

How Can Communication And Social Mobilization Help the **DOTS** Strategy?

An Outcome Map To Strengthen **DOTS**
Strategy To



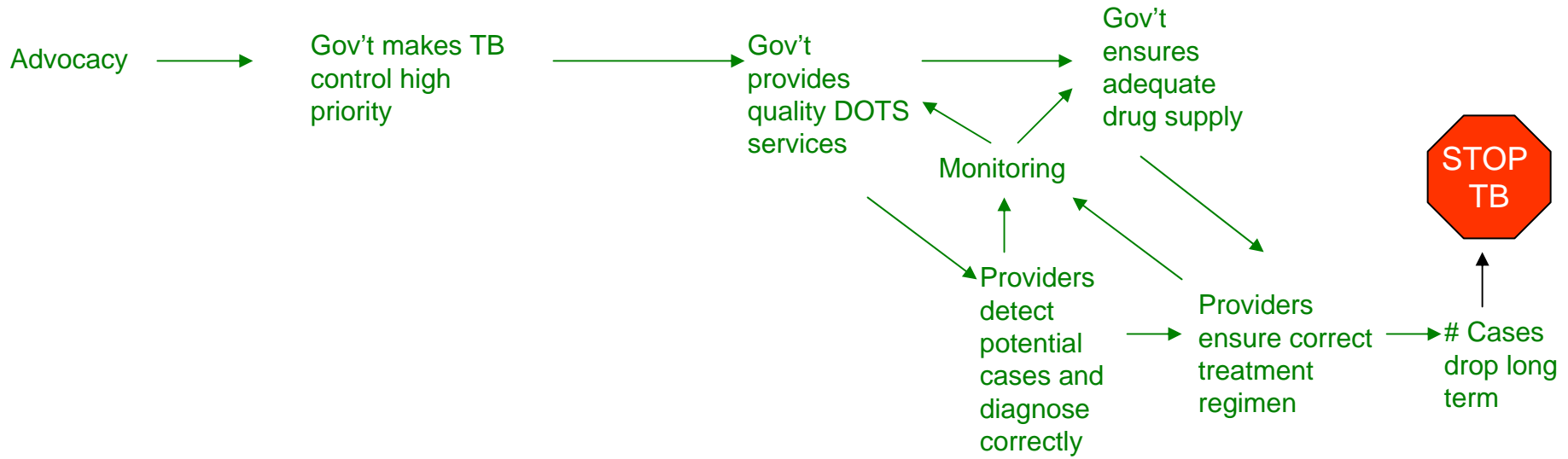
Annex 5

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Center for Communication Programs
HCP STOP TB Team

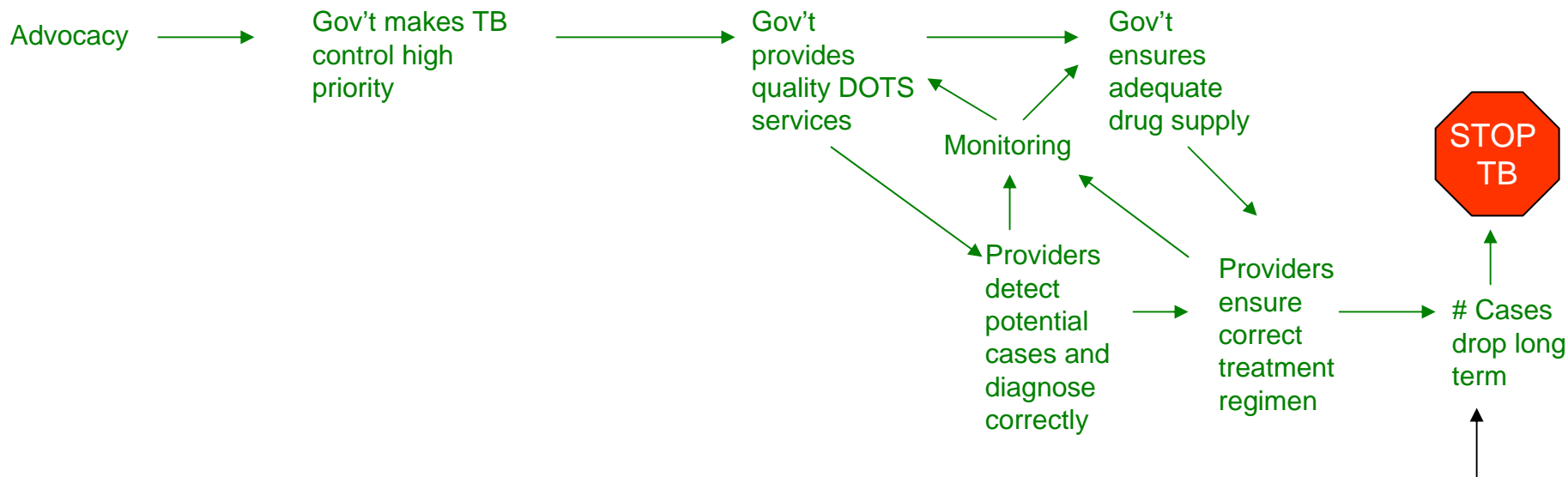
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Main Point

- A multi-disciplinary and multi-sectoral support to DOTS may help yield higher impact.



The **DOTS** Strategy to 

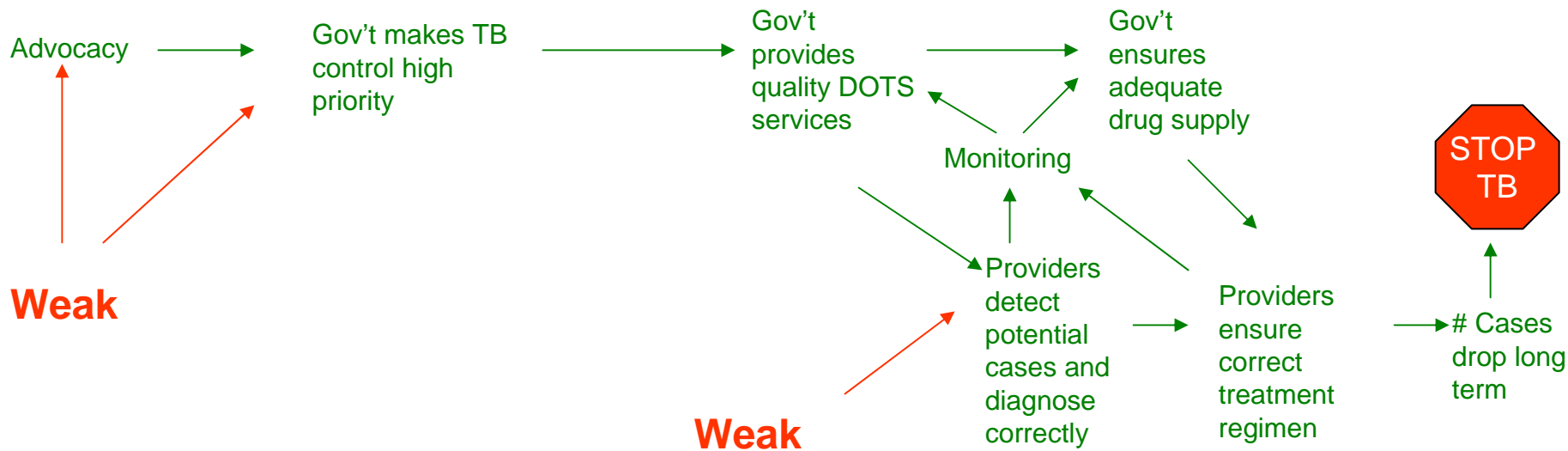


Very well in some countries, mixed in others.

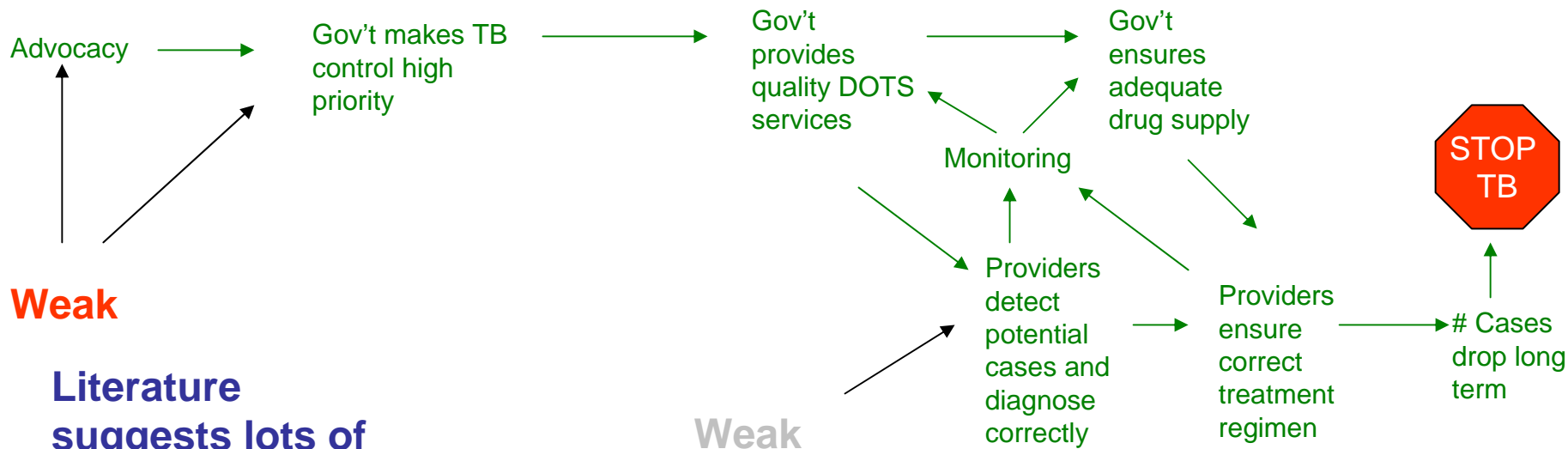
World wide # of cases are growing or dropping?

Is this due to better detection?

