



**Briefing Note -2: World Stop TB Day**  
**24 March 2005**

**Frontline TB Care Providers:  
Heroes in the Fight Against Tuberculosis**

This document provides an initial listing of events and media products that the Stop TB Partnership Secretariat will facilitate for World TB Day 2005. We encourage partners and WHO regional offices to share their plans with us as they develop so we can post them on the special WTBD 05 page of our web site. All information can be submitted to [advocacy@stoptb.org](mailto:advocacy@stoptb.org).

**SUMMARY FROM BRIEFING NOTE #1**

The theme for WTBD 2005 is frontline TB care providers and their crucial role in treating millions of patients every year, which will create opportunities to address a number of key issues facing national TB control efforts.

**TARGET AUDIENCES**

*The primary audience* will be policymakers, media, public health workers, civil society groups and communities affected by TB in the 22 HBCs, highlighting the vital role of frontline TB care providers and the need to ensure maximal political commitment, resources and tools to support their work.

*The secondary audience* will be global media, donor organizations, multilateral institutions and technical agencies to put TB high on the global health agenda and meet the targets for 2005 and 2015.

**KEY ISSUES AND MESSAGES**

**For regional and national campaigns: Frontline TB care providers**

- *The health workforce crisis* - strengthen public health infrastructures, especially in sub-Saharan Africa
- *Pro-poor policies in TB control programmes* – connect development, sustainable financing, and the right to health

- *Public-private collaborations* – strengthen the provider network by making the fight against TB everybody's business
- *TB and HIV* -- promote uptake of the WHO guidelines for collaborative TB/HIV activities to address the dual epidemic
- *Research and development* - better TB drugs, diagnostics and vaccines are urgently needed by frontline TB providers to do their work.

#### **Global level: Investing in TB control is "aid that works"**

- More than 3 million TB patients are now treated under DOTS programs every year and 17 million in total since DOTS expansion began in 1995;
- TB prevalence and deaths are falling;
- The incidence rate of TB has stabilized or fallen in 5 of the 6 WHO regions;
- Progress is continuing to accelerate towards the 2005 targets, with case detection at 45% globally in 2003 and the treatment success at 82% in the 2002 cohort of patients.
- Country success stories - China, India, Vietnam, Peru, Philippines, Cambodia, others
- Global Drug Facility -- 4 million high quality patient treatments delivered since 2001

#### **BUT**

- HIV worsening the TB epidemic in Africa (the only WHO region with increasing incidence)
- Health force crisis affecting all national TB programs in all countries in sub-Saharan Africa;
- There is a continuing funding gap for TB in international aid and in most HBCs

### **KEY GLOBAL AND REGIONAL ADVOCACY EVENTS**

#### **Press Releases**

The Stop TB Partnership Secretariat will collaborate with WHO in the production of a press release for global distribution that highlights the main findings, trends and implications of the annual WHO Global TB Control Report. The timing of the press release is still to be determined and will be reported in WTBD Briefing Note #3. The Secretariat and WHO will produce a related B-roll video of TB footage for distribution to electronic media. The Secretariat will also collaborate with partners and media consultants in the production of media materials to support specific media events, as listed below.

#### **Press Conferences**

City: London, UK  
 Venue: Royal Institute  
 Date: 24 March 05  
 Participants: J.W. Lee, Director-General, World Health Organization  
 Rt Hon Hilary Benn, UK Secretary of State for International Development  
 (participation requested)  
 Mario Raviglione, Director, WHO Stop TB Department  
 Organizer: Stop TB Partnership

City: Paris, France  
Venue: TBA  
Date: 24 March 05  
Participants: Leopold Blanc, WHO Stop TB Department  
Nils Billo, International Union Against TB and Lung Disease (IUATLD)  
African High-TB Country Representative  
Others TBA  
Organizer: IUATLD

City: Ottawa, Canada  
Venue: TBA  
Date: 24 March 05  
Participants: Marcos Espinal, Executive Secretary, Stop TB Partnership  
Canadian International Development Agency (CIDA)  
Others TBA  
Organizer: Stop TB Canada

