

World TB Day 24 March 2000 - Highlights of Activities in Countries

"Forging New Partnerships to Stop TB"

Acknowledgements

Stop TB thanks WHO country offices, global partners to Stop TB, non-governmental organizations (NGOs), and others for providing the information contained in this report. The contribution of the International Union Against Tuberculosis and Lung Diseases (IUATLD) is gratefully acknowledged.

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Executive summary

World TB Day on 24 March commemorates the day in 1882 when the audience of the Physiological Society of Berlin heard an extraordinary lecture. A young physician named Robert Koch described the microbe now known as *Mycobacterium tuberculosis* and presented experimental data showing the organism to be the cause of tuberculosis (TB), the "white death" responsible for one-seventh of all deaths in Europe in the late 1800s.

More than a century later, TB remains one of the greatest threats to human health and development; despite the fact that TB is curable and was declared a global public health emergency by the World Health Organization (WHO) in 1993.

24 March 2000 marked a key date for raising public awareness and mobilizing civil society and political will in the continuing global effort to stop TB. "Forging new partnerships to stop TB", the theme for World TB Day 2000, challenged advocates to reach out beyond the TB community and mobilize new constituencies across all sectors, such as women's groups, human rights groups, HIV/AIDS activists, and others to join the global partnership movement to stop TB. World TB Day 2000 had two objectives:

to mobilize political and social commitment to make Directly Observed Treatment, Short-course (DOTS) available to everyone in need in order to prevent the further spread of TB and multidrug-resistant TB (MDR-TB) and halt the socioeconomic impacts of the disease;

- to raise public awareness about the extent of the TB epidemic and its effects on individuals, communities, and societies and the availability of a cost-effective control strategy, DOTS.

Ministerial Conference on TB and Sustainable Development

World TB Day 2000 was officially launched by Dr Gro Harlem Brundtland, the Director-General of WHO, at the Ministerial Conference on "TB and Sustainable Development" held in Amsterdam from 22–24 March. The conference was instrumental in drawing attention to the risks and vulnerabilities associated with TB—the unacceptable health, social, and economic consequences of inaction, and the critical need for a broadened, multisectoral response. As Dr Brundtland observed in her closing remarks: "We have heard Ministers agree that no one should be denied access to DOTS. This means that DOTS should be available to all who need it, wherever they live—whether they are young or old, man or woman, homeless or housed, jailed or free." The "Amsterdam Declaration to Stop TB" was endorsed by ministerial representatives of 20 high TB burden countries comprising 80% of the global TB burden on 24 March 2000.

The Report of the Ministerial Conference on Tuberculosis and Sustainable Development, the Amsterdam Declaration to Stop TB, and related documents and press materials are available from the Stop TB Secretariat and at <http://www.stoptb.org>.

The Ministerial Conference on TB and Sustainable Development and World TB Day successfully placed TB on the national and international development agenda. Recognizing that the elimination of TB needs a concerted massive effort, World TB Day events and the Ministerial Conference focused on forging new partnerships to stop TB and the socioeconomic toll that TB exerts on the world. The Joint United Nations Programme on HIV/AIDS (UNAIDS), the United Nations Development Programme (UNDP), and Médecins sans Frontières (MSF) were welcomed to the global partnership movement to Stop TB.

Ministerial representatives of 20 high TB burden countries committed to work in concert with WHO, the World Bank, and others to achieve the following four objectives:

- A global partnership agreement to stop TB—the framework for action that will operationalize the Amsterdam Declaration to Stop TB.
- A global fund for TB to mobilize and invest new, additional resources to support these activities, with a special focus on making lifesaving treatment and cure universally accessible.
- Accelerated research into the development of new tools, including diagnostics, drugs, and vaccines.
- Expanded coverage of the WHO-recommended control strategy to combat TB, DOTS, to provide for at least 70% of all infectious cases by 2005.

About this Report

In September 1999, Stop TB (STB) distributed a set of information materials, including World TB Day 1999 Highlights of Country Activities and a World TB Day 2000 Questionnaire, announcing the global theme for World TB Day 2000. In January 2000, Planning World TB Day: Guidelines for Social Mobilization was sent to all WHO regional and country offices and to country TB medical officers. The same set of materials was distributed to UNAIDS and UNICEF offices and to 1 500 non-governmental organizations (NGOs). The information was intended to support the planning for World TB Day events and activities. The STB website www.stoptb.org was used as a further means of disseminating information and collecting feedback. All information was available on the internet and was accessed frequently. Just before World TB Day in early March 2000, WHO regional and country offices were contacted to review final preparations for World TB Day.

General observations

The World TB Day 2000 Questionnaire generated responses and voluntary feedback from approximately 100 different events from at least 70 countries and territories.

World TB Day events were generally reported as successful. Campaigns in Albania, Bangladesh, and Romania saw a global "push" against TB and a wider response than in previous years. In many parts of the world, people joined in parades, rallies, and other awareness campaigns to raise public attention about the extent of the TB problem. Several events involved the participation of cured TB patients who acted as mobilizers in their communities for people to seek TB treatment.

Largescale partnership-building with private and public organizations such as Rotary International and Lions Clubs, Médecins Sans Frontières, Pharmaciens Sans Frontières, and pharmaceutical companies contributed to the success of World TB Day in many places.

Seminars, lectures, and press conferences were, on the whole, reported successful in attracting media attention. US President Bill Clinton's visit to India certainly contributed to increased international media attention. In other countries, public discussion between governmental and nongovernmental organizations about DOTS expansion raised public awareness. Activities varied across countries, highlighting different relevant concerns—but all contributed to the global movement to Stop TB.