How well is the **DOTS Strategy working?**



Key Challenges in the **DOTS** Strategy



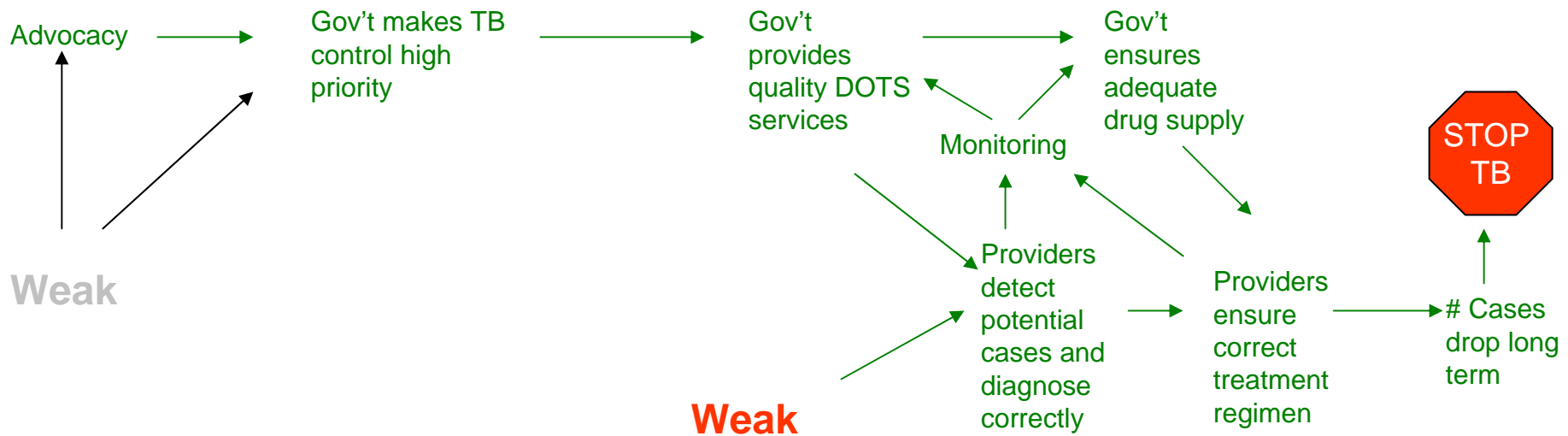
Weak

Literature suggests lots of room for improvement

Weakness is strategic as it dampens overall effort

Weak

Key Challenges in the **DOTS** Strategy

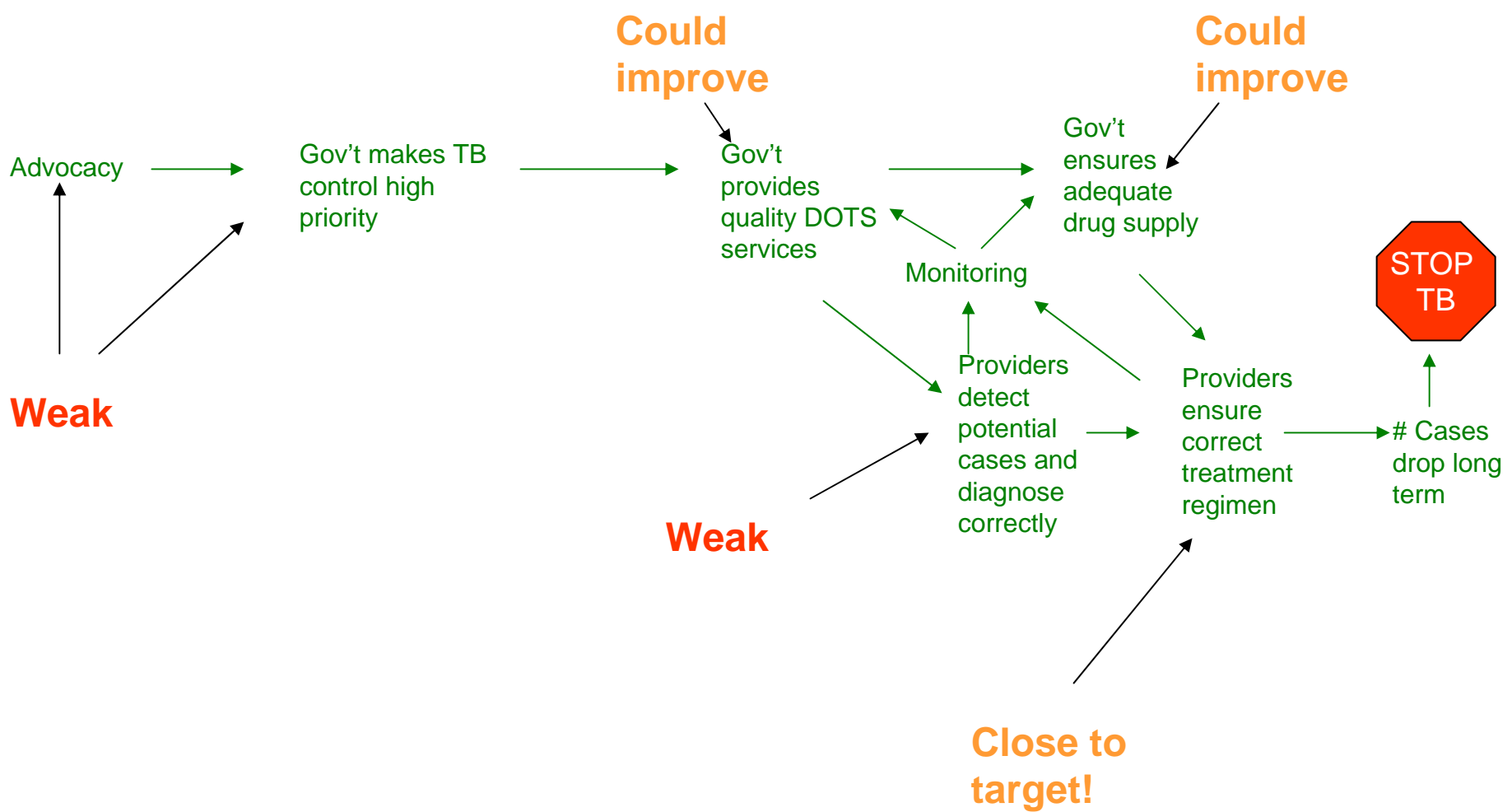


Only 42% cases detected worldwide against 70% target.

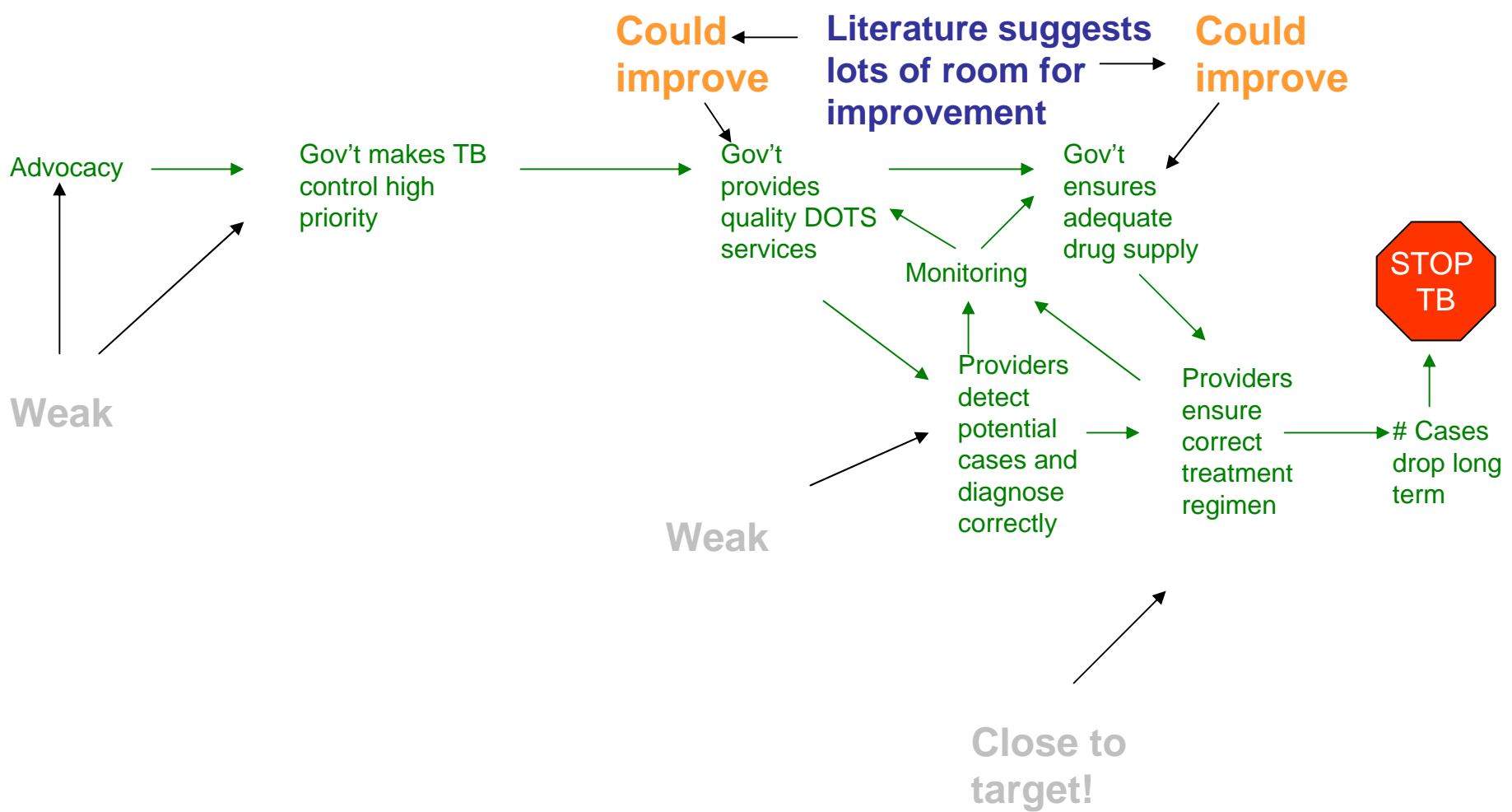
DOTS expansion accounts for most of growth in detection. WHO estimates that without improvements, 100% coverage may not surpass 50% detection.

Weakness is strategic as it dampens success in treatment!

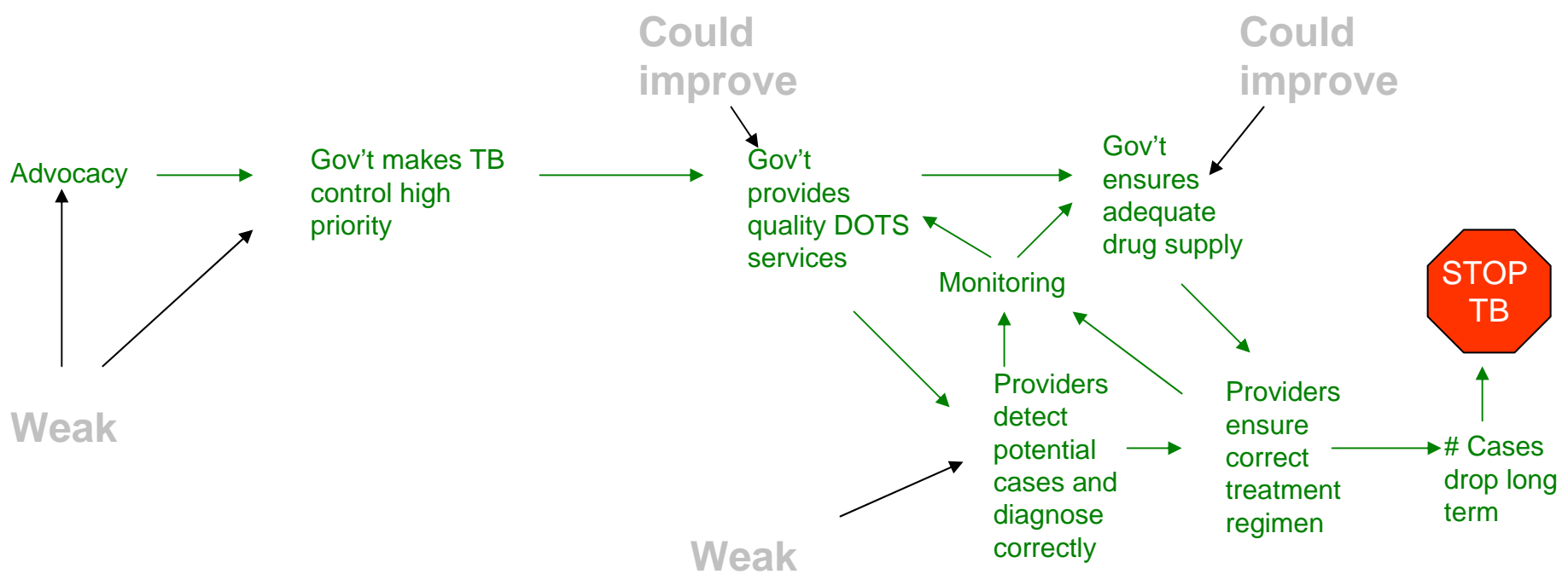
Key Challenges in the **DOTS** Strategy



More Challenges in the DOTS Strategy



More Challenges in the **DOTS** Strategy



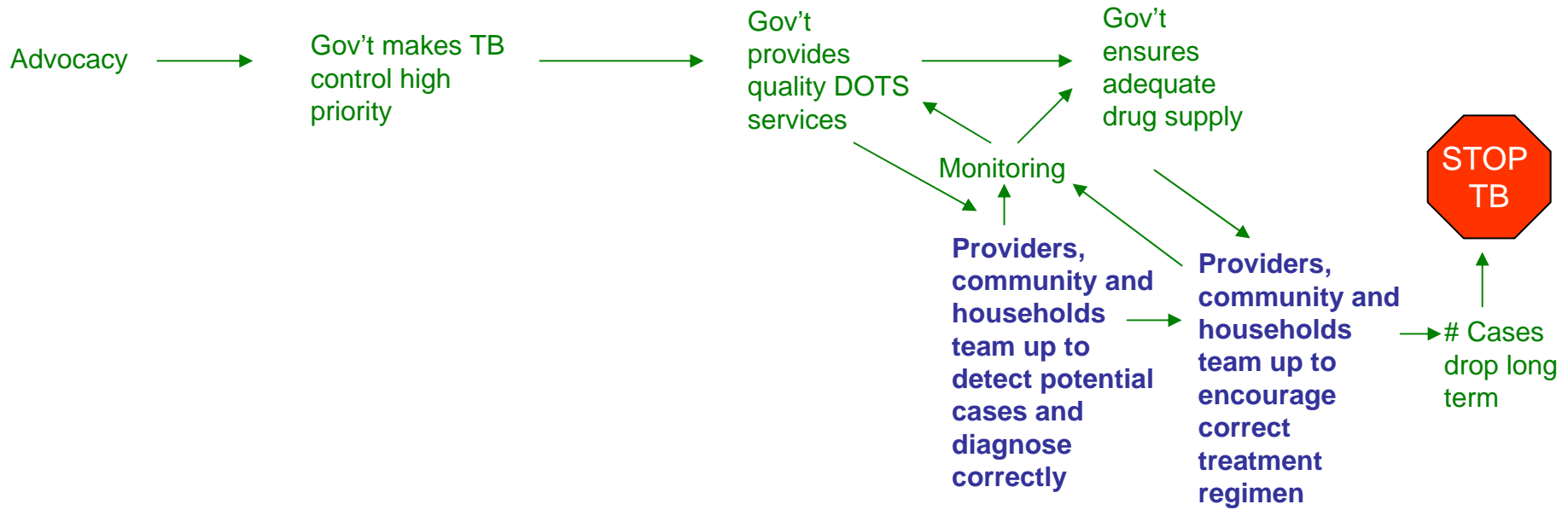
81% cure against 85% target!

Outcome dampened by low detection rates.

