



**3. Did you use the global theme "DOTS cured me – it will cure you too!" for your World TB Day campaign?**  Yes  No  
 (if no, please describe the theme you did use, and why)

**4. Do you think that this year's official theme was appropriate?**  Yes  No

Please explain:

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**5. Were the information packs sent by the Stop TB Partnership useful?**  Yes  No

**6. Did you receive the World TB Day 2003 Countdown Alerts by email?**  Yes  No

**7. If yes, were the resources and information in the Countdown Alerts useful to you?**  Yes  No

**8. Did you get information or resources from the Stop TB Partnership's World TB Day 2003 website?**  Yes  No

Please provide details on what you found most useful, how you used the resources provided by the Stop TB Partnership, and what you would like to receive next year.

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**9. Did you develop a media strategy for World TB Day 2003?**  Yes  No

(a) If so, which media did you target?

- Newspapers
- Radio
- Television
- Internet
- Magazines
- Medical journals
- Other (please specify)

(b) Which of the following materials did you produce for the media?

- Press releases
- Press kits
- Media advisories
- B-roll for television broadcast
- Other (please specify)

(c) Who was your target audience?

(d) Please describe the media coverage you received.

Please provide details.

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**Please attach copies of press materials or other products.**

**10. Did you develop information products for specific audiences?**  Yes  No

(a) If so, which of the following products did you produce?

- |   |   |
|---|---|
| <input type="checkbox"/> Brochures or leaflets  | <input type="checkbox"/> Posters                    |
| <input type="checkbox"/> Booklets               | <input type="checkbox"/> Stickers                   |
| <input type="checkbox"/> Posters                | <input type="checkbox"/> Reports                    |
| <input type="checkbox"/> Other (please specify) | <input type="checkbox"/> T-shirts, pens or ballcaps |

|  |                                       |
|--|---------------------------------------|
| (b) Who were your target audiences? (For example, general public, children, prisoners, government, etc.) | (c) How were these items distributed? |
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Please provide details.

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**Please attach sample copies of brochures or other informational products.**

**11. Did you involve current or former TB patients in your education and advocacy activities for World TB Day 2003?**  Yes  No

If yes, please provide details about how you involved them and what role they played.

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**12. Do you plan to use current or former TB patients in an ongoing campaign of advocacy in 2003 to support the theme "DOTS cured me – it will cure you too!"?**

Yes  No

If yes, please provide details about how you involved them and what role they played.

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**13. Were any conferences, public lectures, seminars, other meetings or workshops organized?**

Yes  No

(a) Please specify which of the above were organized and by whom.

(b) What was the purpose?

(c) Who participated?

(d) Did any political or government representatives attend?

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**Please attach copies of any meeting materials such as conference agendas, speakers lists, minutes or reports on proceedings.**

**14. Please indicate which special events or activities took place on or around World TB Day 2003.**

Public rally or parade

Puppet show or street theatre

Concert-style entertainment

Activities in schools or universities

Photo/art exhibition

The opening of a new TB clinic

Sports events, fun walk or marathon

Exhibitions at bazaars and markets

TB patient testimonials

TB screening & consultation clinics

Other (please describe)

Were any political or government representatives invited to attend?  Yes  No

Which events did they attend, and did they participate directly or indirectly?

Please provide details.

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**Please attach copies of any relevant documents.**



**19. What activities do you have planned to keep your TB campaign alive during the rest of the year?**

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**20. Are there any other comments that you would like to make? (please use the space below)**

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**Thank you for completing the questionnaire.**

Signed ..... Date .....

Name (capital letters): ..... Title .....

Address .....

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Country: .....

Tel: ..... Fax: ..... E-mail .....

Please return to [stoptb@who.int](mailto:stoptb@who.int) or mail/fax to:



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