



**Advocacy, Communication and
Social Mobilization
Sub Group**

Chair: Netty Kamp

Secretariat: Young-Ae Chu

**ACSM Core Group Update
January 2009**

ACSM Best Practice document

More than 35 submissions were received. 6 Core Group members submitted complete scoring sheets. Based on the scoring sheets, we have selected the best practices that will go into the final publication. For example, if all 6 Core Group members noted "yes" next to a particular submission, this submission was automatically accepted. If most said "no", then the submission was not accepted. If it was somewhere in the middle, with majority "yes" and some "maybe", we will follow up and decide if there is enough supporting data to consider inclusion in the publication (see attachment for scoring compilation) - Purple means yes we will include, and yellow is pending follow up.

Alka Dev, ACSM Core Group member, voiced her interest in taking this project on and will be working on the writing of the final document. She will follow up with country submissions and draft a document for Core Group review.

Next steps: Netty, Young-Ae and Alka to hold conference call to decide on remaining best practices and to ensure representation of regions, partners and ACSM initiative featured in the final document. Final list of accepted submissions (and justification) will be sent after a decision has been made.

Media outreach document

Document has been sent to copy-editor for final editing before going to lay out. Some case studies based on key events were added (see attached final draft). We will have finished document at least on electronic version by the Stop TB Partners Forum in March. Hopefully we can also have printed copies for distribution.

Please note: It is still not too late to provide some more country-level case studies on what has worked in media outreach. If you have good examples, please send them to me and let me know which part of the document this case study supports.

Partners' Forum (23-25 March) - Registration and participation

Registration is still open for the Partners' Forum, although application for funding support ended on 15 January. For those who have applied for bursary, you will receive notification in the next couple of weeks whether your application was approved.

An email was sent out to the entire ACSM Sub Group, to get a list of who had registered and what partners were doing in terms of thematic track proposals. The Secretariat will send a roadmap of ACSM activities once decision on thematic track submissions has been made. For now, proposals have been made by ACSM partners in the following tracks:

- Increasing access and equity
- Empowering communities

There will not be an official meeting of the ACSM Sub Group or Core Group. However, once a final list of attendees is available, a lunch-time gathering of ACSM colleagues



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may be suggested as a way for all of us to meet each other and discuss on-going ACSM issues. A teleconference before Rio for confirmed participants will be planned, so as to better coordinate our ACSM efforts at the Partners Forum.

Other ACSM Projects and action points from last teleconference

Pool of ACSM consultants

The Core Group agreed to first gather a list of consultants who are currently providing ACSM Technical Assistance to countries, who have been trained to provide ACSM TA, and who have ACSM in other areas but who are interested in doing TB ACSM TA.

Young-Ae will compile the list of consultants

Timeline: Young-Ae to compile list by end January. Core Group members please send in names and CVs of consultants you know are giving ACSM assistance.

In terms of the curriculum for consultant trainings, Young-Ae will look into what curriculum's exist from similar past trainings. Once identified, a Task Force will review and adapt curriculum to current needs. Netty, Hara and Chief Austin have volunteered to be part of this task force.

TB Control Report – ACSM data

In order to obtain better ACSM data from countries and to be able to use the data in a more effective way, a Task Force was formed to discuss indicators and questions that will go into next year's Questionnaire (which goes out to all WHO Member States for the purpose of reporting in the annual Global TB Control Report).

Focal point for this is Lana. Task force will be: Netty, Young-Ae, Monica and Alka.

M & E Tool for ACSM

The M & E Tool for ACSM was identified as priority during the Paris Core Group meeting. Core Group members are requested to identify partners or consultants with expertise in this area to begin a draft of this document for review by all Core Group members.

Update: There is an M & E document that was almost in the final stages of production and seems to have been stopped before printing and dissemination. Young-Ae to look into the reasons and try to use this document as base and adapt it to fit the M & E needs at the country level.

Next teleconference:

- Core Group: 4th week of January
- For confirmed Forum participants: 2nd week of February