We hope that this report stimulates innovative ideas to raise public awareness, garner political support, and help the planning and implementation of future World TB Day campaigns.

Highlights of activities in countries

Special events

- Cuba began a two-week course on "Social Development to Stop TB".
- In Egypt, a national conference held under the patronage of Mrs Mubarak, wife of Egyptian President Mubarak, attracted widespread media attention.
- At the Academy of Health Education in Bombay, India, World TB Day was celebrated with a function attended by a prominent Indian film star, Sunil Dutt.
- At the Argoyavaram Medical Centre in Andhra Pradesh, India, students from the national service scheme "adopted" a village to fight TB in collaboration with the Lions Club.
- In Mongolia and India, specific events aimed at increasing awareness among marginalized groups such as the homeless and poor were held.
- In Indonesia, the Tuberculosis Association organized an event involving volunteer training for 180 housewives and cured TB patients for resocialization/reintegration of TB patients.
- A TB seminar in Amman, Jordan, was held under the patronage of HRH Prince Firas Bin Ra'ed, Health Secretary to His Majesty King Abdulla.
- Côte d'Ivoire and Oman used "infotainment" and held a public quiz about TB.
- In Oman, marathon runners sported T-shirts promoting the World TB Day theme.
- In Romania, parliamentarians were lobbied.
- In Sri Lanka, slides on TB were shown in movie theatres during intermissions.
- In Sudan, a Stop TB Football Cup was organized by the National Football Committee (sponsored by the Ministry of Health). A new competition was also established among first-division teams who will compete for an annual World TB Day Cup.
- In Viet Nam, songs addressing TB were played in railway stations.

Campaigns

- Brazil, Rio de Janeiro, launched a "National Week of Fighting (back) TB".
- Nepal and Sri Lanka focused on schoolchildren and education in their campaigns.
- Israel and Peru held week-long campaigns.
- World TB became a year-long campaign in Malaysia involving several NGOs.
- In Nigeria, a local STB initiative was launched, headed by the local council Chair.
- USA, Kentucky, proclaimed March "Tuberculosis Awareness and Control Month".

Campaign messages

- Azerbaijan: "Use DOTS to Stop TB"
- Bangladesh: "Keep my Air Free of TB"
- Cuba: "Make TB Acceptable" (against stigma and discrimination)
- Eastern Mediterranean Regional Office of WHO (EMRO): "You can Stop TB"
- Egypt: "Use DOTS more widely together against TB"
- Fiji: focus on TB in prisons
- Haiti: "Let us unite to stop TB"
- India: "Stop Smoking and Stop TB"
- Mongolia: "TB treatment for all"
- Nepal: "TB is curable: TB still kills"
- Viet Nam: "TB prevention and control—a social duty"

New partnerships

- In Ghazni Province, Afghanistan, Médecins sans Frontières (MSF) became a partner in the Stop TB campaign to further improve access to TB drugs.
- In Albania, Pharmaciens Sans Frontières supported the local World TB Day event.
- In Bangladesh, UNICEF supported World TB Day activities
- In Bolivia, a volunteer women's association for TB patients and an anti-TB league were founded.
- In Israel, Turkey, and Uruguay, links with the AIDS community were established.
- Kosovo saw collaboration with Doctors of the World.
- The Catholic Dioceses in Nigeria, and churches, mosques, and temples in Nagercoil, India, were involved in World TB Day activities.
- In Oman and Viet Nam, women's associations participated in World TB Day.
- Panama held an event in collaboration with the social insurance department.
- Uzbekistan witnessed collaboration with MSF.

Africa

Côte d'Ivoire

World TB Day in Côte d'Ivoire focused on the issue of treatment defaulters. Artists, schoolchildren, and the mayor participated in an event that reached around 2000 people, stimulating media attention and engaging NGO involvement. Advocacy materials included posters, videos and banners. A conference on TB was held for medical personnel. In Doloa, a public awareness "infotainment" quiz with bands and dancers challenged contestants to answer questions such as "Define TB in three words", "List the main symptoms of TB", and "How many people in Côte d'Ivoire are infected with TB?"

Nigeria

A rally at a national convention on TB and AIDS included a motorcade that began from the Ministry of Health premises and passed through the major streets in Owerri, the capital of Imo State. Posters, pamphlets, handbills, and car stickers on TB were distributed, and a video on the TB/HIV co-epidemic was shown at the convention. The involvement of the Imo State Government successfully mobilized media attention.

A Stop TB Initiative was also launched in the council areas, headed by the local council chairmen. This strategy was effective in mobilizing support for local communities and in stimulating community involvement.

In Akwa Ibom State, the Good Samaritan World Children Organisation, Ikot Ekpene Catholic Diocese PHC, and others worked together to reach over 5 000 people, strengthening support for a community-based DOTS programme. Talks were held in churches on 19 and 26 March. Throughout the World TB Day campaign, a customized primary health vehicle equipped with a loudspeaker stimulated community participation and raised public awareness.

Seychelles

World TB Day targeted schools in general and teachers of primary-school children in particular. Flyers and leaflets on TB sensitized teachers to the signs and symptoms of TB. Widespread media coverage ensured that TB messages reached the general population. An increase in patients attending clinic after 24 March was observed. Future plans to maintain attention to TB include sensitizing health care workers and families.

South Africa

Schools, churches, health departments, NGOs, and traffic departments collaborated using the global theme Forging new partnerships to stop TB. One event reached several hundred people, where caps, T-shirts, and badges were distributed. Radio programmes on TB were broadcast on 9 and 23 March. On 24 March, a local bus company donated a free bus service to transport local communities to a World TB Day march. Music and drama on TB was presented by peer educators. Regular radio programmes on local stations with phone-in opportunities for the public are planned for the future.