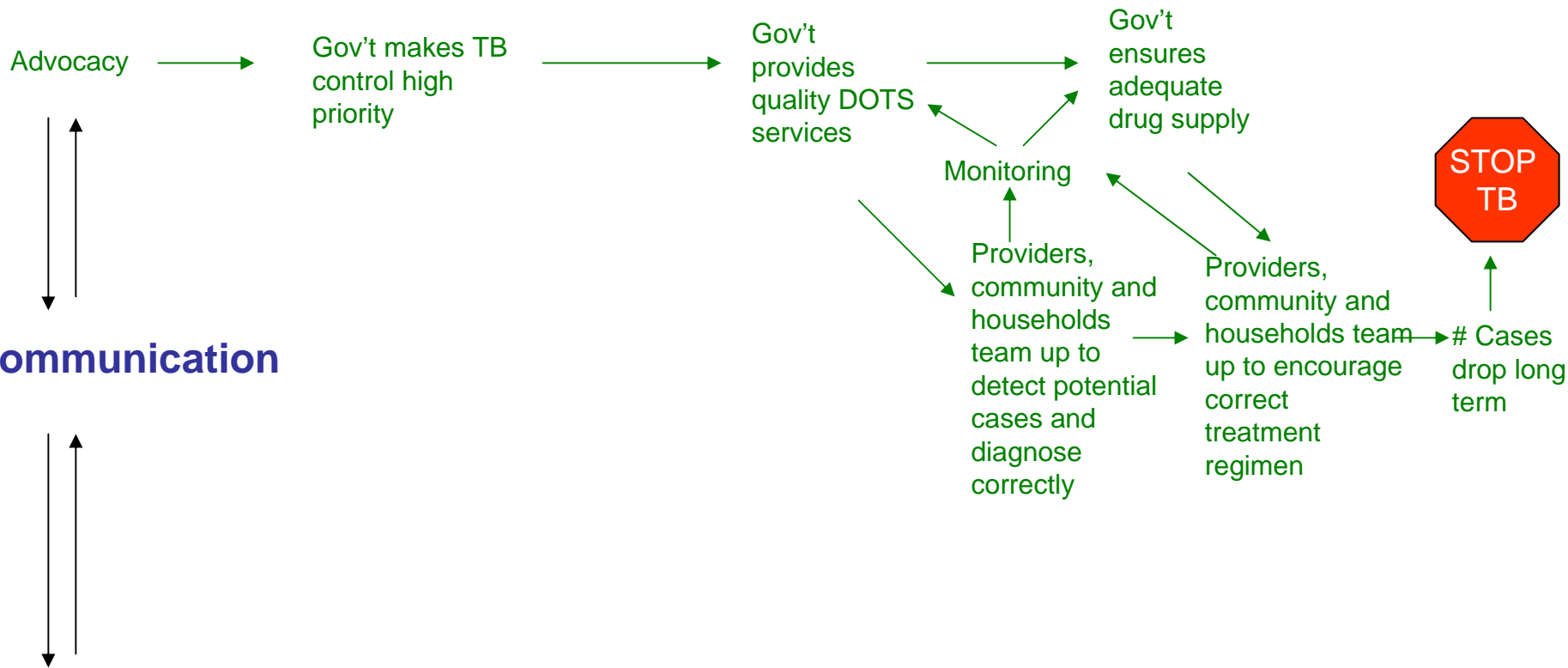
Growing concerns for MDR TB and lower quality of services as program expands

Close to target

More Challenges in the DOTS Strategy



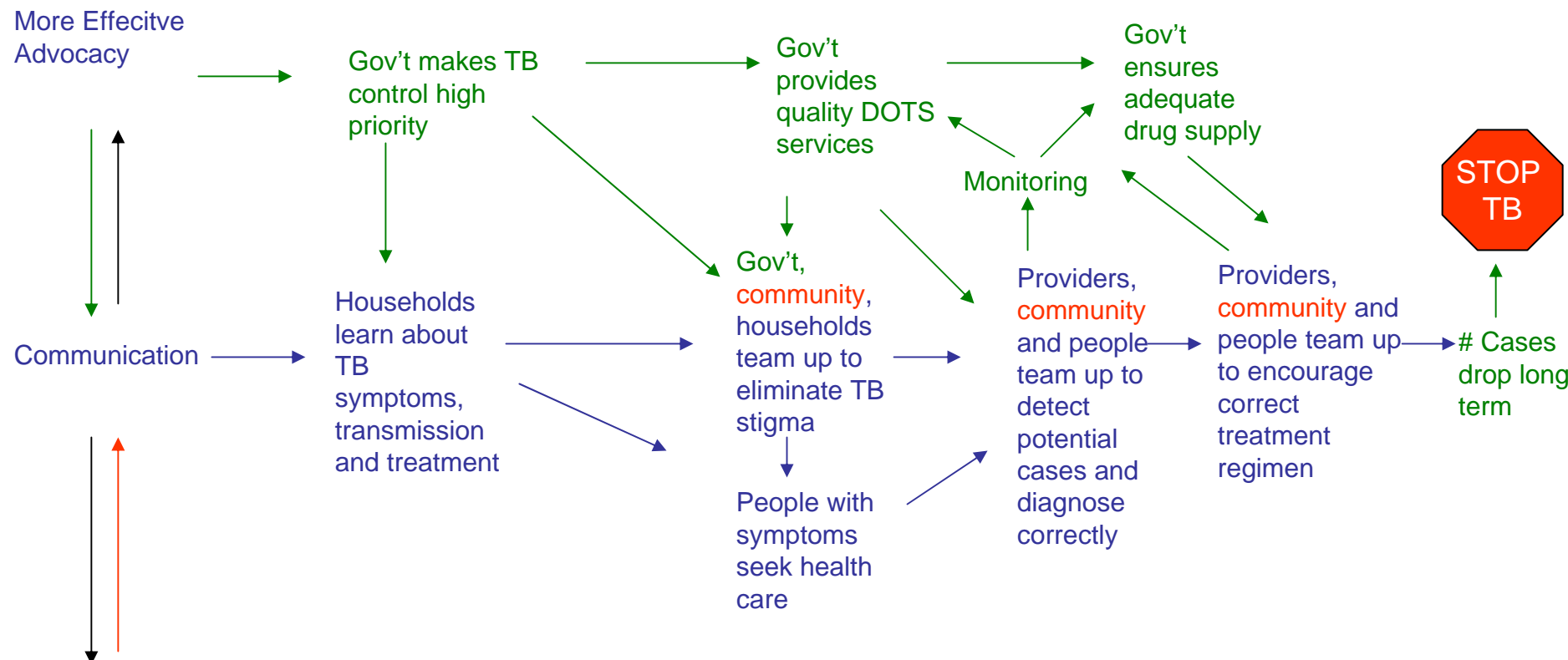
Are revisions in wording of the **DOTS** Strategy above better? If so, how do we make these outcomes happen?



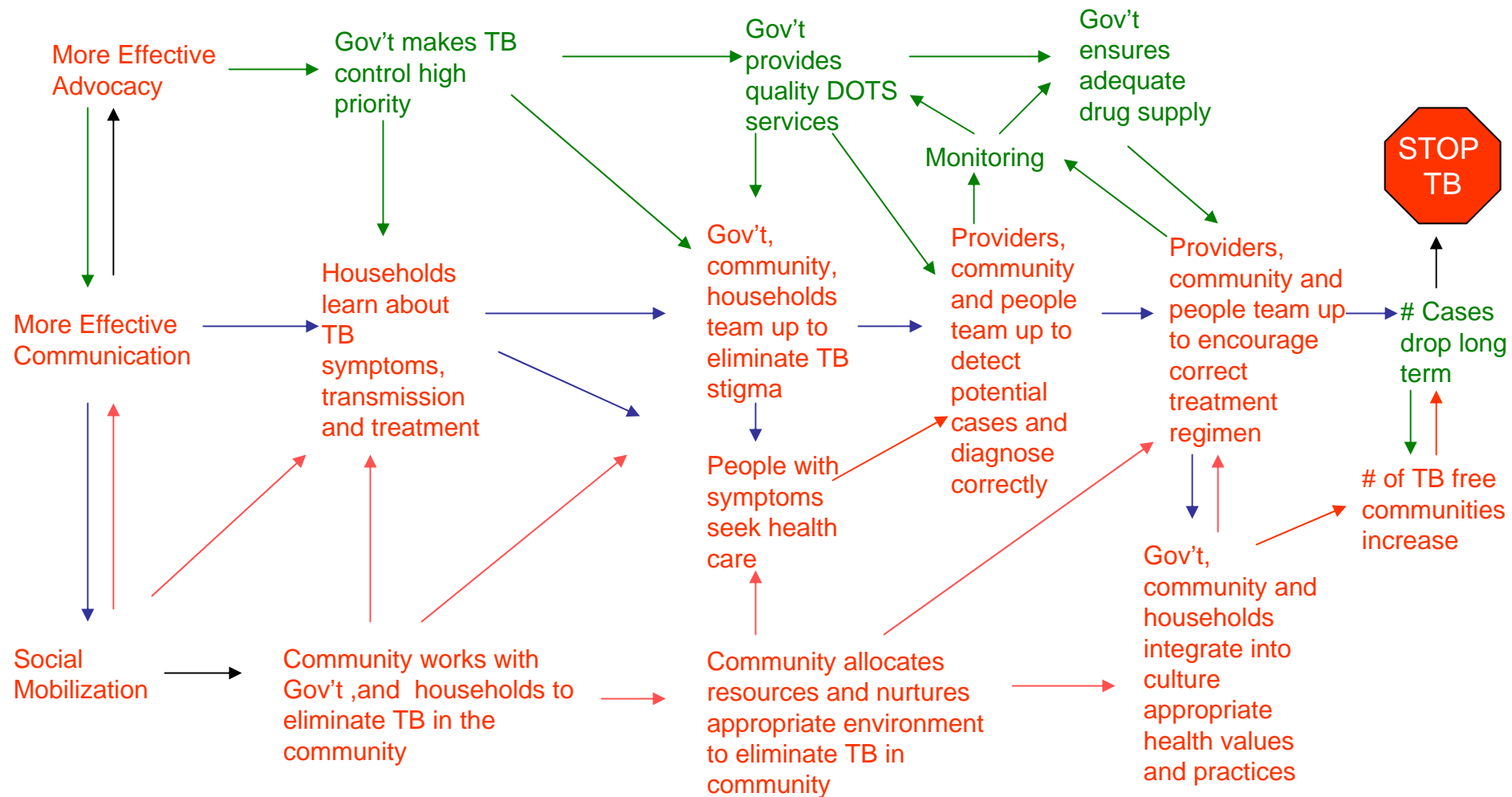
The **Comm**-DOTS Strategy

Comm means plus communication and social mobilization

Would adding communication and social mobilization help produce better outcomes?

