



WORLD TB DAY 2003 HIGHLIGHTS REPORT

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STOP TB PARTNERSHIP



WORLD HEALTH ORGANIZATION



Acknowledgements

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Dear Colleagues

At the heart of this year's World TB Day were people – TB patients especially, but also families, community groups and frontline DOTS providers. These people are the lifeblood of the global campaign to Stop TB. The objective of World TB Day 2003 was to involve as many of them as possible in activities that encourage people with TB symptoms to seek effective diagnosis and treatment.

The DOTS strategy cures 90% or more of TB patients, saves lives, prevents the spread of drug resistance and reduces disease transmission. However, according to WHO estimates, as yet only one-third of infectious TB cases are being diagnosed and treated under DOTS programmes. This is only halfway toward the global case detection target of 70% for 2005, which must be met in order to halve TB prevalence and deaths by 2010. Accelerating case detection during the next few years is therefore critical and will require effective communication and social mobilization at country level.

We know that people who have actually experienced TB are most effective in persuading others with symptoms of the disease to seek diagnosis and treatment. WTBD 2003 focused on transforming cured patients into TB advocates by giving them the opportunity to tell their stories in prominent events, supported by Stop TB partners, national programmes and NGOs. Thousands of TB patients participated in activities around the world – speaking at national and local conferences, leading rallies and parades, handing out flyers and brochures on TB control, and appearing in national and local media.

At the global level, WTBD 2003 also provided the occasion to acknowledge two historic “10/10” milestones. It marked both the 10th anniversary of TB being declared a “global emergency” by the World Health Organization, and the subsequent successful treatment of 10 million patients worldwide under DOTS. This achievement was noted in two major media events: one in Washington, DC that featured United States Secretary of Health and Human Services Tommy Thompson, and a second in London featuring Clare Short, the former United Kingdom Secretary of State for International Development, and Dr Lee Jong-Wook, the new WHO Director-General.

Unfortunately, the war in Iraq diverted global media attention from this year's World TB Day, which occurred less than a week after the conflict started. But as they say in entertainment, “The show must go on,” and WTBD organizers did just that in scores of countries around the world. Heartiest congratulations are therefore due to all who carried on in such an inspirational fashion.

Dr Marcos Espinal
Executive Secretary, Stop TB Partnership



INTRODUCTION TO WORLD TB DAY 2003

THEME

The theme for World TB Day (WTBD) 2003 was “People with TB”, with the slogan “DOTS cured me – It will cure you too!” This slogan was chosen from over 100 entries submitted for consideration from many sources – health and community care workers, doctors, nongovernmental organizations (NGOs) and other TB stakeholders. Suggestions came from all around the world: Bangladesh, Brazil, Canada, Egypt, India, Indonesia, Kenya, Nepal, Netherlands, Pakistan, Philippines, Portugal, Sweden, United Kingdom and the USA, among others.

“Dots cured me – It will cure you too!” stresses the need to involve people with TB as advocates in order to accelerate case detection. We know that in many societies the general public is more receptive to hearing TB messages from cured patients. They are members of the community who have personal experience with the disease and are living proof that TB can be cured. The 2003 campaign focuses on transforming cured TB patients – as well as frontline DOTS providers – into TB advocates. Giving cured patients the authority and the opportunity to tell their stories, with the support of TB partners, national programmes and NGOs, will encourage other TB sufferers to seek diagnosis and treatment.

OBJECTIVES

The objectives of the WTBD 2003 campaign are: a) to educate the general public on the symptoms and treatment of TB, b) to encourage people with TB symptoms to be tested at a DOTS clinic, and c) to persuade people to comply fully with the DOTS treatment regimen.

TARGET AUDIENCES

The primary target audience for WTBD 2003 and the year-long campaign is people with TB and the communities in which they live. The secondary audience is policy- and decision-makers, the business sector, NGOs and other potential partners.