Swaziland

Radio and television broadcasts on World TB Day targeted youth and adolescents in and out of school.

United Republic of Tanzania

The centre of World TB Day activities was Kibaha, the coastal region, where the Minister of Health, in a speech referring to the Ministerial Conference on TB and Sustainable Development, proclaimed a "national state of emergency" from the deadly threat of TB and the need to take urgent action now. The Minister affirmed his support for the DOTS strategy. Stickers and posters prepared by the Lions Club were sent to hospitals, health offices, and bus companies. Other posters were distributed to 90 schools in partnership with the Lions Club. The Lions Club sponsored advertisements in the Daily News.

The National Tuberculosis Programme (NTP) and Leprosy Programme arranged a special training in TB and Management for 84 medical doctors. Over the years, World TB Day has contributed to increased awareness about TB and DOTS in the United Republic of Tanzania.

World TB Day was declared a success in Zanzibar. The medical and local communities were involved; as a result more patients presented at clinics. A media campaign generated radio and press coverage.

The Americas

Bolivia

A celebration at the Ministry of Health in La Paz launched a five-year action plan on TB in eastern parts of Bolivia such as the Beni region. The British government supports the plan. In the spirit of forging new partnerships, a volunteer women's association and an anti-TB league were founded.

World TB Day planning involved the volunteer league against TB and the mass media. Medical personnel and schools took part in local activities. Seminars informed participants about "Establishing new strategies and partnerships to stop TB". The results of a TB questionnaire administered to the population were presented.

Lack of collaboration was identified as an obstacle to the success of World TB Day. To stimulate momentum, improving communication between workers and farmers and the business sector and media is planned for the future.

Brazil

Rio de Janeiro launched "National Week of Fighting (back) TB" with an exhibition on "Memories in TB" in the library of the Ministry of Health. Other events involved showing educational films, distributing information materials, and holding seminars. Public schools (first and second grade) held contests on "Let's fight against TB." A choir sang "To Breathe" specially composed for World TB Day. A commemorative event presented information about the TB situation and new TB projects in Brazil. Media coverage was widespread. Broad collaboration among stakeholders, including the government, contributed to the success of World TB Day.

Canada

World TB Day in Canada reached thousands of people. The Ontario Lung Association (OLA) TB Subcommittee, an enthusiastic group of health care volunteers, spent one year planning World TB Day and attracted financial support for advocacy materials. Focusing on raising awareness on skin testing, particularly among health care providers and the general public, the OLA TB Subcommittee produced two new posters:

1) Tuberculin Skin Testing:

Who needs a tuberculin skin test? How is the TB test interpreted? When is a two-step test necessary?

2) Positive Skin Test can indicate either infection or disease.

Lectures on World TB Day focused on local and global issues, the epidemiology of TB in Toronto, MDR-TB, and BCG: implications and use of the vaccine. The OLA TB Subcommittee intends to address planning for World TB Day as a recurrent committee agenda item.

Colombia

In Bogota, mass media and the internet broadcast information on TB. An academic meeting held at the University of Cauca on World TB Day saw collaboration with the Rotary Club, Red Cross, and others. Materials were translated into Spanish and Native Indian languages. Future plans include expanding the NTP and publishing a guide for TB managers.

Cuba

A two-week course on social development to stop TB and the elimination of TB as a health problem culminated in a presentation on the national state of TB in Cuba and a symposium on DOTS/TEAS on 24 and 25 March respectively. The media was actively involved. A social activity involving government representatives was held in the old part of the capital city Havana. Local World TB Day activities were reported in other parts of Cuba, where themes included "Make TB Acceptable". Effective planning and support, and the active involvement of civil society guaranteed the success of World TB Day.

Guatemala

Damián Foundation organized a press conference on TB to mark World TB Day.

Haiti

World TB Day celebrations adopted the theme "Let us unite to stop TB". A specially composed song honouring a medical doctor whose life is devoted to the fight against TB was performed in health centres countrywide. Despite a carnival and elections, World TB Day attracted widespread media coverage.

Jamaica

A press release based on information from the Stop TB website reached approximately 200 000 people. In the future, Jamaica plans to secure government commitment to health education programmes on TB, and to focus on vaccinations in young children, drug procurement, and improvement in living standards.

Mexico

Most of the 32 'departments' in Mexico planned TB events such as press conferences and information campaigns. A new TB stamp was issued on 24 March. World TB Day also witnessed the opening of several new TB clinics.

Nicaragua

A conference on "TB, know about it, prevent and cure it" attracted patients, health workers, and even soldiers. Press materials and announcements, and the publication of an epidemic bulletin contributed to good media coverage and focus on the achievements of the national TB control programme. To maintain attention to TB, public and health workers will continue to be provided with information on TB, MDR-TB and DOTS expansion. To mobilize ongoing political attention to TB beyond World TB Day, government collaboration will be strengthened.

Panama

A press event in Ancón promoted DOTS as an effective treatment strategy for TB control. Conferences held in local health centres in the San Miguelito and Chiriqui regions and in Panama City presented information on the national TB situation. Indigenous peoples were mobilized on World TB Day. There was collaboration with the social insurance department and Damián Foundation.

Paraguay

A mass media campaign included a commemorative meeting in Atyra that involved discussion of TB, DOTS (TAES), and the economic impact at national level. Ministers, WHO, Medical Doctors, and technicians collaborated. Positive outcomes included partnership expansion and the involvement of new constituents.