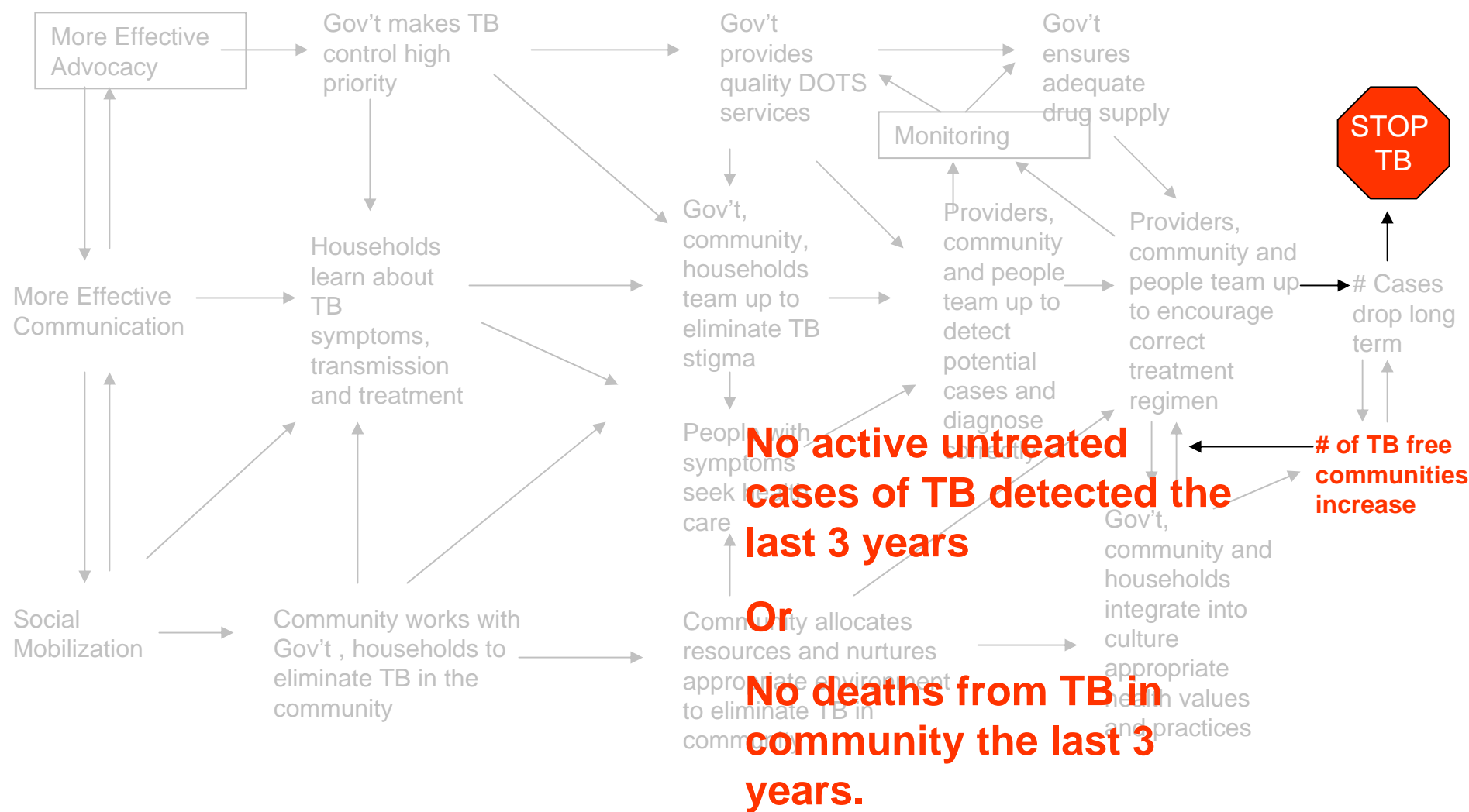


Possible Communication Contributions To Desired Outcomes to 

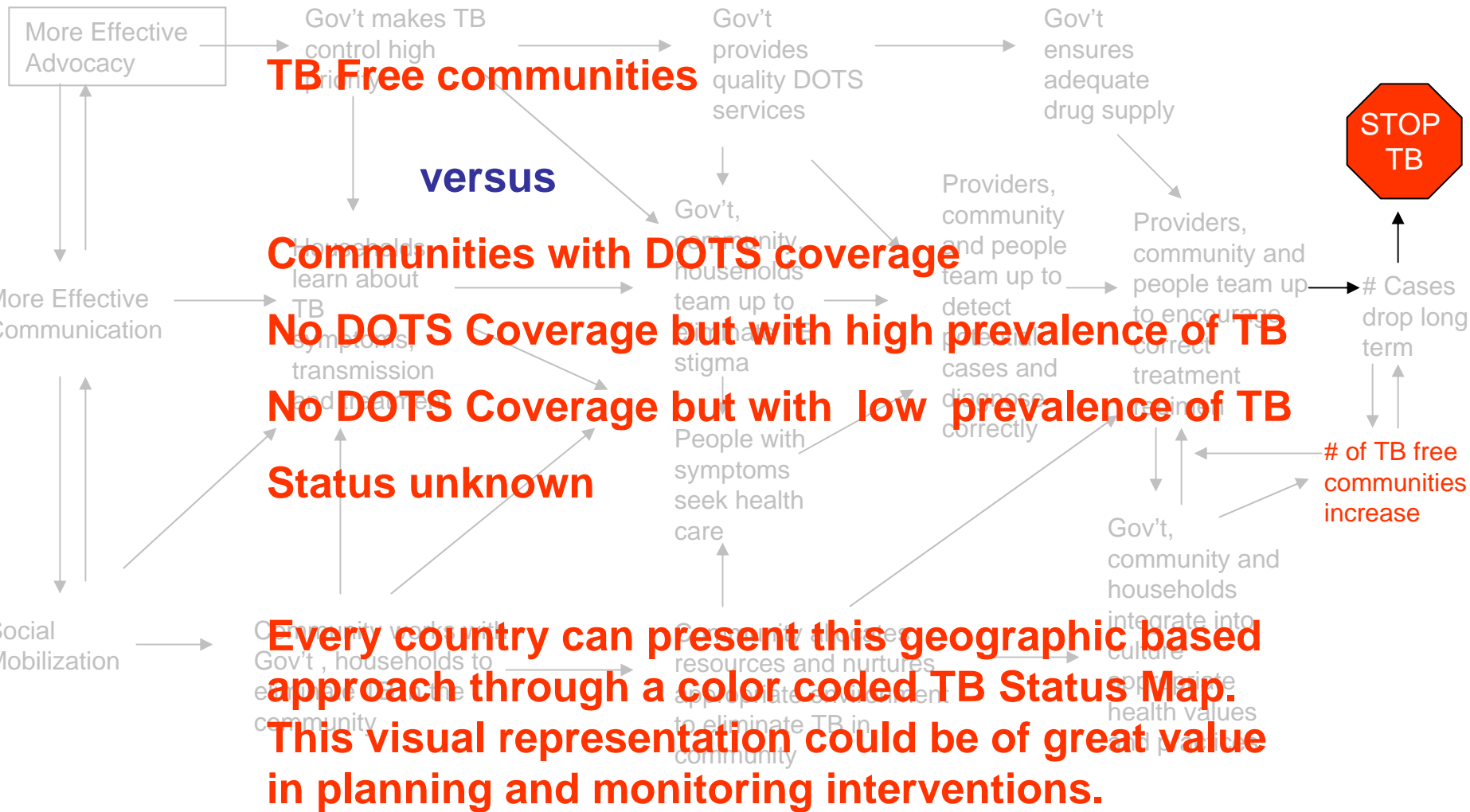


Possible Social Mobilization Contributions To Desired Outcomes to

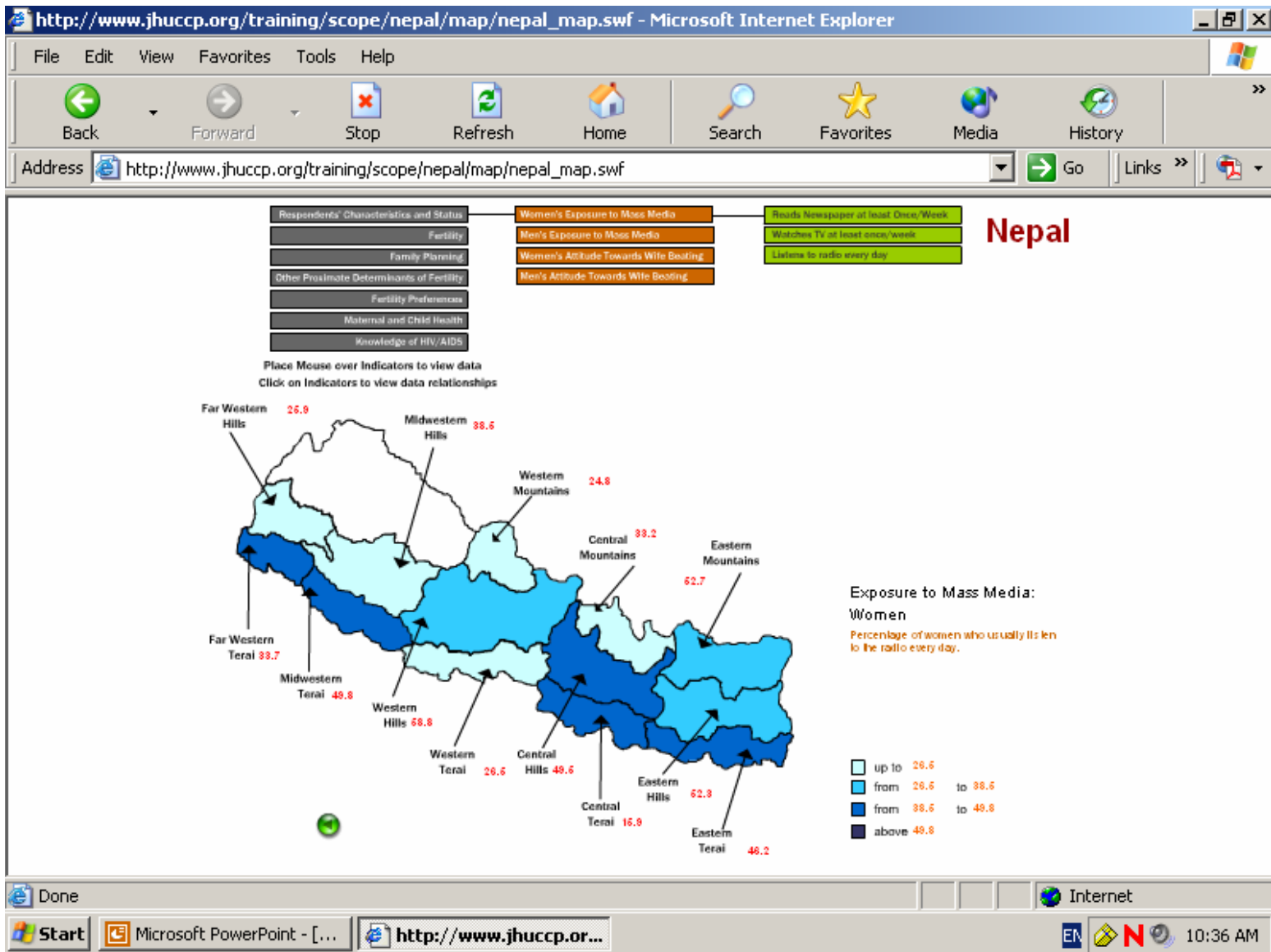




What is a TB Free Community?



Other Types of Communities To Compare With TB Free Communities



An example of data presented in a color coded map

Because TB transmission is by proximity, it is logical to use a geographic based strategy.

TB is not evenly distributed. We need to allocate scarce resources more effectively and efficiently.

We need to motivate communities with a community goal.

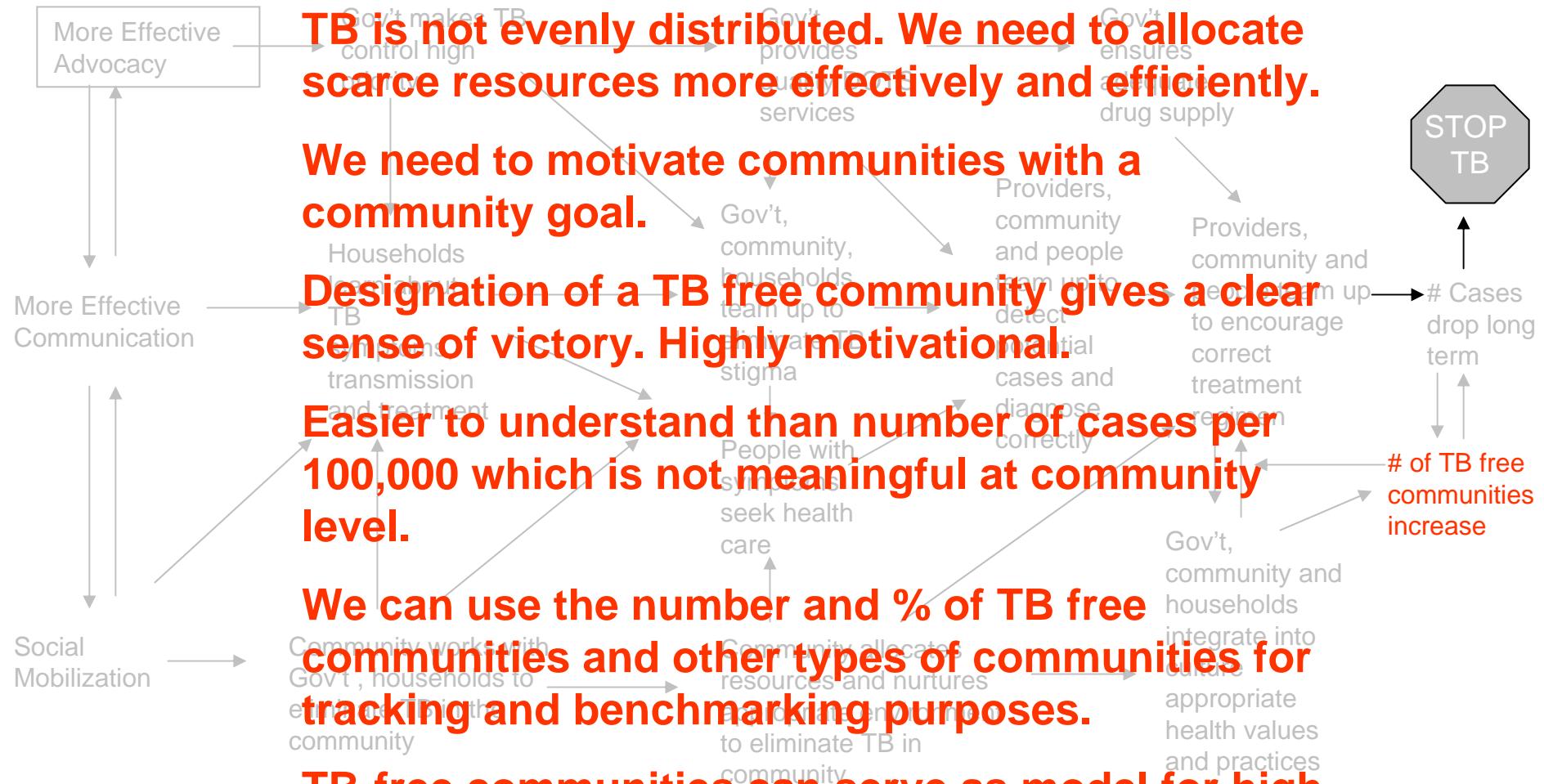
Designation of a TB free community gives a clear sense of victory. Highly motivational.

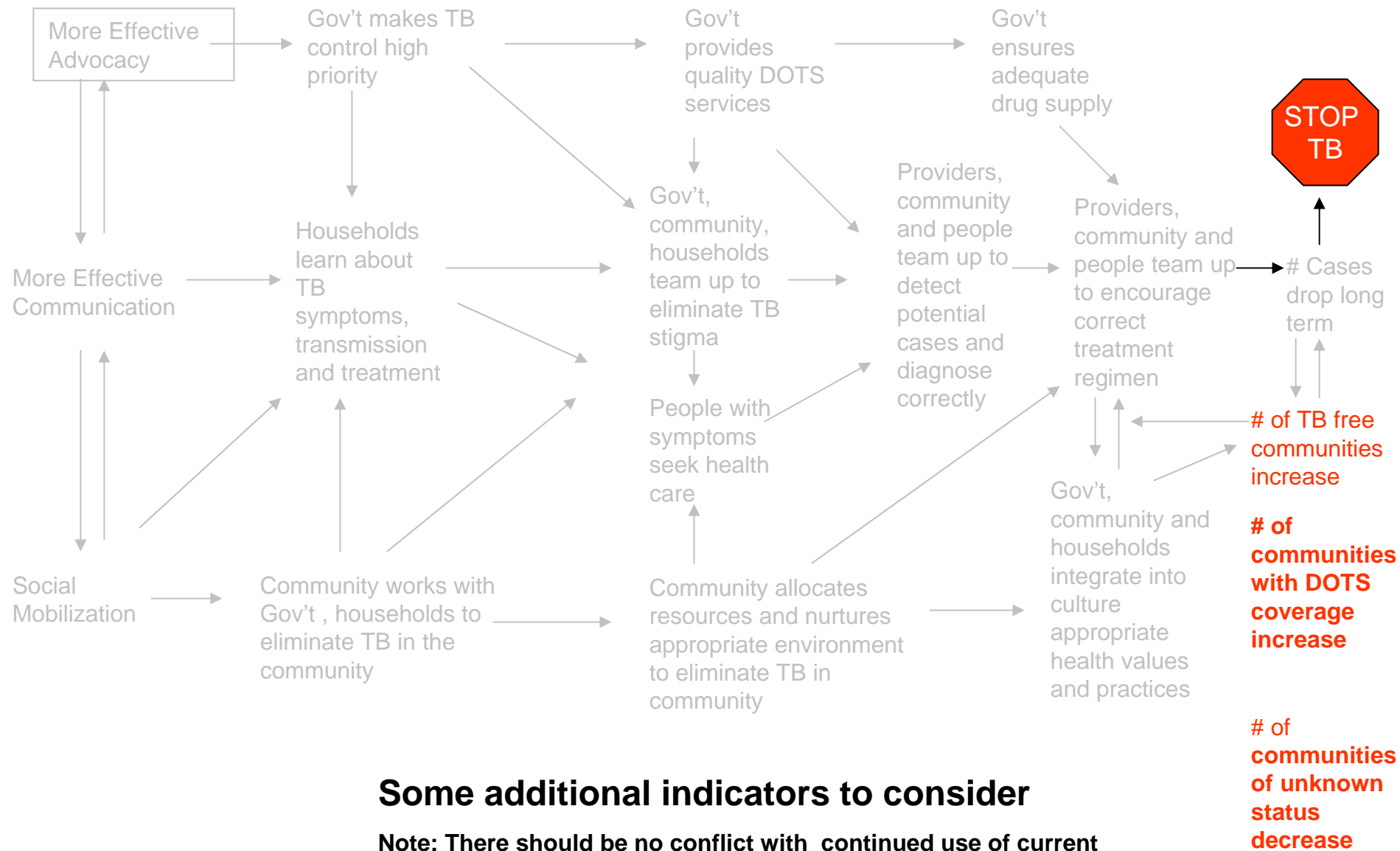
Easier to understand than number of cases per 100,000 which is not meaningful at community level.