KEY CAMPAIGN MESSAGES

- If you have a persistent cough, a fever and night sweats for more than three weeks, you should be tested for TB.

- TB is curable through DOTS, the internationally recommended control strategy.
- Anyone can contract TB, whether rich or poor, young or old, male or female.
- If you were cured of TB, your voice is crucial in letting other people with TB know!

ACTIVITIES

Using tools and information provided by the Stop TB Partnership Secretariat and WHO regional offices, national TB programmes and partners were encouraged to develop national, regional and local plans for World TB Day 2003 taking into account the following principles:

1. Conduct year-round activities that mobilize patients and other stakeholders as part of ongoing TB activities.
2. Collect stories from cured patients and patients' groups on their experiences seeking diagnosis, receiving treatment and being cured, based on the themes of “DOTS cured me – It will cure you too!” (January–June) and “Overcoming Stigma” (July–December).
3. Mobilize and build awareness on World TB Day by:
 - rallying patients' groups
 - publishing case stories of cured patients
 - demonstrating the power of DOTS by involving patients in events
 - providing opportunities for patients to speak in workshops and seminars
4. Continue advocacy and education throughout the year by:
 - publishing success stories involving patients and patient associations working to support TB control,
 - arranging forums to talk to patients/patients' associations about the potential for their involvement in DOTS treatment and TB control.

The following regional reports on WTBD 2003 activities are based on information and materials submitted to the Stop TB Partnership Secretariat by partner organizations in 51 countries. They are an inspirational memoir of a day for people – World TB Day 2003 .



ETHIOPIA



With the opening of a new research institute, a new DOTS clinic and a circus show, Ethiopia made World TB Day 2003 a colourful event. A press conference at the Ministry of Health heard TB patients give presentations explaining DOTS treatment. World TB Day 2003 baseball caps and leaflets were distributed around different regions. A 20-minute programme on DOTS was broadcast by national television.

GAMBIA

World TB Day celebrations in Gambia included a special radio show, panel discussions and film showings.

GHANA

This year's launch of World TB Day in Ghana took place in Takoradi (Western Region), marking its recent achievements with TB control. There was a parade of health workers from around the country led by a brass band playing special

TB songs. In addition to national TV and radio coverage, national newspapers (such as the *Daily Graphic* and *Ghanian's Times*) covered events. The emphasis was on the importance of TB patients as advocates to reduce stigma and encourage people to seek early treatment. The Director General of the Ghana Health Service also gave a press briefing calling for a greater sense of urgency on the issue of TB. The head of the Public Health Division, the Manager of the National TB Programme, and the Deputy Regional Minister, Western Region, all spoke about the progress of, and challenges to, TB control in Ghana. An awards ceremony was held to thank health partners for their continued support.

MADAGASCAR

For World TB Day 2003 Madagascar held several public events. A local ceremony was held at a church, several public lectures took place, and meetings were held at a marketplace. All of these involved political figures, such as local authorities, deputies, the mayor, a representative from the Ministry of Health and others. TB patients were incorporated into these events and during the ceremony they received certificates congratulating them on being treated successfully. Radio sessions were broadcast where patients explained the symptoms and the DOTS treatment process. Radio phone-ins gave listeners the opportunity to ask questions.

MALAWI

In Malawi, former and current TB patients helped plan WTBD events. At the actual commemoration a former TB patient



gave a testimony about his experience with DOTS, explaining how it had saved his life. Former TB patients were extremely active in sporting activities too, including netball, football and tug-of-war. They also shared their experiences on TV, in the newspapers and on radio. Throughout the year TB patients will continue to serve as advocates for DOTS in this way. A unique event organized in Malawi was the agreement by CELTEL, a cellular phone service company, to send SMS messages about TB to all their customers, a service that reached thousands of people.

