiency of technical assistance provision (i.e. ensuring that needs are met while minimizing redundant missions) and by promoting capacity-building.

The new website helps TBTEAM to implement this strategy by making it easier for regions, countries and technical assistance providers to track technical assistance activities planned globally. Other information available on the TBTEAM site include training opportunities for developing professionals and a roster of experts by area of expertise, which is currently under development and will soon be available.

For more information about TBTEAM: <http://www.stoptb.org/wg/tbteam/ta/default.asp>. Any queries may be sent to the TBTEAM secretariat at central level at [tbteam@who.int](mailto:tbteam@who.int).

## ACSM in Action

### ACSM at Union Conference, Europe Region



ACSM for TB control was featured at the 5th Congress of the International Union Against Tuberculosis and Lung Disease, Europe Region (May), at a Symposium organized by PATH. Entitled "Overcoming barriers to TB control in the European region: the role of ACSM", the Symposium aimed at exploring some of the challenges and innovative ACSM solutions that countries and organizations in Europe have developed to improve TB programme performance.

Presentations made during the Symposium addressed some of the important non-technical challenges to TB control in the Region as well as how ACSM interventions can contribute to overcoming TB control barriers. Visit the following web site to view all the presentations:

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

## NEW PUBLICATIONS

### Working with the media: how to make your messages on tuberculosis count



The aim of this handbook is to equip country-level partners with the tools necessary for working with the media to spread important TB messages to a wide range of audiences.

The handbook walks you through the planning and execution of media outreach: from thinking about your goals to attracting media attention. Tips and suggestions for developing your key messages, handling interviews, writing news releases and calling journalists are also included.

The document is currently available online at:

[http://www.stoptb.org/resource\\_center/documents.asp](http://www.stoptb.org/resource_center/documents.asp). It will also be available in hard copy and will be translated into French.

## UPCOMING EVENTS

### TB/HIV Satellite in conjunction with the 9<sup>th</sup> International Congress on AIDS in Asia and the Pacific (ICAAP)

Participants of the 9<sup>th</sup> ICAAP to be held in Bali, Indonesia 9-13 August, are invited to a TB/HIV Satellite session (hosted by MSF and TAG) to be held on 12 August from 6PM - 7:30 PM at the Bali International Convention Center, Westin Hotel. The Satellite, entitled "*Addressing TB/HIV: The Critical Role of PWA activists and HIV Service Providers*" will invite speakers from TAG, MSF India, WHO and other organizations. Issues discussed will address the following questions:

- When TB is curable, why is it the leading cause of death among PWAs?
- What can PWH activists and programs do to identify TB cases in People with HIV?
- If we do not prevent TB transmission, our PWA clinics and support groups can become places of deadly infections for us. How do we address this?

## 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.

### [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