

# Global Fund ACSM Activities

## Global Fund TB Grants

Country	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6	Round 7
Pakistan							

## Global Fund Grant Round 6

Country	Political commitment	ACSM	Community Care	Patients' Charter	Total (\$)
Pakistan	n/a	n/a	n/a	n/a	

## Description of Round 6 ACSM Activities

**Objective 3: To empower people with TB, and Communities - ACSM strategy:** Advocacy, Communication and Social Mobilization (ACSM) is recognized as a critical gap in TB control efforts

in Pakistan. ACSM is essential for TB control efforts as it will contribute to enhanced case detection and adherence to treatment by increasing service demand. The Principal Recipient and NTP are aware of the importance of ACSM in improving TB awareness and community involvement (and hence case detection and treatment compliance). There is however a need to ensure a strategic approach to these ACSM activities.

Through the Program objective for this grant, people with TB and communities will be empowered through effective ACSM focused at the community and large scale social marketing campaigns. In order to achieve this, a national ACSM Steering committee, comprised of the Principal Recipient, NTP and other Program implementation partners, will be established to finalize the national TB ACSM strategy and coordinate and scale up the wide range of ACSM activities around the country. Through community coalitions the Program will facilitate ongoing activities in social mobilization and advocacy in 57 selected districts of the country. The districts selected cover hard to reach areas and were not part of previous ACSM interventions.

## 5. Planned Activities:

**Objective 3 – To empower people with TB, and Communities (Advocacy, Communication and Social mobilization)** The main activities under this objective include establishing a national ACSM Steering committee, finalizing the national TB ACSM strategy, coordinating and scaling up the wide range of ACSM activities around the country (including community-based events, social marketing campaigns, public and media advocacy and social mobilization). The capacity of the NTP's ACSM unit will be enhanced through technical support and trainings.

The activities will be conducted by **eight** proposed partners namely: Pakistan Anti TB Association (PATA-15 districts); Mercy Corps (MC-11 districts); Bridge (7 districts); Integrated Health Services (IHS will implement school awareness programme in 10 districts covered by other partners); Basic Development Needs (BDN-8 districts); Association of Community Development (ACD-6 districts); Aga Khan Health Services (AKHSP-5 districts); and Association for Social Development (ASD-5 districts) in social mobilization and advocacy in 57 selected districts of the country while strengthening NTP capacity to i) take the lead in finalization of a coherent ACSM strategy, ii) design of standardized protocols, frameworks and resource material for social mobilization to be carried out by partner NGOs and iii) implementation of national social marketing campaigns.

## Principal Recipient

13. Name/Address for Notices to Principal Recipient

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## Type of Implementing Partners

n/a