Peru

The Department of Control of Communicable Disease of the Ministry of Health held a week-long campaign on TB using the theme "Treatment for one is prevention for all". Articles appeared in the newspapers and on the internet; radio programmes aired regular slots on TB. A short documentary, "Tuberculosis: una Desafio para las Americas", about the achievements in the fight against TB in Peru was shown on TV. Seminars for health workers and medical staff addressed planning and mobilization strategies (IEC). Awareness-raising events took place in the main squares of the major cities. Activities included theatre, street drama, placing stickers on cars, poster competitions (using World TB Day slogans), and home visits to TB patients who were then accompanied on walks by cured TB patients.

Trinidad & Tobago

One month before World TB Day, 5 000 brochures containing general information on TB were distributed. Two regions convened technical discussions on TB issues. Collaboration with Caribbean neighbours on TB control is planned for the future.

United States of America

California

Hospital meetings at the Ventura County Medical Center attended by medical personnel and hospital administrators addressed "TB and the related problems/ questions concerning health care/medical staff" and reached some 300 people.

Georgia

In Augusta, promotional TB items were distributed that included refrigerator magnets, posters, and computer pads with "Think TB" signs.

Kentucky

A proclamation issued and signed by the Governor for the State of Kentucky on 9 March 2000 declared the month of March "Tuberculosis Awareness and Control Month."

Missouri

The Governor of Missouri signed a proclamation on 14 March that stressed TB awareness and inaugurated a "TB Fortnight" series of events, mainly seminars.

New York City

The New York City Health Department sponsored a World TB Day press conference held at the city's Tenement Museum. The city health commissioner and US Centers for Disease Control (CDC) representatives participated.

Pennsylvania

The State Tuberculosis Control Program devised a Tuberculosis Knowledge Contest in support of World TB Day in an effort to increase knowledge about TB. A prize was awarded to the individual with the most correct answers. The contest was replicated to county/municipal health departments and others.

San Francisco

A press conference was held on 24 March with the American Lung Association of California, the Francis J. Curry National TB Center, and other community groups.

Virginia

An event in Virginia Beach saw the publication of a statement on the TB epidemic. The Virginia Beach Department of Public Health, the American Lung Association (ALA), local TB nurses, Virginia Beach city, and the central library collaborated. Materials produced included buttons with the World TB Day logo and banners.

Uruguay

A conference on the local and international TB situation held at the Ministry of Health reached 100 people. The AIDS community was involved.

Eastern Mediterranean

Afghanistan

Ceremonies held in all regions on World TB Day featured specially prepared materials and innovative slogans. A press conference stimulated media attention. Increased government commitment was reported. In Faizabad, Badakhshan province, the Governor officially opened World TB Day celebrations at the medical faculty at an event attracting 250 participants from UN agencies, NGOs, government authorities, and the medical community. A video highlighting

issues of TB and HIV was shown.

In Ghazni province, a discussion forum with the public health department, NGOs, and private practitioners focused on how to improve access and information on TB. A stronger partnership was established. Médecins sans Frontières agreed to treat TB patients referred by private practitioners: private practitioners agreed to refer all suspected TB patients to the treatment centre.

Djibouti

Government officials and the WHO representative participated in a meeting with TB patients at a reference centre where posters and drawings were displayed.

Egypt

An article in the April 2000 edition of the Alexandria Business Review showcased the state-of-the-art advocacy programme in EMRO and the message for World TB Day: "You Can Stop TB". The EMRO World TB Day advocacy kit was photographed for the article. Rotary and women's associations were mobilized for health promotion using the theme "Use DOTS more widely together against TB", with new partnerships forged as a result. A national conference held under the patronage of Mrs Mubarak, wife of Egyptian President Mubarak, involved participation from government officials and attracted media attention.

Iraq

Health staff and the general public were the target audience on World TB Day. Conferences and lectures were well-attended by medical personnel. NGOs and women's organizations also held events. All events generated media coverage.

Jordan

On 26 March, the Jordanian Anti-TB Association in collaboration with the Ministry of Health conducted a high-level national seminar in Amman under the patronage of HRH Prince Firas Bin Ra'ed, Health Secretary to His Majesty King Abdulla.

Efforts were stronger this year and different sectors were involved in World TB Day commemorative events. Partnerships with NGOs and others were forged as a result. A week-long campaign adopted the global partnership theme. A national seminar attracted participation from high-level government representatives. Approximately two million people were reached. There are plans to maintain attention to TB through continued TV and radio coverage.

Morocco

Special features on TB were broadcast on radio and television. Several press articles were published.

Oman

More than 1 000 people were reached on World TB Day. The global theme was used together with previous years' themes. A TB workshop attracted several hundred participants. The proceedings were featured in several Arabic newspapers.

A special marathon at the Aruba Club took place on 2 April. Runners wore T-shirts advertising the World TB Day theme and the logos of the Ministry of Health. The event was sponsored by the Oman LNG. Ten winners received prizes. Throughout the marathon, complementary drinks and water were served courtesy of an Oman refreshment company. The event attracted national media attention (Oman TV), newspaper articles were published, and awareness stimulated—especially among young people.

A TB quiz for medical staff held on 23 March awarded prizes to doctors and other health workers. A nurse who had worked and taught at the hospital for eight years received an "excellency prize".

Health institutions in the South Sharqiya region were challenged to create TB posters. The winning poster, designed by a senior staff nurse, is now on permanent display in the clinic. Throughout Oman on World TB Day, health educators, nurses, and doctors gave talks in schools to raise awareness about DOTS. Future collaboration with women's associations is planned.

Pakistan

Punjab Lok Sujag and the NGO Nirali Kitaben commemorated World TB Day 2000 with the publication of a book on TB in Urdu. Other NGOs also contributed to the publishing project. On 24 March, articles were featured in national print media (The Nation, Dawn, and Jang newspapers). A bimonthly TB newspaper in Urdu is planned. The Pakistan TB Association organized an anti-TB march. Marchers carried placards announcing measures to eradicate TB.