NIGERIA



In Abuja, a 5-km walk was attended by several high-ranking officials to raise public awareness on TB and DOTS control. The walk ended with a rally, featuring testimonies by cured TB and leprosy patients and a theatre event produced to teach people that TB is curable and that DOTS treatment is free. Lectures and workshops in schools and colleges reached many schoolchildren despite limited funding. Educational activities for prisoners, street children and other high-TB burden groups were organized. The media also played a part in the day's

events, with discussion groups on TV and newspaper articles and radio shows covering the TB issue.

SENEGAL

In the district of Rufisque, 25 km from Dakar, a national WTBD opening ceremony was held. Community representatives, the mayor of the city, district staff and community volunteers all heard three TB patients give testimonies about their experiences – stressing that TB is a curable disease. A number of national media journalists were present to cover the event. Before the ceremony a press workshop was organized in Dakar. Districts also held various events of their own to bring TB education to the rural populations.

UNITED REPUBLIC OF TANZANIA

Current and former TB patients were the focus of several of the day's events. One patient advocate explained the symptoms and signs he had before deciding to be tested for TB, then traced all the steps he took before being completely cured. There was a DOTS demonstration using a current TB patient. Conferences, public lectures and seminars were attended by the Minister of Health, General Secretary and several Directors. A new DOTS clinic was also opened. The day's events included a theatrical production where students acted as TB patients, first being treated by a traditional healer before going to the hospital. This was a great way to integrate traditional cultures/healing methods with more modern TB control measures. Street banners were also made with this year's WTBD slogan, "DOTS cured me – it can cure you too!"



UGANDA



In Kampala, 14 former or current TB patients who have undergone successful treatment were trained to be treatment supporters. Each of these “Reach Out” graduates will support 4–5 patients of their own by making weekly check-ups on their treatment progress. These supporters then report back to health professionals and TB coordinators every week or when problems arise. To celebrate their efforts, a special event was organized on World TB Day 2003.

FOCUS ON: SOUTH AFRICA

Cricket World Cup



This year’s Cricket World Cup (CWC) was a golden opportunity for disseminating TB messages, especially as the final took place one day before WTBD 2003 on 23 March. The tournament was hosted by South Africa and watched by cricket fans in six participating high-TB burden countries that represent a third of the total global burden – Bangladesh, India, Kenya, Pakistan, South Africa and Zimbabwe.

The Stop TB Partnership organized a special initiative called “Hit TB for a 6!” that targeted cricket players and officials, media audiences and match play visitors. The initiative was launched in a press conference at the CWC headquarters in Johannesburg featuring the CWC Executive Director, Dr Ali Bacher, and a special video message from the South African Minister of Health, Dr Manto Tshabalala-Msimang – who appeared in cricket gear! The conference was covered in nearly all of the major South African newspapers as well as by the main radio and television networks.



During the tournament, specially produced radio skits with TB messages woven into a fictional family's conversation about the match play were aired several times daily by 50 community radio stations around the country, reaching millions of listeners who do not have access to TV or newspapers. The high point of the campaign came in India, where two of the nation's top cricketers – Rahul Dravid and Zaheer Khan – each appeared in a series of three “Hit TB for a 6!” videos aired by Indian television during its coverage of the semi-final and final matches, reaching audiences estimated at up to 300 million.

Campaign kick-off



The campaign theme for South Africa's WTBD 2003 – “STOP TB because YOU can!” – emphasized TB patient advocacy, with TB patients playing prominent roles in all activities. They handed out flyers and brochures, participated in rallies, fun walks and awards ceremonies, and featured in a special documentary film, “Precious Breaths, South Africa's Needless Deaths,” which was shown on national TV twice in the week leading up to WTBD.

The main events were staged in Port Elizabeth, the capital of Eastern Cape, which has the highest incidence rate of TB cases in the country and the largest number of treatment defaulters. The Minister of Health, WHO Representative, funding partners and USA ambassador to South Africa all attended a press conference to inaugurate WTBD 2003 and launch a multi-year social mobilization campaign to accelerate case detection. TB patients from all over the country were present to see a national pledge signed by the Minister of Health and the Premier of Eastern Cape re-dedicating themselves to fulfilling the Amsterdam Declaration and Washington Commitment. The pledge will travel around to the country's other eight provinces during the year to gather additional signatures.