*Note: For these and other press events, collaborations with other high level participants are being explored. More information will be provided in Briefing Note #3.*

## **INFORMATION PRODUCTS FROM THE STOP TB PARTNERSHIP**

### **Global TB Report Card**

In cooperation with the Massive Effort Campaign, the Stop TB Partnership Secretariat will publish a special booklet that presents data from the WHO Global TB Control Report in a more accessible format for use by journalists, NGOs and activists. The booklet will have an introduction, a glossary of terms and a 1-page "TB Report Cards" on each of the 22 high-TB burden countries (HBCs) showing progress towards the 2005 global targets, which are to detect 70% of all infectious cases of TB and cure 85% of all detected cases. Information will also be presented on TB/HIV co-infection and incidence of multidrug-resistant TB. The publication will be made available to Stop TB partners and national TB programs in electronic format by 1 March, and in paper copies in time for distribution on World TB Day.

### **Global TB Control Report Summary Brochure**

A summary of the WHO Global TB Control Report in a variety of languages will be distributed to all WHO regional offices and at all World TB Day media events.

### **TB Media Fellowships**

The Stop TB Partnership Secretariat and PANOS Institute (London) have jointly developed a year-long project to support critical, in-depth reportage on the fight against TB in 9 selected countries around the world: Bangladesh, Ethiopia, Haiti, India, Indonesia, Malawi, Pakistan, Philippines and Zambia. The aim is to enable selected press reporters and photojournalists in these countries to

better explore and understand the linkages between TB, HIV/AIDS, poverty, urbanisation and other socio-economic factors, and to build the skills and capacities for them to produce first-rate reporting. The project will be implemented in two phases:

1. The competition for the media fellowships will be launched on World TB Day 2005, which PANOS will widely advertise in each of the target countries. Journalists will submit their proposals for articles and photo essays for review by PANOS juries.

2. The winning journalists will then receive stipends, technical assistance and other forms of support to undertake 3-4 months of research and reporting on TB stories. The project will end on World TB Day 2006 with the announcement of special cash awards for the best press articles and photography work.

### **Global Drug Facility Achievement Report: Four Million Treatments in Four Years**

On 24 March, the Global Drug Facility (GDF) will launch an Achievement Report detailing its success of treating four million patients in its first four years of existence. Since its establishment in 2001, The Global Drug Facility (GDF) has been one of the success stories in the fight against TB and has had a major impact on the treatment of millions of TB patients around the globe.

The GDF aims to expand access to, and availability of, high quality TB drugs, thereby facilitating DOTS expansion, by supplying uninterrupted access to quality TB drugs for qualifying DOTS programmes. To date, the GDF provides TB drugs to over forty countries worldwide. The report will be made available on the Stop TB Partnership web site on World TB Day.

### **E-forum on World TB Day 2005 theme (TBC)**

Health and Development Networks (HDNet) has proposed to organize a 3-month e-forum on this year's World TB Day theme - the vital role of frontline TB providers - the aim being to strengthen public and political support for the fight against TB by involving more civil society organizations and community voices, and in the process generate a greater sense of ownership of World TB Day. The e-forum would be linked to the Stop TB web page for World TB Day and the summary results presented in key TB forums throughout the remainder of 2005.

Support for the project is still under consideration by the Stop TB Partnership Secretariat, but if approved the e-forum will begin in mid-February 2005. More information on the e-forum will be provided in WTBD Briefing Note #3.

### **TB Ambassadors and World TB Day**

Recently, there has been a growing movement within countries to engage well-known public figures as voices for strong TB control advocacy. In the interest of maximizing the impact the various TB Ambassadors around the world have on a national, regional and/or global level on WTBD, we will work with countries to coordinate our efforts/messaging both individually and collaboratively.

## **World TB Day website**

The WTBD web site will be one of the main sources of communication and information dissemination to Partners. An initial list of components includes WTBD Briefing Notes; information products available for download (Global TB Report Cards, etc.); a discussion forum that will provide a space for dialogue and information gathering; a space for partners to report on planned/implemented activities (including advocacy materials, posters, images, etc.); media and communications resources.