The strategy for World TB Day was to reach poor and vulnerable communities in slum areas and raise awareness about TB. Messages, which were translated and adapted to the local language, included "The fight against TB is a holy war" and "Join the fight against TB". Walks and rallies were held. Plans are underway to establish a free TB clinic in the slum areas of Lahore. One objective of World TB Day was to garner support for the TB clinic.

Sudan

Several ministries were involved in celebrations as well as organizations such as the Student TB Association of the endemic and epidemic diseases association, the TB association of Ahfad University for women, and the National Air Scouts.

The St Peter and Paul Church Choir performed a DOTS drama show and sang songs. The Federal Minister of Health presented a Stop TB Cup to the Secretary General of the Sudan National Football Committee. From now on, first-division teams will compete and the winner will be presented with the Cup on World TB Day. The police force musical band and the air scouts took part in a march. Education programmes on TB were held in schools. A broad range of partnership involvement contributed to the success of World TB Day in Sudan.

In Khartoum State marches and week-long lectures held in schools and universities addressed topics such as the high demand on TB services, and DOTS.

Ongoing attention to TB is planned to mobilize more partners. TV and radio coverage on World TB Day reached at least 23 million people.

Syrian Arab Republic

World TB Day was commemorated widely in Syria with parades involving children.

Europe

Albania

World TB Day was commemorated with a broad and positive response. A live TV talkshow on TB with representatives from the NTP and WHO broadcast on 23 March reached beyond Albania into Kosovo and Macedonia, raising interest in TB among journalists and others including the UN representative for Kosovo (UNMIK). A press event was held. In Tirana, Kroce, and Skordra T-shirts, keyholders and pamphlets were distributed to TB patients in local hospitals. A "balloon parade" was held on the main street of Tirana. In the spirit of the day, a collaboration was forged with "Pharmaciens sans Frontières", who supported the events.

Azerbaijan

A variety of World TB Day events and activities were held in Azerbaijan using the theme "Use DOTS to Stop TB". The Red Cross collaborated in the day's events. A television programme on TB was organized, journal and newspaper articles were published, and seminars on TB were held with a variety of medical specialists. World TB Day was organized in different regions (rayon) of the Republic.

Mir (Peace) Company organized the local TV channel coverage and articles were published in several newspapers. TV programmes were broadcast in Russian and Azeri. The event was debated and featured in the mass media.

Seminars attended by representatives of the Ministry of Health of the Republic were held with gynaecologists, surgeons, urologists, epidemiologists, and bacteriologists on timely diagnosis of TB. More than 600 people participated in the event.

Croatia

An expert meeting was organized and a press conference held.

Czech Republic

Between 20 and 24 March there were five radio and two TV broadcasts on TB.

Denmark

The Statens Serum Institute in Copenhagen displayed a poster featuring material from the Stop TB website and

EPINYT at an event that reached more than 1 100 people. The main objective was to maintain ongoing attention to TB. Lectures and informal meetings on TB are planned for the future.

Germany

World TB Day in Germany focused on MDR-TB. There was collaboration between several agencies and departments. One theme was "TB: a ticking time-bomb", pointing to the risk of TB in Germany associated with increasing immigration and travel. An interview with an MDR-TB patient raised further media attention. Educational programmes and training for doctors from Eastern Europe was provided in addition to close advice to politicians and decision-makers related to TB.

Israel

Jerusalem held a week-long campaign in collaboration with the TB, HIV/AIDS, and substance abuse programmes of the universities, which involved conferences and support from pharmacological companies. World TB Day aimed to highlight the interrelationship between TB and other diseases of poverty by focusing on the social dimension. Materials included press releases, information materials, newsletters, brochures, posters, banners, stickers and badges. In order to reach as wide a population as possible, including immigrants from Eastern Europe, materials were translated into Hebrew, Arabic, English, and Russian.

Interdepartmental collaboration between the Department of AIDS and TB with TB and AIDS clinics and the involvement of several government representatives (Health and Labour and Welfare resource) was seen as very positive. Obstacles included often-inaccurate reporting and alarmist press coverage. To maintain ongoing attention to TB, a series of seminars on subjects involving cooperation between different partners is planned.

Kosovo

On 22 March, the WHO humanitarian office in collaboration with Doctors of the World (DOW) organized the launch of the TB action plan for Kosovo. Journalists and TV stations were invited. DOW contributed pamphlets, posters and pins to the event. An advertisement for World TB Day was published in a magazine. In a TV broadcast interview, cured patients spoke out about TB and their recovery.

Latvia

Media focus on World TB Day in Latvia included TV and newspaper coverage.

Netherlands

The main event commemorating World TB Day in the Netherlands was the Ministerial Conference on "TB and Sustainable Development." There was collaboration with ZONTA International on a DOTS awareness campaign to Stop TB.

Republic of Moldova

Information materials were prepared for World TB Day.

Romania

In order to increase political commitment in the fight against TB in Bucharest, a letter was sent to all parliamentarians in the Romanian Parliament outlining the TB problem and the measures required to tackle it. Other awareness-raising activities included the distribution of leaflets, flags and balloons. Approximately seven million people were reached. Collaboration with the Princess Margareta of Romania Foundation on World TB Day saw a larger overall involvement than in previous years. The theme for the day was "Let's fight together against TB". TV spots and educational activities in factories and schools are planned to maintain attention to TB.

Russian Federation

A press release and programme of the World TB Day Press Conference in Moscow was issued on "Forging New Partnerships to Combat TB in Russia". The Ministry of Health announced the necessity of creating a National TB Programme in order to further expand DOTS in partnership with government, NGOs, and others. The presidential election on 26 March drew media attention away from World TB Day.