We can use the number and % of TB free communities and other types of communities for tracking and benchmarking purposes.

TB-free communities can serve as model for high TB prevalence communities.

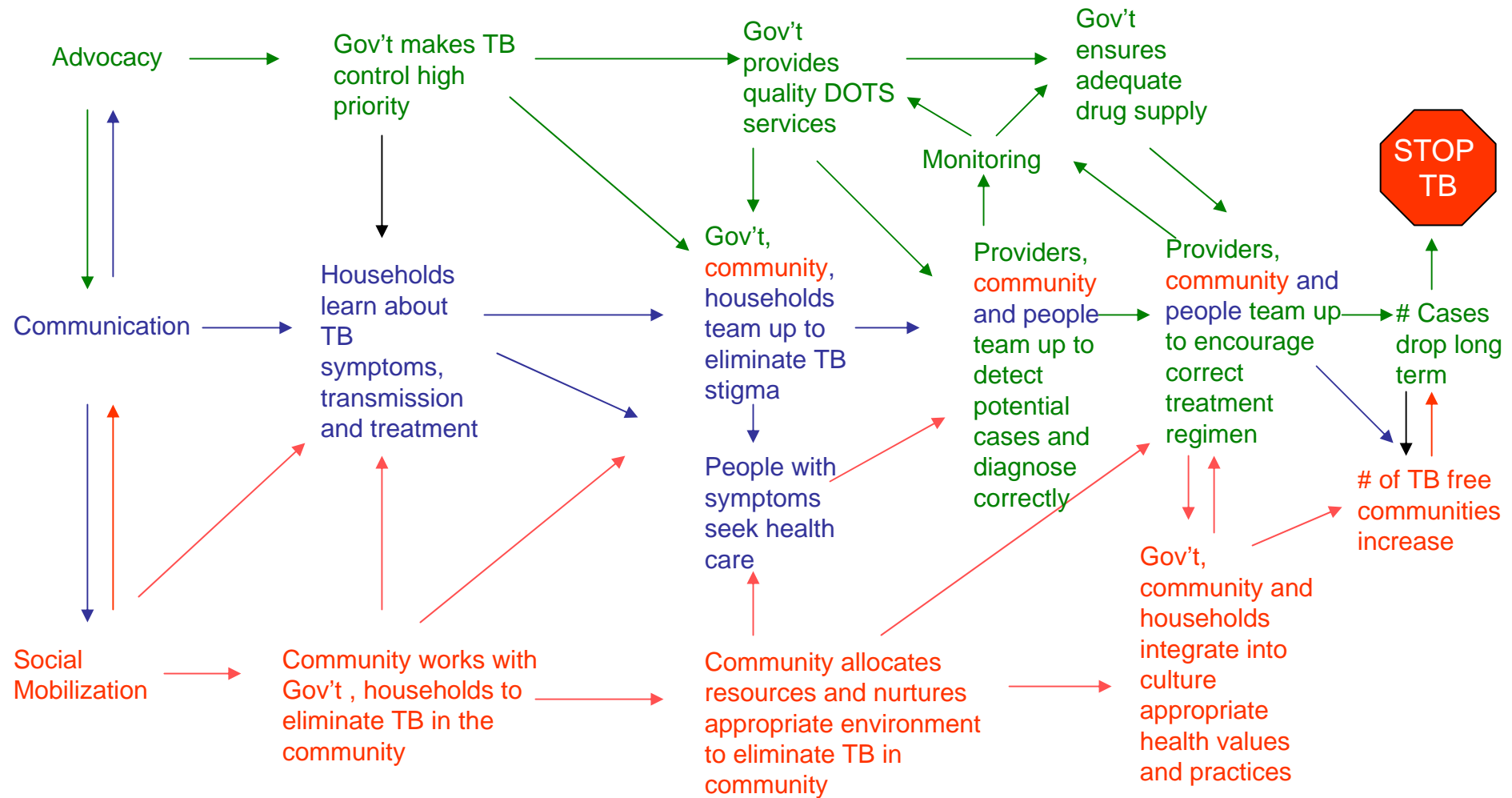
Why use the concept of TB Free Community?





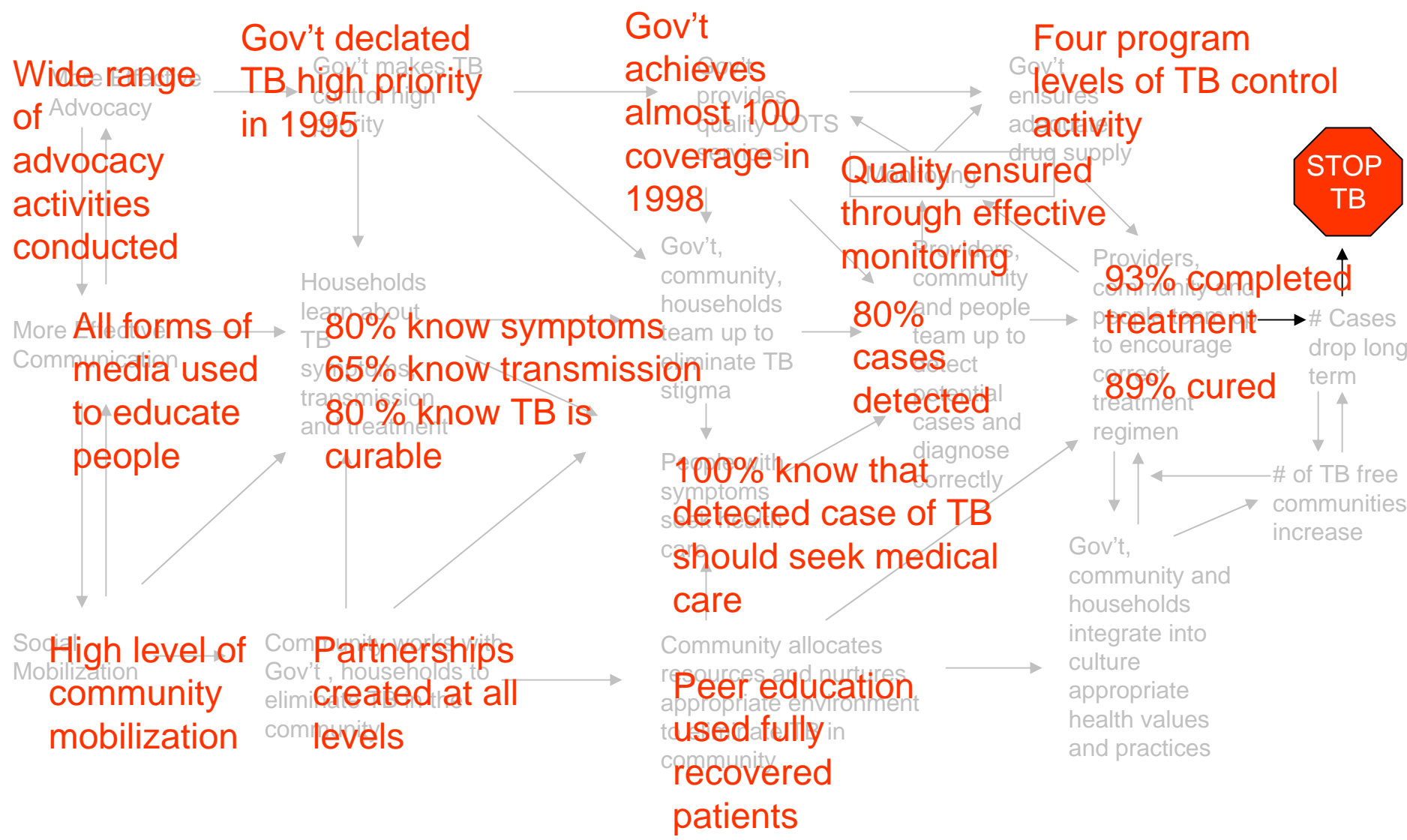
Some additional indicators to consider

Note: There should be no conflict with continued use of current indicators like # cases per 100,000 to provide other views of overall macro picture

