

Advocacy, Communications and Social Mobilization (ACSM) Sub Group

e-Update for October 2009

NEWS

Moldova launches TB awareness raising campaign with Stop TB Ambassador



Speranta Terrei, an NGO in Moldova is working with national authorities in launching a TB-awareness campaign in the northern city of Balti. The campaign is built around the image and messages of Stop TB Partnership Ambassador Luis Figo and includes the launch of the comic book [Luis Figo and the World Tuberculosis Cup](#).

At the launch event on 9 October, volunteers from Balti Medical College, who have formed a theatre troop for the campaign, re-enacted the battle between Figo's team of teens and the team of TB germs that takes place in the comic book Luis Figo and the World Tuberculosis Cup. A [public service announcement](#) on TB, featuring Figo, was also screened for the audience in its Russian-language version.

The theatre troop will start visiting schools in November, acting out TB messages and handing out the comic books, as well as other TB-related materials from Moldova's national TB public awareness campaigns. The intervention will also have a monitoring component to assess impact in level of awareness raised.

ACSM in Action

District-level ACSM training and planning workshop in India

PATH, with financial support from USAID and in collaboration with the State TB Control Society, organized a 4-day action planning workshop on advocacy, communication and social mobilization in Hyderabad, Andhra Pradesh, India. Participants of the this district-level planning workshop included District TB Control Officers, Medical TB Officers and Senior Treatment Supervisors, as well as communication facilitators and local NGO partners and WHO consultants.



The methodologies used by the facilitators walked the participants through a systematic process of programme gap identification and analysis. Participants used this analysis to develop concrete ACSM action plans for their respective TB Units, using a standardized ACSM planning form. Plans for scaling up District-level training is currently underway for other Districts in India.

Technology allows patients to exchange views and experiences across borders

In September, 14 tuberculosis patients in Japan and the Philippines used videoconferencing to exchange views on their TB experiences, including the emotional impact of being diagnosed with TB and revealing their diagnosis to family, friends and the community. The patients also discussed stigma, adherence to DOTS, and the expenses arising from their TB treatment. Finally, the patients in both countries expressed gratitude to the people who had supported them and provided them with access to quality TB services, and vowed to support other TB patients.



The event—organized by the Stop TB Partnership Japan in collaboration with the Japan Anti-Tuberculosis Association, the World Bank Tokyo Office, the JICA Philippine Office and RESULTS Japan and sponsored by the International Communications Foundation, Japan—was observed by physicians, the Japanese media, pharmaceutical company representatives, Japan Anti-Tuberculosis Association/Research Institute of Tuberculosis officials, and the general public.

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. It will soon be

available in hard copy and also in French.

UPCOMING EVENTS

ACSM Subgroup Meeting: 30 November - 1 December

The ACSM Subgroup (of the Stop TB Partnership's DOTS Expansion Working Group) will hold its annual meeting in Cancun, Mexico from 30 November to 1 December. The two-day meeting, to be held in Omni Cancun Hotel & Villas¹, will focus on sharing best practices in ACSM and will provide opportunity for participants to learn about new tools and resources for ACSM.

Participants will also be reviewing and adopting a revised Terms of Reference for the Subgroup and finalizing an action plan for 2010 for ACSM work at country level. The meeting is open to all ACSM subgroup members and non-subgroup members interested in ACSM. For more information, contact stoptbacsm@who.int.

¹ Blvd. Kukulcan, L-48 KM. 16.5 M.55, Cancun, Quintana Roo 77500, Phone: 52-998-881-0600

Global Network of National Partnerships Meeting: 2 December 2009

The Global Network of National Partnerships will meet in Cancun, Mexico on 2 December 2009. The Global Network is a spontaneous initiative taken by national partnerships to exchange information and tools on the partnering process, and share good practices and lessons learnt from various partnership experiences.

This meeting will focus on the role of the Network and will see participants discussing the current situation in their countries, identifying major issues of concerns and finding solutions in a participatory way. The meeting is open to all focal points of already existing national partnerships and to representatives of countries interested in starting a partnering process. If you are willing to participate, please contact Chief Austin, Chairman, Global Network of National Partnerships, at austinos7@yahoo.com by 12 November, as seats are limited.

Roadmap to the Union World Conference

The Stop TB Partnership Secretariat is compiling a list of meetings, report launches, announcements and any other important event/activity that any of the Stop TB Department at WHO, Partnership Working Groups or Partners would like to highlight and/or might be interested in attending/participating during the 2009 IUATLD Conference in Cancun this December.

The Roadmap can be found by clicking [this link](#). Please feel free to add other events that you know are happening at or around the Union Conference. For more information, contact stoptbacsm@who.int.

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 chuy@who.int for more information on what type of TA is available and how you can apply.

[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.

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