Slovakia

The National Institute for TB in Bratislava hosted a press conference with TB and other health professionals. The main focus was on raising public awareness through the media. A medical congress and TV broadcasts on TB infection and prevention are planned to maintain attention to TB beyond World TB Day.

Turkey

World TB Day witnessed an active media campaign about DOTS. Letters were sent to the President, Prime Minister, and all media outlets. A press release was issued. Themes included "TB appeared again" and "TB and AIDS are hand in hand".

Ukraine

World TB Day was commemorated with the publication of materials on TB for a conference on the epidemiological situation of TB in the Ukraine. Stakeholders including the International Red Cross and Red Crescent Societies (IRCRC) actively participated. The main objective was to secure government commitment.

Uzbekistan

Médecins sans Frontières Tashkent convened a press conference on the "World TB Day Aral Sea Program" in collaboration with local authorities. A variety of materials were produced, including press releases, brochures, posters, activity reports, and fact sheets. Increased media interest on the TB situation in Uzbekistan and the active participation of government ministers in events guaranteed World TB Day's success. To maintain attention and mobilize ongoing political commitment, journalistic competitions, press events on TB, and joint meetings with the government are planned. The main goal was to increase knowledge and understanding of TB in the general public and mobilize political commitment. Journalists showed strong interest and government officials played an active role in MSF activities.

Former Yugoslav Republic of Macedonia

International Medical Corps (IMC) staff distributed 1 500 pamphlets, 500 keyholders, and 3 000 posters throughout the former Yugoslav Republic of Macedonia. A press conference was held with the NTP and IMC at the WHO Humanitarian Office on 24 March 2000. The Minister of Health nominated the TB laboratory from Skopje Lung Diseases Institute a national reference laboratory and the structure of the National TB Committee from the Former Yugoslav Republic of Macedonia.

South-East Asia

Bangladesh

World TB Day was celebrated more extensively than before using previously developed messages and materials—windmills, posters, the slogan "Keep my air free of TB". UNICEF was actively involved in the campaign, preparing additional materials for the press and distributing windmills to children at the entrance of two parks in Dhaka. TB flipcharts were provided to 69 district mobile education units. The best and the worst TB performing Thana in each district were supported to organize rallies and workshops. A 30-minute video was prepared for broadcast by TV stations; radio broadcasts were also aired. A workshop on TB targeted owners and workers in tea estates and jute mills. Health Facilities remained open on World TB Day despite 24 March falling on a Friday.

Bhutan

Pamphlets, calendars, diaries, and stickers were distributed to target the community. Seminars were held. For future World TB Day campaigns, it is planned to involve local leaders and village health workers.

India

A variety of events and activities took place throughout India. US President Bill Clinton marked World TB Day in Hyderabad by administering DOTS to TB patients, affirming US support for the TB control strategy. President Clinton's visit generated extensive international and national media coverage. In a powerful press statement, President Clinton noted that in the year 2000 TB kills more people than ever before, including one almost every minute in India. He added: "These are human tragedies, economic calamities, and far more than crises for you; they are crises for the world. The spread of disease is the one global problem for which... no nation is immune." President Clinton and the Chief Minister of Andhra Pradesh attended a function at Mahavir Hospital in Hyderabad where President Clinton administered the last dose of drugs to patients on DOTS.

Andhra Pradesh

At the Argoavaram Medical Centre, TB staff held a rally involving seven floats displaying TB messages stressing the connection between TB and smoking. Reference was made to TB being the single largest infectious disease in the region among young people. The socioeconomic and development impacts of the disease were also highlighted. The clinic provides free treatment for poor TB patients. The rally aimed to get government support as well as increased awareness among the public. The event reached about 10 000 people of Madanapalle Town.

Assam

The National TB programme was launched at the Tea Gardens of Dibrugarh.

Bihar

In Vaishali, District TBControl Staff (DTCS) of the Revised National TB Control Programme (RNTCP) organized Continuing Medical Education (CME).

In Ranchi, Palamu and Hazaribagh, DOTS awareness rallies were held, as well as CME to Medical College teachers, PMPs and NGO representatives was arranged. A press conference was addressed by DTO.

Gujarat

A state level workshop on TB for the media, doctors, and medical college staff was inaugurated by the Governor of Gujarat. Chief Guest of the programme was the Health Minister. About 250 delegates attended. A special event was organized in the evening in a slum region of Ahmedabad to promote the concept of timely diagnosis of TB and DOTS for treatment success. Several districts organized rallies involving cured TB patients.

Karnataka

The Karnataka State TB Association reported the successful launch of the "TB Treatment for All"—the International Union Against Tuberculosis and Lung Disease (IUATLD) Year 2000 Campaign—in Bangalore with the Health Minister, the Minister of the Resource of Medical Education and the regional Governor of Karnataka.

Rallies of cured TB patients, health workers and schoolchildren at all the municipal colleges of Bangalore City. In all the RNTCP districts, functions were organized with the participation of local politicians and collectors. The Governor inaugurated a TB project by NGO Action Aid. A commemorative journal of TB was released for the occasion.

The College of Pharmacy, Harapanahalli, organized a week-long programme of activities on the theme "Stop TB and AIDS use DOTS for success". World TB Day celebrations began on 18 March with a public campaign. Flyers with information on TB were distributed in public places, cinemas, hotels, clubs, schools and colleges. Banners were displayed in public places

A TB detection camp was held on 18 March. Sputum examination facilities and X-ray facilities were made available free of charge, resulting in 30 patients being detected and referred for diagnosis: four patients were diagnosed sputum-positive and referred to the local hospital for DOTS.