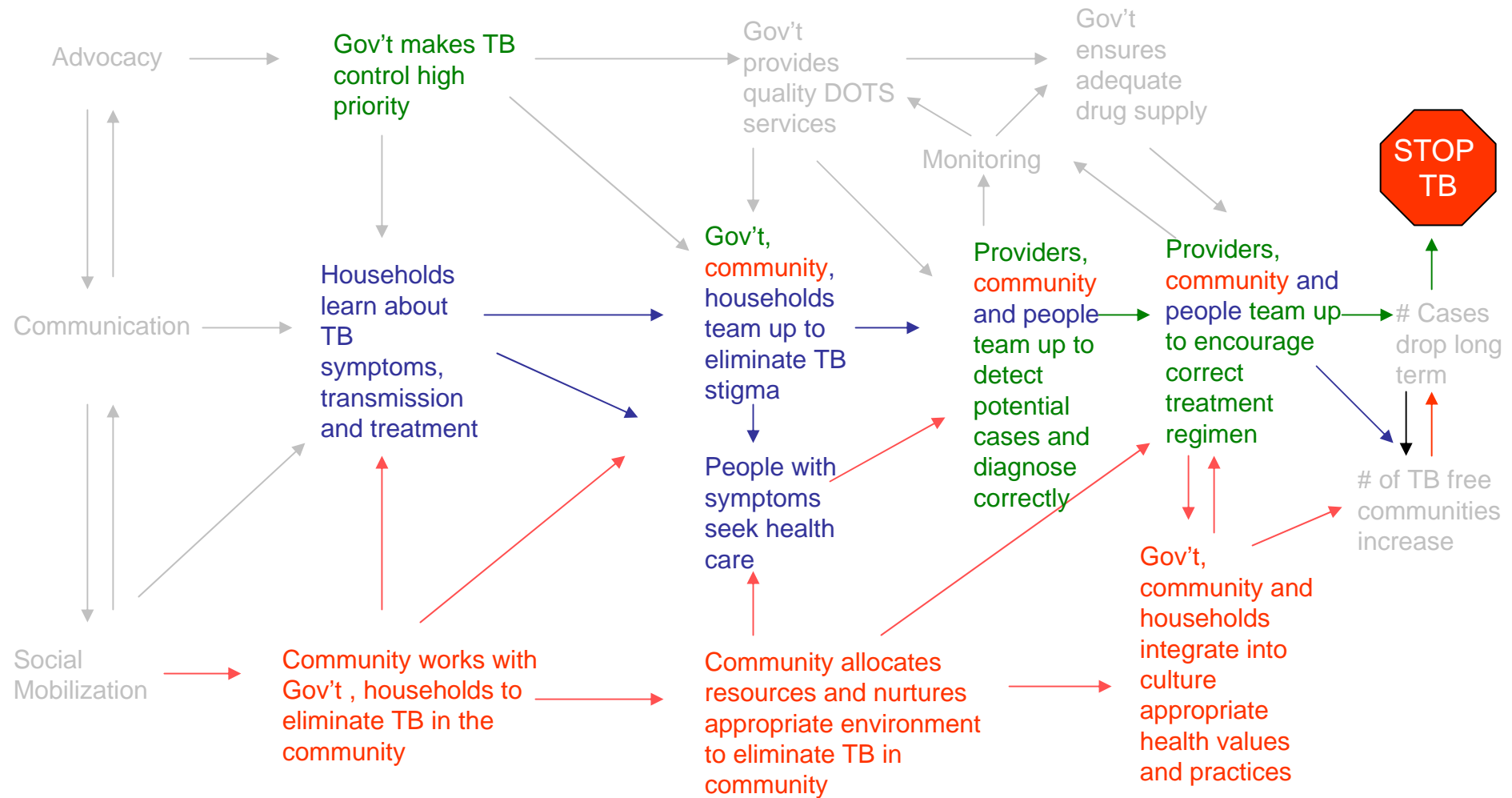


An Outcome Map for **Comm-DOTS** Strategy to





The Vietnam Case Study

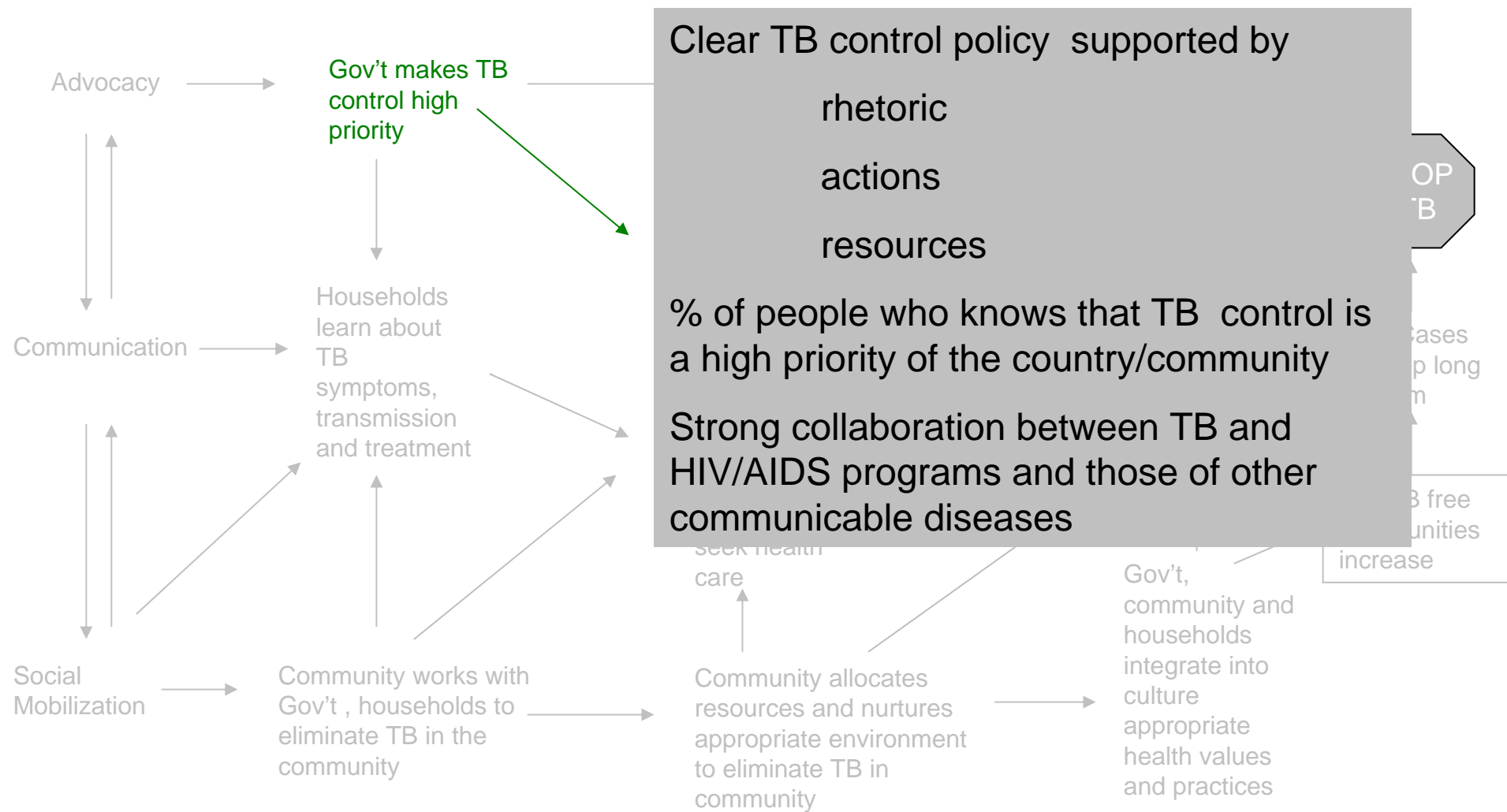


Illustrative Indicators of Outcomes



[Click here to see illustrative activities](#)

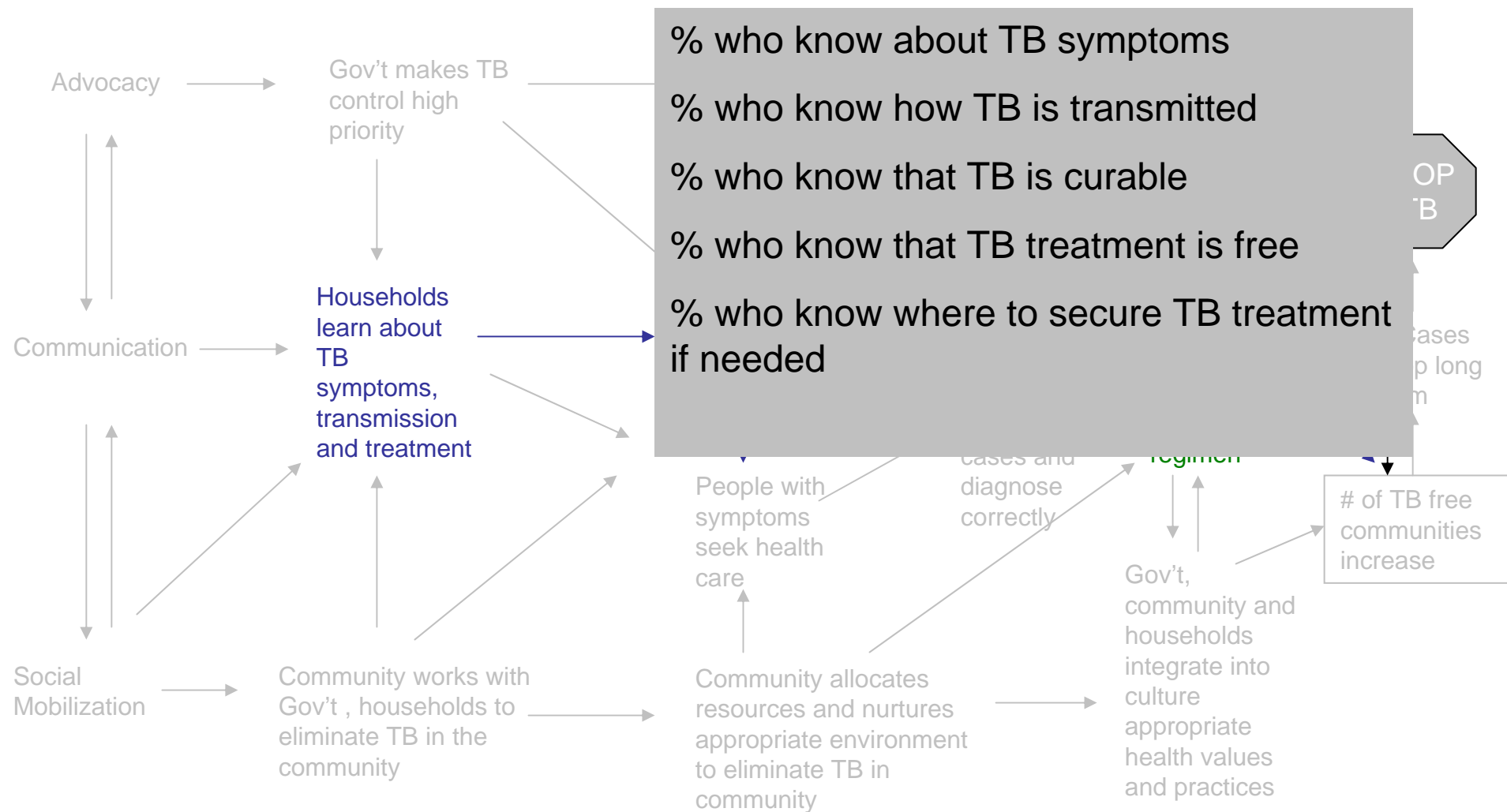
Note: Click on colored text to see illustrative indicators. When finished, click on button on the right to see illustrative activities.



Illustrative indicators for people's knowledge



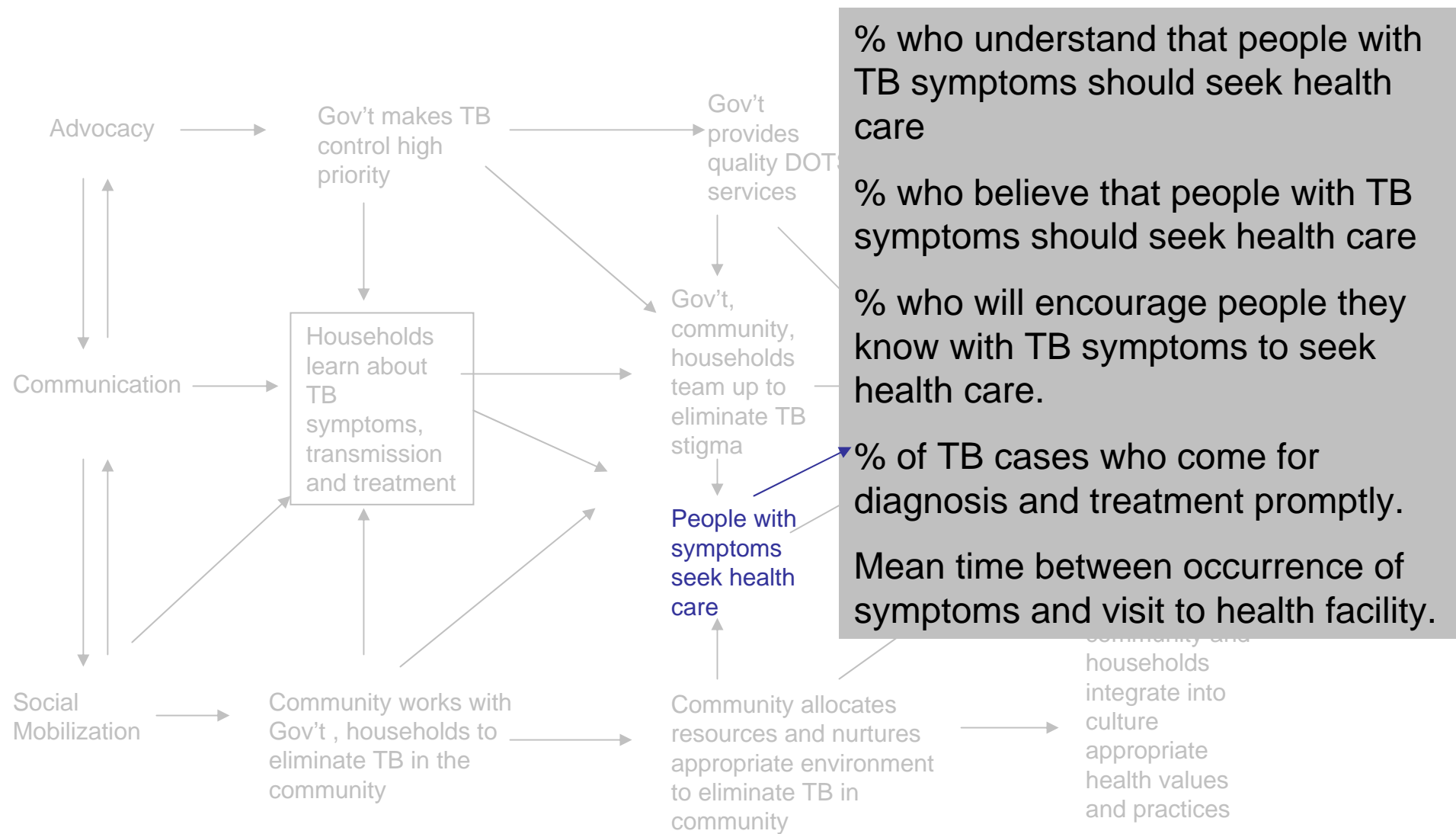
Note: Click on text again to go return to framework