## **World TB Day Email Alerts**

The Partnership will release a series of Email Alerts leading up to World TB Day via the Partnership listserve. The objective of the Alerts will be to provide a regular source of information to partners in the buildup to 24 March and to create a sense of unity in campaign efforts around World TB Day. The Alerts will contain information such as updates on media and press events and planning; reports on the World TB Day web site content; notices on information and communication materials and background documents; calls for information from Partners; and other relevant information.

If you are not already a member of the Stop TB Partnership mailing list, you can subscribe by sending an email to: [news-subscribe@stoptb.org](mailto:news-subscribe@stoptb.org), including "subscribe" in the subject line. Inquiries about the listserve should be sent to: [info@stoptb.org](mailto:info@stoptb.org).

## **Additional products**

An evolving list of products will be included in Briefing Note #3. This will include information on visuals to be made available including WTBD logo/theme (guidelines for use) and designs for advocacy materials; multimedia products, etc.

## **Background documents**

There are a number of publications that have been produced for past WTBD planning, whose basic recommendations for campaign strategy building are still relevant.

*TB Advocacy - A Practical Guide (1999)*

[http://www.stoptb.org/world.tb.day/WTBD\\_2003/Alerts/TBadvocacy.pdf](http://www.stoptb.org/world.tb.day/WTBD_2003/Alerts/TBadvocacy.pdf)

*Guidelines for Social Mobilization: Planning World TB Day (2000)*

English: [http://www.stoptb.org/world.tb.day/WTBD\\_2000/tbguide.pdf](http://www.stoptb.org/world.tb.day/WTBD_2000/tbguide.pdf)

French: [http://www.stoptb.org/world.tb.day/WTBD\\_2000/guide\\_de\\_la\\_mobilisation\\_sociale.htm](http://www.stoptb.org/world.tb.day/WTBD_2000/guide_de_la_mobilisation_sociale.htm)

*Guidelines for Social Mobilization: A Human Rights Approach to TB (2001)*

[http://www.stoptb.org/world.tb.day/WTBD\\_2001/H.RightsReport2001.pdf](http://www.stoptb.org/world.tb.day/WTBD_2001/H.RightsReport2001.pdf)

*The Power of Partnerships (2003)*

<http://www.stoptb.org/documents/WHO-HTM-STB-2003.24-PocketG-2colorsfin.pdf>

### UNIFYING WTBD ACTIVITIES

Voices are always stronger when they speak together, in unison. As a lead-up to World TB Day, we should begin to think about how to align activities so that our voice is strong and united.

We encourage partners to engage with:

- Civil society or media group with an orientation to TB
- Patients activists
- Health care providers
- TB Ambassadors and advocates

Additionally, we encourage campaign planners to think in terms of *uniting health workers with one voice*. We encourage feedback on how you plan on doing this and we will integrate examples into Briefing Note #3 for others to refer to. Additionally, the Stop TB Partnership plans to engage closely with a couple of local health care initiatives and will report on our collaborations via the WTBD website. Some suggestions:

Awards / Exceptional work should to be recognized as an inspiration to others. Establish a competition for "DOTS Provider of the Year" and give an award on WTBD 2005, marked with a public ceremony. Every national TB program, DOTS clinic and impacted community can do one!

Advocacy / The most knowledgeable and credible voices to articulate the need for political commitment and resources to fight TB are frontline providers, because they are the ones who must cope with faulty laboratory tests, irregular drug supplies, inadequate training and poor administration. In many countries, TB programs are facing a serious crisis of human resources which is threatening HIV/AIDS and other major public health programs as well. Give a platform for frontline providers to speak out for help!

Public Education / In many countries there is still a lack of public awareness about the basic facts of TB - its symptoms, how the disease is spread, that it is curable, and that diagnosis and treatment are free (in most DOTS programs). Every frontline provider knows the facts and can be a public educator. Use WTBD 2005 to launch a "TB Education Week" for them to visit schools, markets, workplaces and other public venues to get the word out - and repeat the exercise every few months!

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