An essay and competition targeted young people on World TB Day. To maintain ongoing attention to TB in the future, students from the national service scheme in collaboration with the local Lions Club will "adopt" a village in the region to fight TB .

Kerala

Mallapuram hosted a huge rally of cured TB patients. Doctors, health workers, and common citizens participated. A seminar was organized.

Madhya Pradesh

A march of cured patients was organized in Bhopal.

Maharashtra

In all the first year DOTS districts such as Pune, Mumbai and Raigad, World TB Day was organized according to guidelines using the local language. Pimpri-Chinchwad and Pune organized CME for Private Medical Practitioners (PMPs). A rally of cured patients involved sharing their experiences of DOTS with patients presently undergoing treatment. IEC material and a press release were issued.

State TB Cell arranged a function at the General TB Hospital in Mumbai. Chief Guests were the Health Minister and Minister of State, Department of Health. The State TB Office (STO) briefed the audience on RNTCP. The Department of Chest Diseases expressed deep concern about MDR-TB. The Minister was urged to develop facilities in the hospital to manage MDR-TB cases.

At the Academy of Health Education in Bombay, World TB Day was celebrated with a function attended by a prominent Indian film star, Sunil Dutt. A press conference and symposium followed the event on TB and HIV, with special emphasis on DOTS. Three hundred delegates from across India attended the conference. The event was broadcast repeatedly on TV.

Manipur

The Minister of Health was special guest at a rally of cured TB patients.

Rajasthan

In Jaipur, a rally of approximately 100 cured patients marched to the Health Minister's Residence. The Minister of Health heard the experiences of the patients. A seminar was organized targeted at doctors and attended by the Health Minister and the Health Secretary.

Tamil Nadu

Nagercoil Kanyakumari held an event involving a "detection camp for TB with free sputum examination" and video entitled "TB is curable". A pharmaceutical company funded the project. Themes included "Stop Smoking!" and "Stop TB!" A variety of advocacy materials were distributed. The event, which reached 200 000 people, generated intense publicity and stimulated repeated lectures in churches, mosques, and Hindu temples. Obstacles identified included illiteracy, misconception on TB, poverty and child labour. Further free camps for TB testing, visiting and advising TB patients on hygiene and the importance of regular medication are planned for the future. Poster competitions and the development of a logo on "Stop Smoking Stop TB" are also planned.

The TB hospital in Taluka Mandivi held health education seminars on TB and DOTS/RNTCP for representatives of the Indian Medical Association and distributed pamphlets and other materials to schools.

In Salem, a student rally was arranged and IEC (Information, Education, and Communication) material distributed. Twenty-five cured TB patients were congratulated at a special function at Cuddalore. A function in Namakkal inaugurated the beginning of TB service delivery.

In Dharmapuri, a rally was organized from the Government Hospital with health worker participation. The rally ended with a half-hour IEC session. Service delivery began on World TB Day with the collector and other district officials administering DOTS.

Uttar Pradesh

In Lucknow, 224 patients cured by DOTS participated in a rally. After the rally, there was an interactive session in

which cured TB patients shared their views with the audience. It was followed by a CME for the local practitioners.

West Bengal

In Murshidabad, a rally was held with cured TB patients, district officials, and NGO representatives. An interactive session with questions and answers was organized at the Town Hall with health workers and medical professionals. A booklet of the national TB programme was released.

In Howrah, Malda, Nadia, and Hooghly, World TB Day was observed with a special function.

Indonesia

The Indonesian Tuberculosis Association Perkumpulan Pemberantasan Tuberkulosis Indonesia (PPTI) in Jambi province organized an event that involved volunteer training for 180 persons for resocialisation/ reintegration of TB patients. Village housewives and cured TB patients were among the volunteers. The message adopted was "Your help is kindly regarded to decrease TB spreading especially in the poor people". Re-socialisation and integration of former TB patients and volunteer training (especially among recovering TB patients) is planned to maintain attention to TB in the future. Poor funding due to the economic crisis was identified as an obstacle to the success of World TB Day.

A special edition of the TB News bulletin "Warta TB" was published by the Indonesian Association of Pulmonologists, funded in part by a pharmaceutical company. A meeting on DOTS socialisation for hospital directors was hosted in the Jakarta area. In collaboration with the TB working group of the Faculty of Medicine of the University of Indonesia, World TB Day was commemorated on 30–31 March at Kayu Putih Health Centre in Jakarta.

Pharmaceutical companies supported events for St Carolus Health Services. Scientific lectures were held. In collaboration with Cathedral Social services department on patient management, a seminar and workshop was held entitled "Co-ordinating charity services for the poorest TB patients". The private Jakarta radio station "Sonoro" aired a one-hour question and answer slot on TB targeting young people.

Nepal

A large march involving film stars, a Jawalakhel elephant, and several thousand people including scouts, nurses, and representatives from TB organizations was organized in Kathmandu. Stop TB flags were flown throughout the city.

"We really had fun yesterday marching for World TB Day behind the Jawalakhel elephant with film stars in the procession. There were a couple of thousand people mainly schools and scouts and nursing campuses and other TB organizations. The traffic was stopped when special flags were handed out to bus drivers, cyclists and taxis—so the city was filled with vehicles decorated with flags. The march in Kathmandu went from Durbar square to Jawalakhel, Thapathali up to Ratna Park."

The Britain Nepal Medical Trust (BNMT) in Biratnagar targeted school- children and teachers on World TB Day in an event where fruits were distributed to TB and non-TB patients in the hospital. A video on TB was shown to students and the public and a quiz contest held among students. The message "TB is curable: TB still kills". The event succeeded in reaching over 1 500 people.