Illustrative indicators for people's knowledge



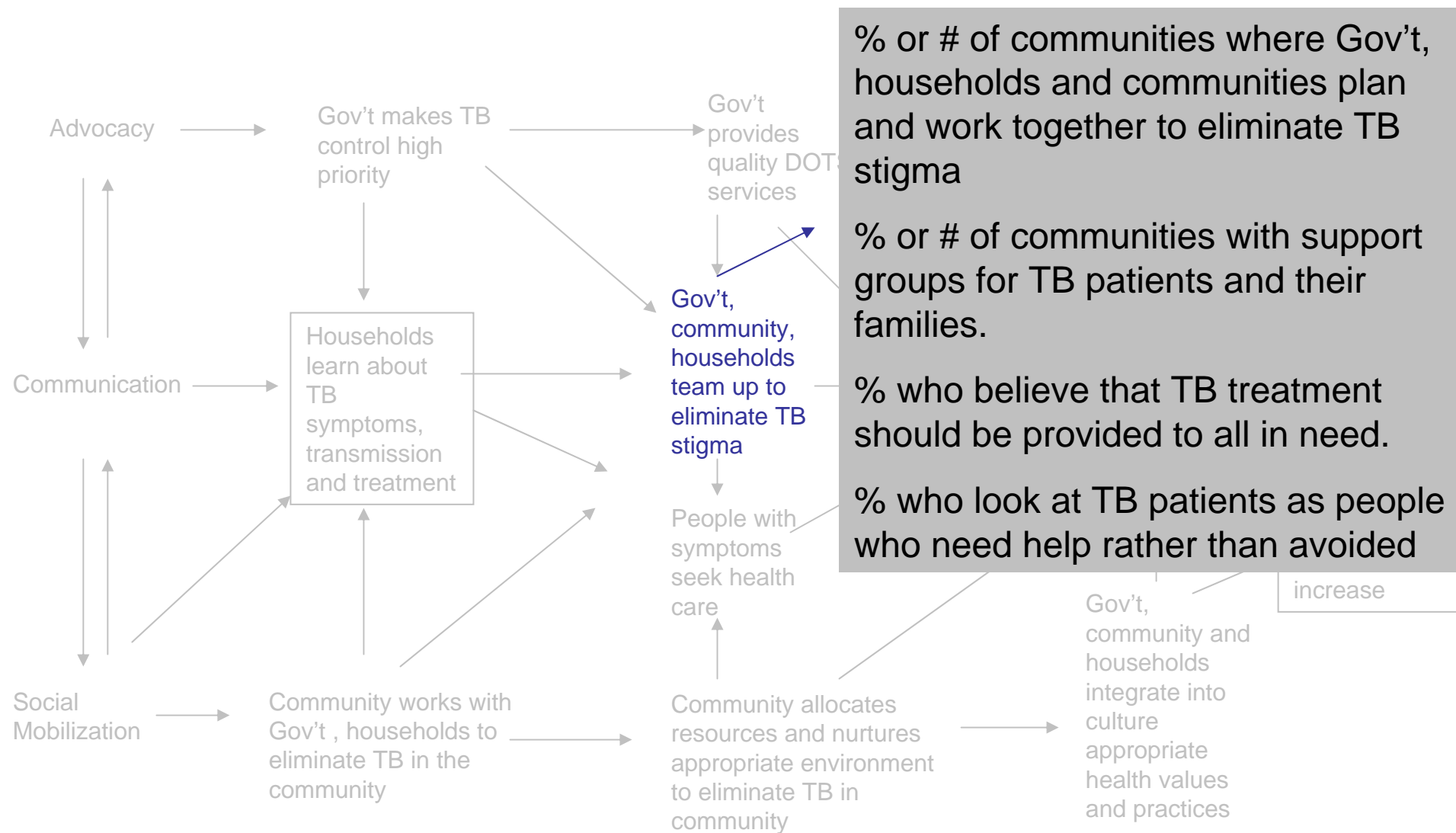
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Illustrative activities to achieve an outcome



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Illustrative indicators of TB stigma reduction

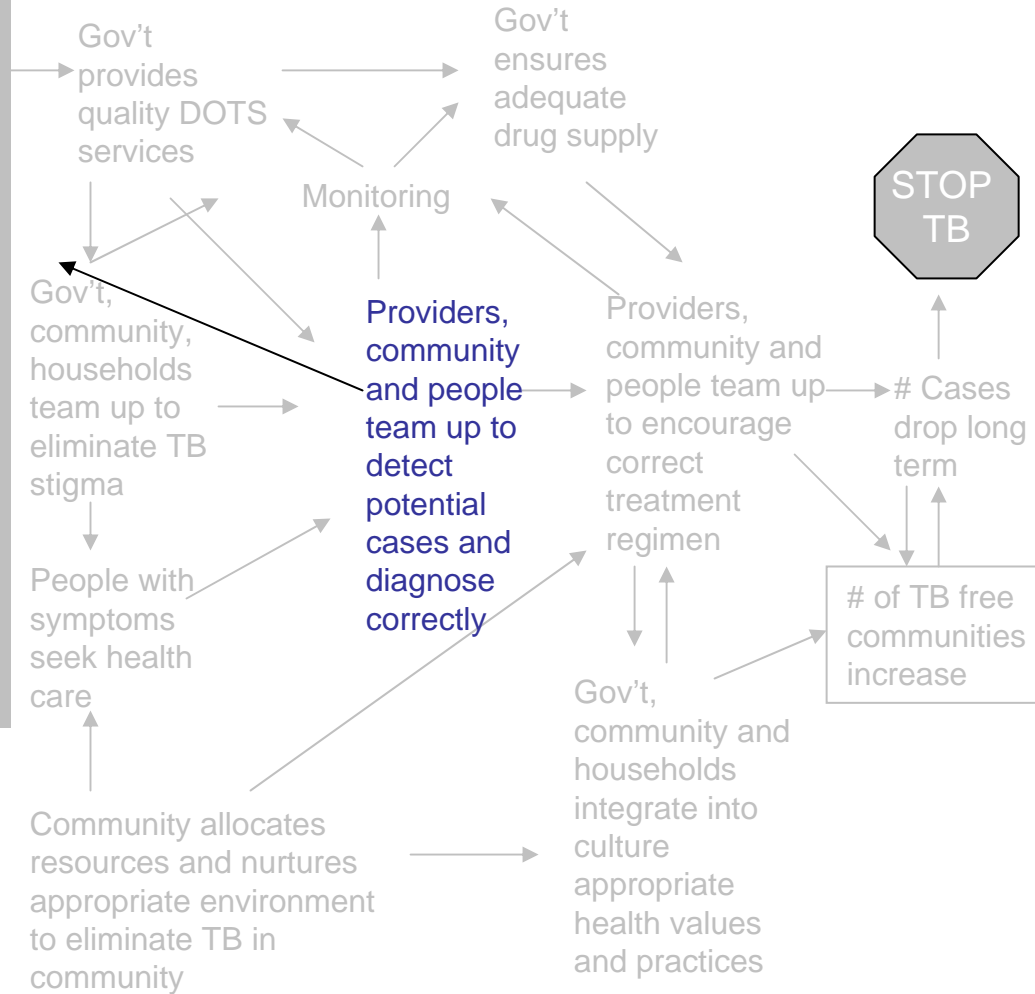
Note: Click on text again to go return to framework



% or # of communities where Gov't, households and communities jointly conduct activities to ensure prompt detection of potential cases and to make correct diagnosis.

% of TB control clinical staff who have correct knowledge and skills to detect potential cases and to diagnose correctly.

% of TB control clinical staff who have adequate tools and resources for diagnosis and use them



Social Mobilization

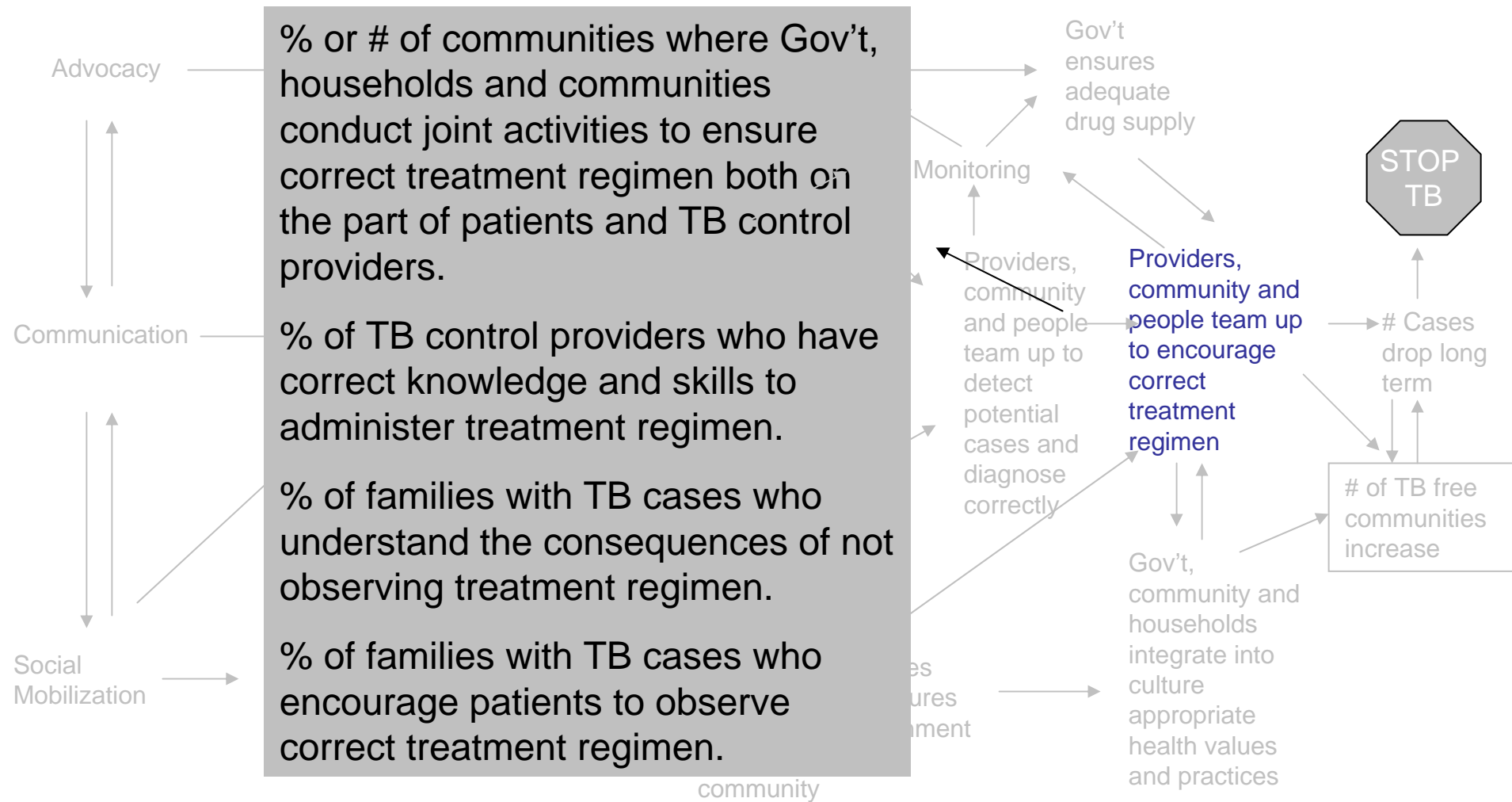
Community works with Gov't, households to eliminate TB in the community

Community allocates resources and nurtures appropriate environment to eliminate TB in community



Illustrative indicators of TB stigma reduction

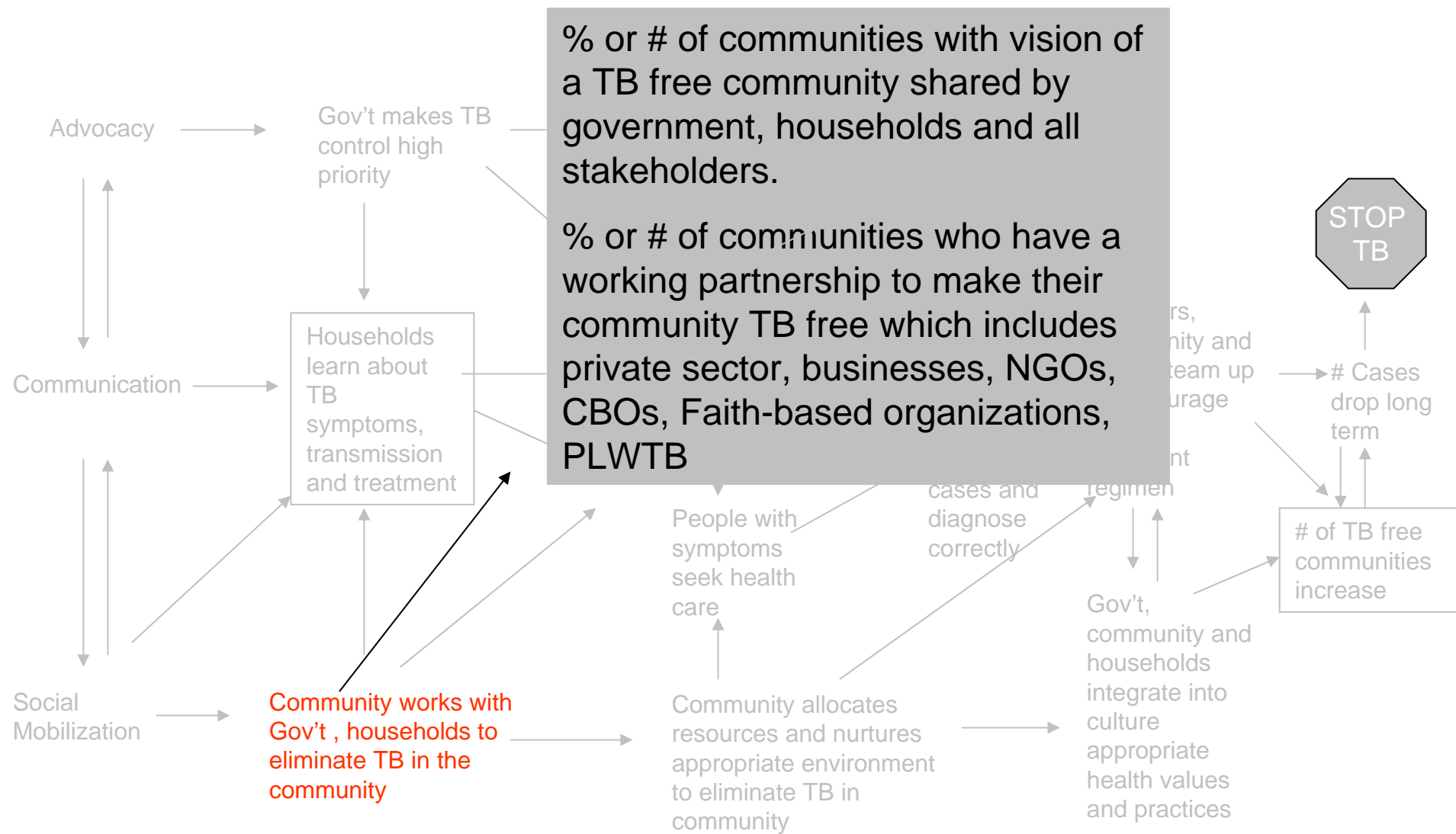
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Illustrative indicators of TB stigma reduction

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Illustrative indicators of TB stigma reduction

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% or # of communities which allocate local resources to make the community TB free

% or # of communities that participate actively in the national effort to control TB.

