



1st Meeting of the Subgroup on Advocacy, Communications and Social Mobilization at Country Level

13-17 September 2005
Ministry of Health, Mexico City, Mexico

TENTATIVE AGENDA

Meeting Chair: Dr Roberto Tapia-Conyer
Vice-Minister of Health
Mexico

Tuesday, 13 September

- 8:30-9:30 Opening ceremonies and introductions
Welcome: Dr Roberto Tapia-Conyer, Vice-Minister of Health, Mexico
Dr Marcos Espinal, Executive Secretary, Stop TB Partnership (*Invited*)
Keynote address: TBD
Topic: ACS work in countries--What is the prime objective to be achieved and challenges to be addressed?
- 9:30-10:30 Review meeting goals, roles, organizing principles, definitions and a common understanding of terms.
Presentation 1: Status report on country communication: Where are we?
(*Stop TB Partnership*)
[Background documents](#)
[JHU Case Study: Peru](#)
[JHU Case Study: Viet Nam](#)
[JHU Case Study: Summary of Peru and Viet Nam](#)
[Cancun Consultation Report](#)
[Johannesburg Consultation Report](#)
[2002 Needs Assessment of HBCs](#)
[Health Education for TB Case Detection](#)
- Presentation 2: What is our guiding strategic vision as a working group?
(*Results from internet survey of partners*)
- 10:30-10:45 *Coffee Break*
- 10:30-12:30 Introduction of the 10-year strategic vision and 5-year work plan:
Presentation 1: What is the 10 year strategic vision? Origins, Genesis and Purpose (*TBD*)
Presentation 2: Highlights of the plan. (*James Deane, CFSC*)
Background document
[Draft Outline for Global Plan 2](#)



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[Strategic Communications Initiative \(Progress Report\) : Stop TB Partnership Secretariat](#)

- 12:30-13:30 *Lunch Break*
- 13:30-15:30 Discussion of the strategic vision and work plan
- 15:30-15:45 *Coffee Break*
- 15:45-17:30 Discussion, recommendations and adoption.**
- 18:00 *Reception*

Wednesday, 14 September 2005

- 9:00-11:00 Mapping of ACS tools, expertise and institutional capacity to respond to country requests. What are the assets and resources are at our disposal? How do we measure their impact on achieving the TB control goals?

What are the working models in ACS for TB control?

Presentation 1: Mexico Stop TB Partnership (*TBD*) (*Dr. Tapia*)

Presentation 2: Outcomes Map for ACS (*JHU/CCP*)

[Background Documents](#)

[Outcomes map](#)

Diagnostic tools for ACS

Presentation 1: Cough to Cure Pathway: uses and application (*AED*)

Presentation 2: Needs Assessment Matrix: uses and applications (*Stop TB Partnership*)

[Background Documents](#)

[Cough to Cure Pathway](#)

[Needs Assessment Matrix](#)

- 11:00-11:15 *Coffee Break*
- 11:15-12:30 Mapping ACS tools continued.....

Operational Research

Presentation 1: Indonesia ACS strategy (*TBD*)

Presentation 2: *TBD*

[Background Documents](#)



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Organization and management of ACS interventions

Presentation 1: Kenya ACS Task Force (*TBD*)

Presentation 2: The COMBI Model (*TBD*)

Background Documents

[COMBI Handbook for TB Control \(draft\)](#)

12:30-13:30 *Lunch Break*

13:30-15:30 Mapping our ACS Tools continued.....

Patient, affected communities and empowerment: (*Case Gordon, Bertrand Kampoer, Sonia Amuy, Ted Torfoss, and Dario Arbarca*)

Presentation 1: Community empowerment

Monitoring and Evaluation

Presentation 2: Communication and Social Mobilization Indicators (*TBD*)

Background Documents

[Communication and Social Mobilization Indicators for TB](#)

[Compendium of Indicators for M&E of NTPs](#)

[M&E Tool Kit for GFATM Applications](#)

Training and Resources:

Presentation 3: CDC's Education and Training Materials (*TBD*) (*Wanda Walton*)

Background Documents

[The Tuberculosis Behavioral and Social Science Research Forum Proceedings](#)

Resource Mobilization for ACS

Presentation 1: ACS Conceptual Framework for the GFATM application (*Stop TB Partnership Secretariat*)

Background Documents

[ACS GFATM Conceptual Framework Rationale](#)

[ACS GFATM Conceptual Framework \(Powerpoint\)](#)

[Report from 2005 Cairo Consultants Training Workshop](#)

15:30-15:45 *Coffee Break*

15:45-17:30 Discussion and recommendations: What constitutes the best ACS practices? What are the common critical components to any country level ACS strategy? What elements are essential to a technically sound ACS intervention? What practical guidelines, recommendations or strategies should be used to create a sustainable country-level ACS strategy? How do we measure impact?

Thursday, 15 September



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- 9:00-9:30 Review of decisions and recommendations from Day 1 and 2
- 9:30-10:30 Responding to the demand: How to create a common ACS technical assistance framework across the spectrum of the partnership.
Presentation 1: What is the need? (NTP manager)
Presentation 2: What are the resources available? (*TBD*)
- Discussion: What is our common ACS technical assistance framework? How should it work? Who does what?
- 10:30-10:45 *Coffee Break*
- 10:45-12:30 Discussion
- 12:30-13:30 *Lunch Break*
- 13:30-15:30 Discussions and recommendations
- 15:30-15:45 *Coffee Break*
- 15:45-17:30 Discussion and recommendations

Friday, 16 September

- 9:00-9:30 Review of decisions and recommendations from Day 3
- 9:30-10:30 What is our 5-year work plan and budget?
Presentation 1: The 5-year work plan (CFSC)
- 10:30-10:45 *Coffee Break*
- 10:45-12:30 Discussion
- 12:30-13:30 *Lunch Break*
- 13:30-15:30 Discussions, recommendations and adoption of work plan
- 15:30-15:45 *Coffee Break*
- 15:45-17:30 Future Planning: Governance, scheduling and creation of Core Group



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- 1) Adoption of subgroup terms of reference
- 2) Agenda items for future meetings
- 3) Selection of Core Group members and adoption of terms of reference

18:00 Meeting adjournment

Closing Reception.