Khotang focused on education in schools at an event commemorating World TB Day.

Sri Lanka

The NTP organized seminars, conferences, and awareness meetings for medical professionals, health staff, government officials, school children, and the general public. Newspaper articles were published, and there were TV and radio discussion programmes. Banners and posters were displayed in prominent places. Screening clinics for new TB patients were conducted in several provinces. Slides about TB were shown in movie theatres during intermissions. A school competition involved painting the wall of the chest clinic with pictures depicting TB and DOTS. A three-wheeler car procession with posters and banners took place. Stickers were displayed on vehicles and in offices. Speech and poster competitions were held among 300 schoolchildren. Schoolchildren also took part in a procession. Health volunteers performed street drama in public places. Messages included "TB can be cured", "Stop TB with DOTS", and "Let's join our hands to protect the world from TB".

Western Pacific

Australia

World TB Day planning involved groups such as the aboriginal health services, health departments, armed forces, migrant resource centres, and care for the elderly. Posters and photographs were distributed. Media attention was low, as TB is not a significant problem in Australia. A display in the lobby of the main teaching hospital promoted community awareness about TB. As a result, the Department of Immigration and Multicultural Affairs invited a speaker to address a group involved with refugees. Further plans include targeting schools and universities to raise awareness about TB.

Fiji

The Fijian mass media was highly effective in informing the population about the TB situation—around 80% of the population was reached. One newspaper article on 22 March documented the TB situation in prisons, generating awareness and increased interest in World TB Day.

Malaysia

The Department of Health, Malacca, and the NGO "Malaysian Association for Prevention of TB" (MAPTB) collaborated to involve a variety of organizations and mobilize media attention for World TB Day. Increased commitment from health staff for passive and active case detection, implementation of DOTS and BCG coverage was noted. MAPTB contributed 40% of the expenditure for the launch of World TB Day: the Department of Health contributed 60%. The Executive Council of the State Committee for Health and Human Resources in Malacca launched celebrations. Many positive outcomes were noted, including the active involvement of health personnel and MAPTB, and political commitment from the State Health Director and Deputy and the State Respiratory Physician. The event reached nearly 1 000 people. Future plans to maintain attention to TB include more effective cooperation with NGOs, advocating the TB Control Programme to the State Executive Committee, and week-long World TB Day campaigns at state and district levels to better impact the community.

Bahagian Kawalan Penyakit Jabatan Kesihatan Awam World TB Day is a year-long campaign involving NGOs. A variety of materials were distributed, including car stickers, pamphlets, banners, and booklets. Both public and private sectors are targeted, reaching 45 000 people.

Mongolia

World TB Day was widely celebrated across 21 provinces and eight districts with the theme "TB treatment for all". In the spirit of partnership, the Ministry of Health, NGOs, Red Crescent, World Vision, Peace Winds, schools and religious organizations collaborated. The involvement of a wide range of partners and good relations with the media were cited as the reasons for the success of Mongolia's World TB Day campaign.

The main goal was to bring local attention to TB and mobilize action to ensure that TB treatment reaches those who need it. The objective was to create awareness of DOTS. "TB treatment for all", the IUATLD theme, was adopted.

Prior to World TB Day, the Mongolian Anti-Tuberculosis Association and NTC jointly held a one-day seminar entitled "NTP and media". The event attracted the attention of 34 community cadres, reporters and journalists, and NGO volunteers trained in health education on TB.

World TB Day activities in the capital city Ulaanbaatar included training, TB testing for homeless and vulnerable groups, distribution of advocacy materials, film shows, folk songs, art competitions, billboards displayed in Peace Avenue (messages included "TB can be cured"), and radio and TV broadcasts. Children were involved in a playful way that they learned the message about TB. Vitamins were distributed to TB patients.

Extensive media coverage was generated: interview and discussion programmes on health education for TB were broadcast about 20 times through national TV networks. Talks were also transmitted on radio through national radio stations. TV programmes were broadcast through 14 local TV channels and 22 local radio stations. NTC distributed 2 200 copies of a Year 2000 calendar announcing "We need a future without TB".

In the future Mongolia will target celebrities within the country or community and politicians who can bring positive attention to the fight to stop TB.

Philippines

A 'Fun-Run' was held in Manila on World TB Day. At the Quezon Institute, 1 000 participants attended a press conference from all the major TB organizations in the Philippines. A cured TB patient made a statement on this occasion.

The Philippine Coalition Against Tuberculosis (PHILCAT) joined forces with the Centre for TB in Children to mark celebrations. Children receiving DOTS and their mothers were present at an event that included a ribbon-cutting ceremony to open a PHILCAT exhibit focusing on children.

Singapore

Singapore has had a National Surveillance Programme and a Singapore TB Elimination Programme (STEP) in place since 1997. Their objective is to eliminate TB from Singapore in 15 years' time. The media strategy for World TB Day focused on this goal, and was successful in building on an existing high level of public and professional awareness. This was reflected in increased participation for chest X-ray screening at the Singapore TB Association (SATA).

The World TB Day message was communicated via mass media and radio. The director of the TB programme answered questions during a live radio talkshow. Free chest X-rays were given for those 45 years and older.

The government has demonstrated political will to mobilize resources to achieve the long-term goal of eliminating TB. This will be done in collaboration with NGOs to maintain a high level of public awareness.

Viet Nam

Viet Nam adopted the theme "TB prevention and control—a social duty" to celebrate World TB Day in addition to the WHO global theme. Music and songs were organized in railway stations. Leaflets with information on TB were distributed. The Viet Nam Women's Union held a "communication" competition on TB. The best communication idea received an award.