% or # of communities that have TB free partnerships that collaborate with HIV/AIDS programs and those of other communicable diseases.

Gov't provides quality DOTS services

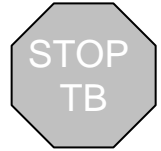
Gov't ensures adequate drug supply

Monitoring

Gov't, community, households team up to eliminate TB stigma

Providers, community and people team up to detect potential cases and diagnose correctly

Providers, community and people team up to encourage correct treatment regimen



Cases drop long term

people with symptoms seek health care

of TB free communities increase

Social Mobilization

Community works with Gov't, households to eliminate TB in their community

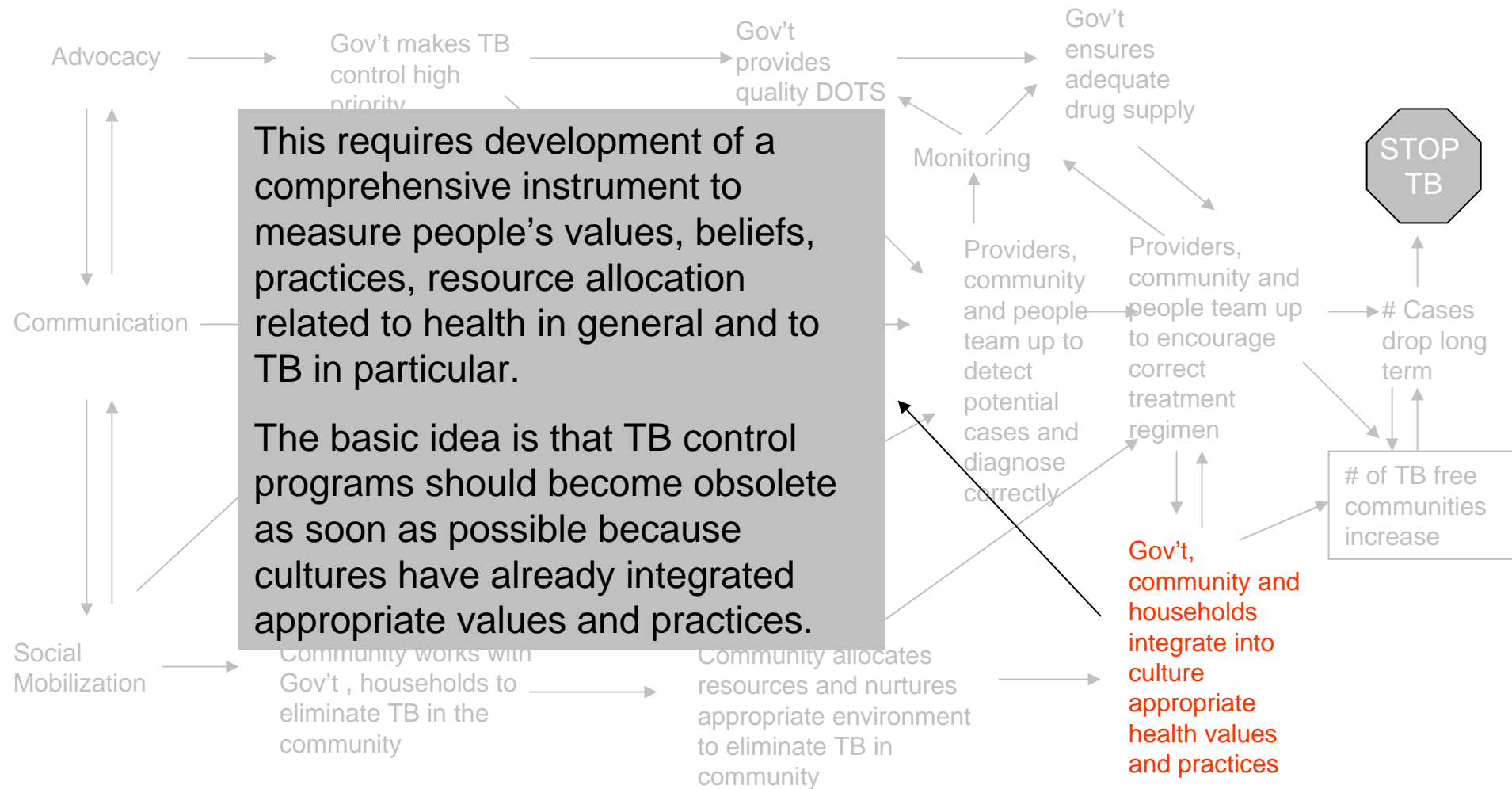
Community allocates resources and nurtures appropriate environment to eliminate TB in community

Gov't, community and households integrate into culture appropriate health values and practices

Illustrative indicators of TB stigma reduction

Note: Click on text again to go return to framework

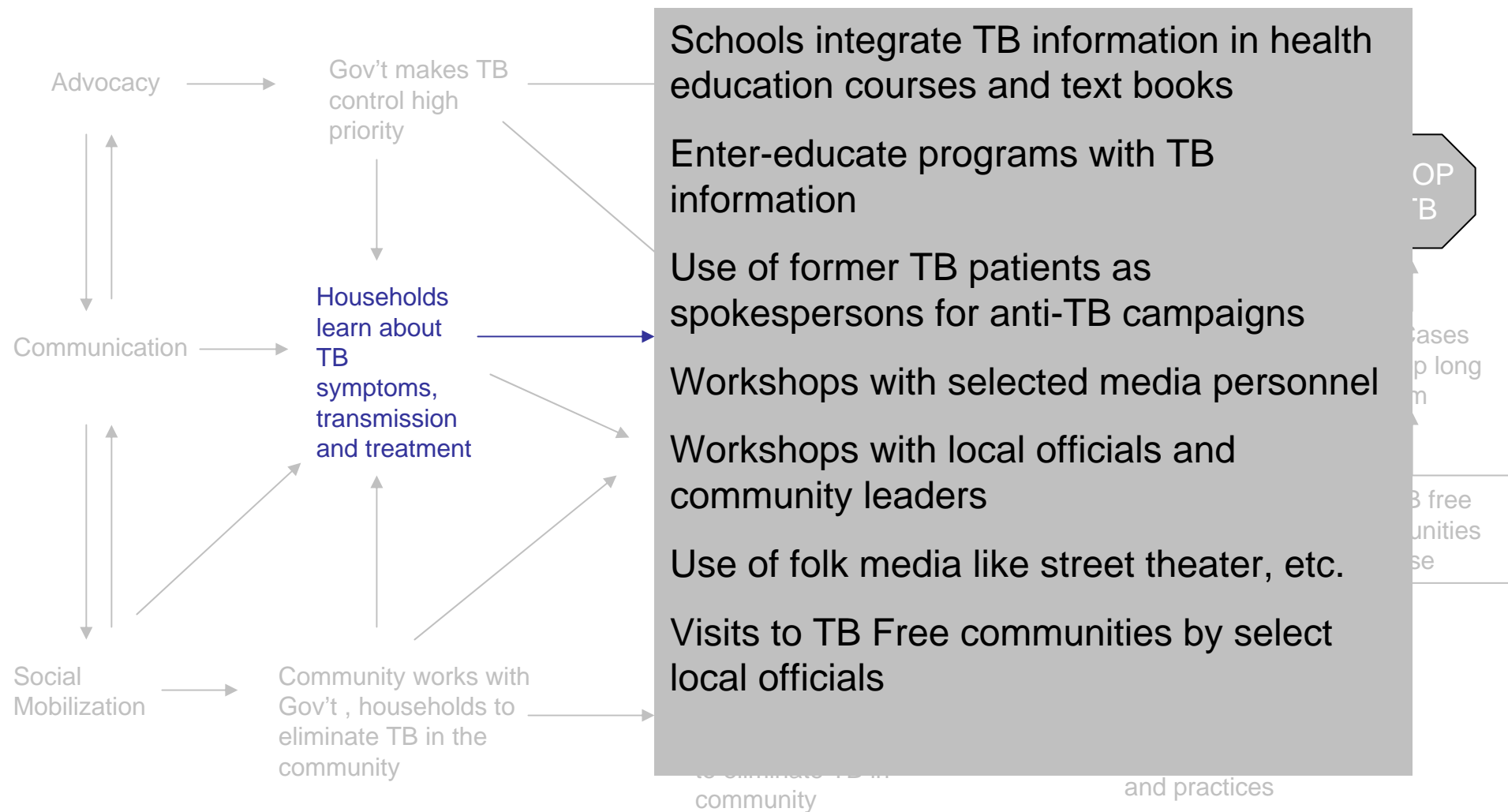




Illustrative indicators of TB stigma reduction

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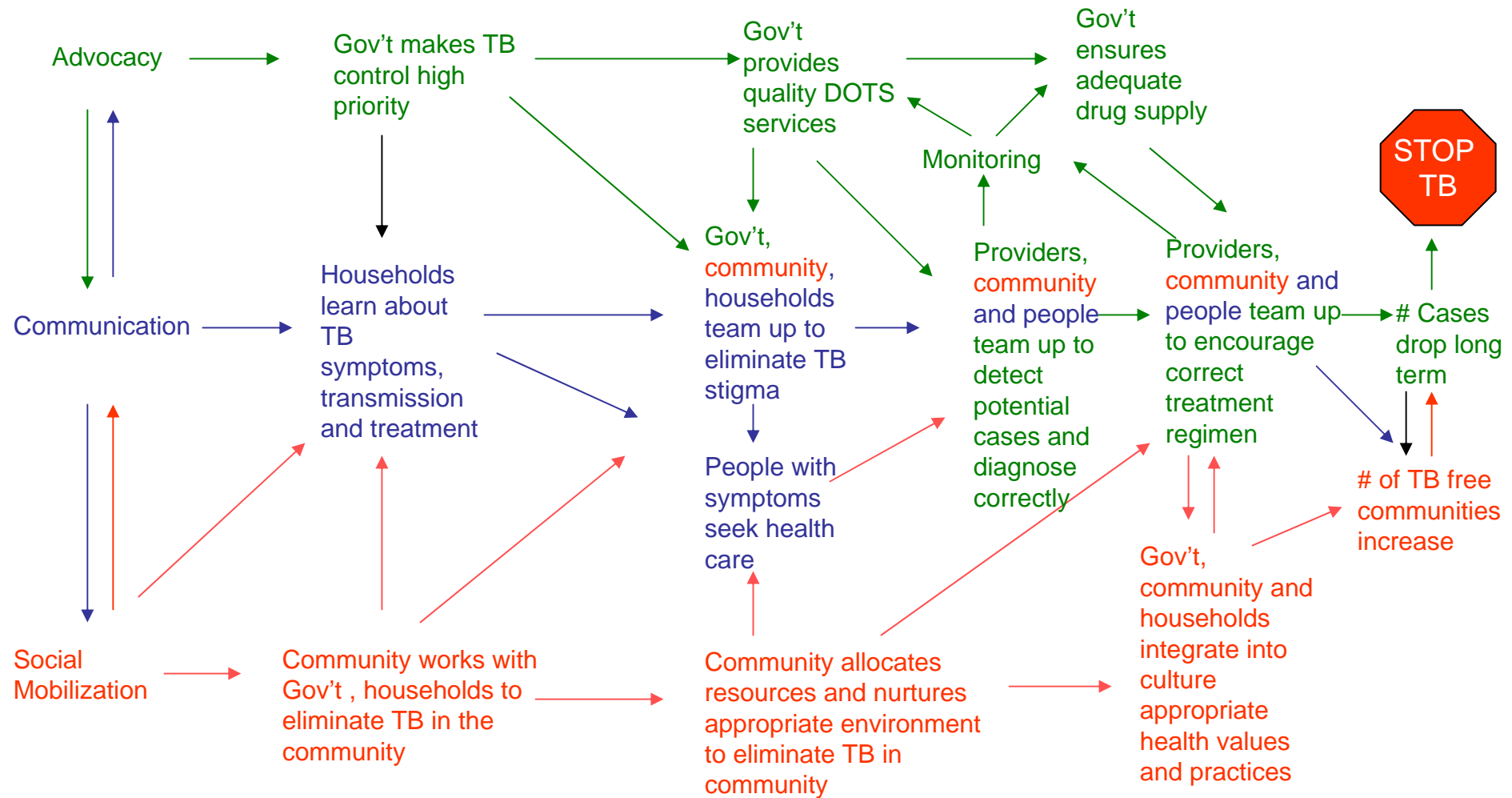




Illustrative activities to achieve an outcome

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An Outcome Map for **Comm-DOTS** Strategy to



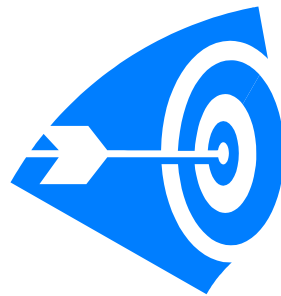
Benefits of Comm-DOTS approach

- Less jargon
 - Uses actors, (government, providers, community, households) and desired specific behaviors of each to describe what we want to happen, not abstract ideas.
 - Lays out an overall strategic picture.
 - Provides practical way to plan, implement, monitor and evaluate. .
 - Suggests a multi-disciplinary and multi-sectoral team approach and helps ensure everyone is on the same page.
- Together everyone achieves more. Let's use the Comm-DOTS approach to



Main Point

- A multi-disciplinary and multi-sectoral support to DOTS may help yield higher impact.



???

Our choice

- Com^m-DOTS
- DOTS-Com^m
- DOTS ++ Com^m

OR

.....DOTS Alone