

**Teleconference Executive committee (58 Ex Comm. – 11 Dec 2014)  
Minutes**

<b>Attended:</b>	<b>Apologies:</b>	<b>Secretariat</b>
Joanne Carter (Vice-Chair) Paula Fujiwara Michael Kimerling Nathalie Garon Austin Obiefuna Aaron Oxley Thokozile Phiri Mario Raviglione Cheri Vincent (with Amy Bloom) Victor Ramathesele		Lucica Ditiu Shirley Bennett Jon Liden Greg Paton
<b>Minutes of Discussion</b>		<b>Outcome</b>
<b>1. Update on transition</b>		
<p>The Secretariat reported on the transition and highlighted the following:</p> <ul style="list-style-type: none"> <li>• Each Stop TB Partnership Secretariat staff member received a Letter of Abolition of Post from Who and a Letter of Offer from UNOPS. The deadline for accepting or declining the offer from UNOPS was 1 December 2014. The majority of staff have accepted the offer from UNOPS. However a number of administrative support and finance staff have opted to decline the offer to remain with WHO or take early retirement. The Secretariat is planning to run some recruitments early in 2015 to fill some of the vacant positions depending on need.</li> <li>• IT infrastructure is in the process of being set-up in the new office. Furniture will be delivered later this week and the relocation of the Secretariat from WHO to UNOPS is scheduled for 18 December 2014.</li> <li>• The transfer of Stop TB Partnership donor agreements from WHO to UNOPS are in process. Dialogue is continuing with each donor.</li> <li>• The Secretariat will host a leaving party for the Secretariat specifically to thank for their work those members of staff who are not moving to UNOPS. A separate party will take place to thank partners for their work in helping execute the transition including UNOPS, the Global Fund and WHO including HR, Legal and TB departments as well as the ADG's office.</li> </ul>		<ul style="list-style-type: none"> <li>• The Executive Committee welcomed the update and thanked WHO, the Global Fund, UNOPS as well as Secretariat staff for their work on the transition.</li> </ul>

## 2. Update on BRICS Engagement

The outcomes of the BRICS Ministers of Health Meeting on 4-5th December in Brazilia, Brazil were highlighted as an important success for the TB community. The BRICS Ministers agreed in their communique to create a plan for pooled first line TB medicines, agreed to a set of 90-90-90 targets for TB, and highlighted other cooperation measures on TB.

Key outcomes and results included:

- Li Bin, Minister of The National Health and Family Planning Commission of China, pledged full support to advance work and collaborate with Minister Motsoaledi.
- The Russia Vice-Minister of health was very supportive and reacted positively to attending the Paris board meeting.
- By the end of 2015 Q1, Brazil will host a follow up meeting of TB technical experts to develop plans on pooled medicines. Date and further details will be announced.
- Harmonizing the BRICS increased focus on TB also presents an opportunity for the Global TB Caucus and an opportunity to recruit MPs from BRICS to the TB Caucus.
- The Brazil and South Africa NTP Managers will be in Geneva the week of 15th December which will be an opportunity to advance discussions

Overall it was agreed that that TB has a strong case for action – the key factor was having the right audience to take action, such as Ministers of Health. This should be a key focus in the future. Key reasons for the outcomes include the Stop TB Partnership’s role in convening BRICS discussions and being seen as a neutral partner, a clear pragmatic proposal by Brazil, and building support for the outcomes in the months leading to the Conference.

- The Executive Committee welcomed the update and thanked the Board Chair Minister Motsoaledi for his leadership.
- The Partnership will provide a 2-3 page summary outlining next steps and share with Executive Committee members in first week of January 2015.
- The BRICS Outcomes will be a discussion item at the Paris Stop TB Partnership Coordinating Board meeting.

## 3. TB Identity Work

An update was shared on the outcomes of the TB Identify work based on the feedback from the Executive Committee at their previous meeting.

- More than half of the responses to the identify research were from the generic public.
- The word ‘Closer’ had been dropped as it was seen as confusing and not ambitious enough by the Executive Committee.
- The messaging and images are not intended to be a campaign, but a set of unifying messages and images for the benefit of the entire TB community.
- The use of the word ‘Intimacy’ as a messaging pillar was agreed to be dropped and the word ‘Empathy’ was suggested in its place.
- The need to consider the implications of the new ‘End TB Strategy’ and how that messaging would fit with the ‘Stop TB’ brand was emphasized. It was agreed this is an important area for future consideration and would be discussed at the next Board meeting.

- The Executive Committee agreed to proceed to the next stage of the TB Identify work and endorsed the propose set of messaging and images, while noting that the Manifesto would be further refined and the word ‘Intimacy’ replaced with ‘Empathy’.
- The Executive Committee would discuss the implications of the new ‘End TB’ strategy on the

- The need for clarity on the 'Missed 3 Million' campaign was highlighted to avoid the potential misperception that 3 million people have TB. It was suggested to rephrase it as 'Reach the Missing 3 Million' or 'Reaching the 3 Million Missing Persons'.
- It was agreed to TB Identify Manifesto would benefit from further refinement, including integration if the 'Missing 3 Million' message.

'Stop TB' brand and how to best harmonize messaging.