

## **Advocacy, Communication, and Social Mobilization training in Cambodia**

With funding support from the United States Agency for International Development (USAID) and technical support from PATH the National Tuberculosis Program (NTP) in Cambodia launched a series of ACSM training workshops nationwide. USAID has supported the NTP to develop the national ACSM strategy with technical support from PATH. The NTP is close to finalizing the strategy. These workshops are designed in preparation for the launching and dissemination of the national ACSM strategy with the aim to deepen understanding on ACSM and how ACSM can be used to effectively support TB activities and develop and/or strengthen basic skills that will enable the participants to design, implement, and monitor ACSM activities.

Each ACSM session is designed to be two days (total of 16 hours) and participants are from international and local non-governmental organization partners, professional organizations, and provincial health department and operational district staff who are involved in the design, implementation and monitoring of TB control activities.

The trainers are staff from the NTP as well as from the provincial and operational district level and PATH. The trainers have attended the 5-day Regional ACSM workshop which was conducted in Bangkok, Thailand in August 2007. This training was supported by USAID and the STOP TB Partnership.

The first two ACSM workshops were conducted at the National Center for Health Promotion (NCHP) in Phnom Penh; course one from May 26 to May 27 and course two from May 28 to May 29. Sixty one participants joined and completed the course. Participants came from three provinces, namely Kratie, Takeo and Phnom Penh. NGO partners included FHI, TBCAP, CATA, RACHA, RHAC, CRS, JATA, SCA, CHC, and PFHAD.

Over the next two months four more ACSM workshops are scheduled to be conducted (1) in Battambang province with participants from Battambang, Siem Reap and Banthey Meanchey provinces; (2) in Phnom Penh and participants will come for two provinces; Kandal and Pursat, (3) in Sihanoukville and participants will be from two provinces; Kampong Speu and Sihanoukville province, and (4) in kampong Cham province. One hundred and forty six participants are expected to join.

**Attached are some photos from the two ACSM workshops**



Participants were very interested in all the sessions. In the background you can see the ACSM gallery corner which was a display of materials participants have used in their programs and brought in for show and tell.



Result of the brainstorming exercise. Participants were asked to describe in anyway they wanted what ACSM meant to them.



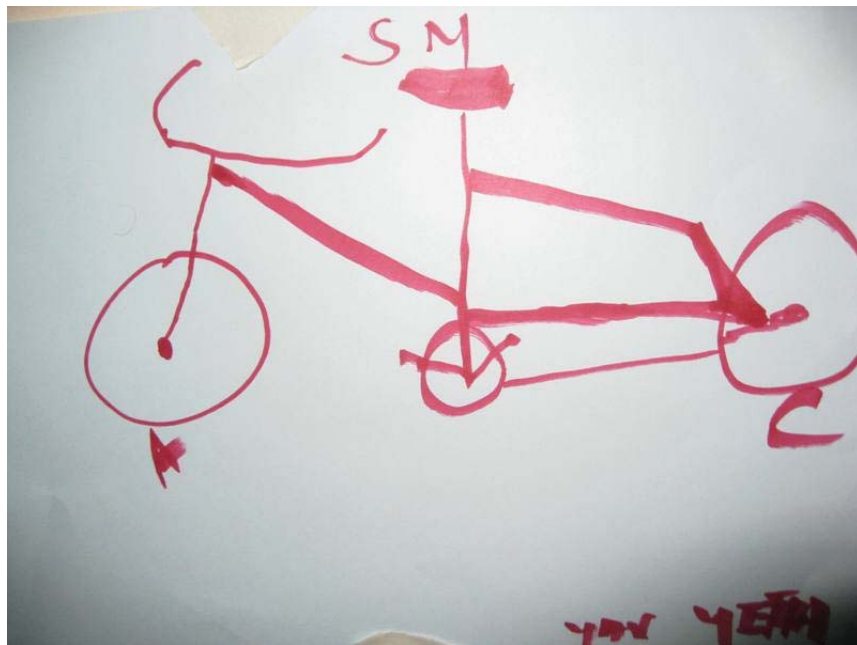
Prices were given to the best design and explanation of what "ACSM means to me". The second price winner describes what his drawing is all about



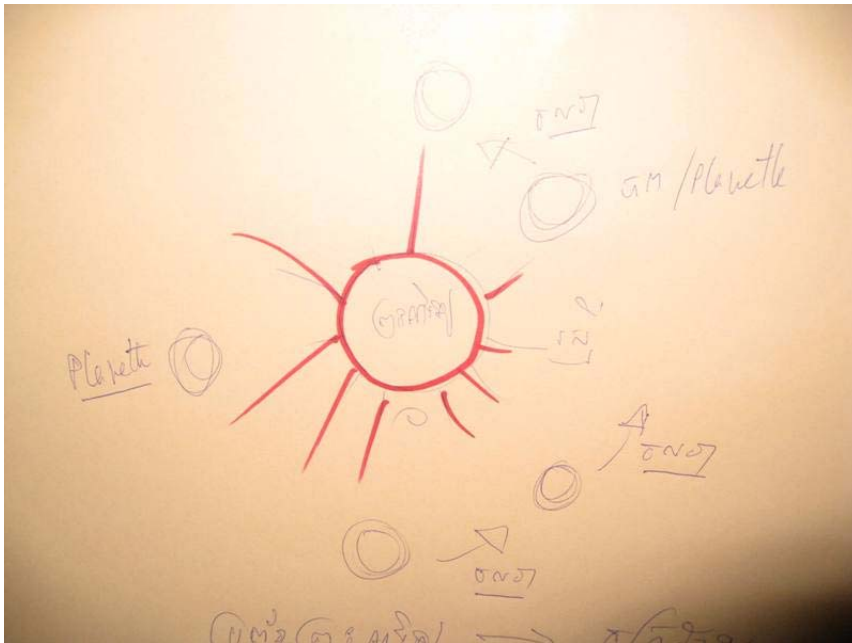
The advocacy table is working hard to develop oriented actions to address their advocacy challenge



As with similar workshops last year participants are always fascinated by the Cough-to Cure pathway model. This stimulates a lot of discussion and ideas with many ideas of how the model can be adapted into the Khmer context in order to be effective



This was not one of the winning drawings but it stimulated a lot of discussion and clarification which enabled better explanation of what social mobilization really is.



Another great thought of what ACSM means to a participant from the Cambodia Medical Association (CMA)