ARGENTINA

On World TB Day, several articles appeared in different health magazines and journals around Argentina, such as *Consultor de Salud*, *Asociacion Medica Argentina Bulletin*, and *Salud Para Todos*. An interview with the President of the Argentine League Against Tuberculosis was broadcast on Radio Cultura, "Vida y Salud... Hoy!" At the Argentine Medical Association, a "DOTS in Tuberculosis" forum was held with well-known specialists, lecturers and representatives from the most important respiratory disease hospitals. Workshops in which former TB patients participated were also held to educate policemen, nurses, health workers and HIV patients about TB.

CANADA



Results-Resultats Canada and Stop TB Canada organized a national WTBD conference in the capital, Ottawa, which included a breakfast for Members of Parliament and journalists. Although SARS and the war in Iraq dominated the media agenda, good coverage was achieved with

a radio commentary, opinion-editorials and articles in local newspapers. At the National Press Club of Canada, the Minister for International Development announced a new 10.4 million Canadian dollars aid package for global TB control, including technical assistance to help countries prepare funding proposals to the Global Fund to Fight AIDS, Tuberculosis and Malaria. Several workshops and lectures were also held throughout the day to discuss TB advocacy, the direction of global research, TB among foreign-born Canadian residents, and other relevant topics.

COLOMBIA

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BUCARAMANGA

Hoy se celebra el Día Mundial de esta enfermedad

La tuberculosis sigue creciendo en Santander

Por SOFÍ JARAMILLO F. VANGUARDIA LIBERAL

Año	N° de casos	Tasa por 100 mil habitantes
1997	120	24.50
1998	141	27.79
1999	246	47.03
2000	271	51.10
2001	240	44.83
2002	222	40.94

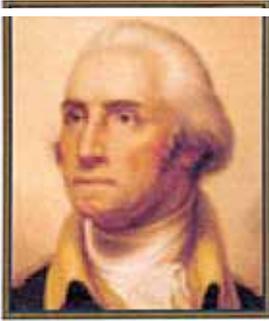
El caso de Bucaramanga
Durante el transcurso de los últimos cuatro años, y según lo indican los informes estadísticos de la Secretaría de Salud y Ambiente Local, se han ido incrementando los ca-

Para tener
... La tuberculosis es una e puede ser mortal
... Es causada por una bacteria
... El contagio se produce de p
... Esto significa
... Se estima que torrada o habla, enfa y que pueden ser inh
... Más de la mitad enfermedad pueden respecto tratamiento
... Esto ha sido Mundial de la Salú Supervisado, TAS.
... La OMS busca: van aliados en esta lucha. Por eso el miento me curó a mí, también lo curé
... En caso tal de que las tendi mento, y según lo especifica la OMS, l próximo 10 años cerca de 30 millon
... Durante el 2003 se cree que lones de nuevos casos de tuberculosis
... La mortalidad para el mes lones.

Foto: Secretaría de Salud y Ambiente de Bucaramanga

A TB conference was held in the city of Popayán, in the southern region of Colombia, on 21 March. Participants included the Liga Antituberculosa Colombiana, Rotary Club, International Union Against Tuberculosis and Lung Diseases (IUATLD), and a German anti-tuberculosis organization. The mayor, regional governor, several local NGOs and university representatives attended the event. There was also a community poster competition for children on this year's WTBD theme, "DOTS cured me – It will cure you too!"

What do these men have in common?



Tuberculosis

MEXICO

This year's WTBD conference was held at the National Institute of Respiratory Diseases (Instituto Nacional de Enfermedades Respiratorias – INER). Several key speakers and international guests attended the event, where Mexico renewed its promise to continue TB control through DOTS. The General Director of the Mexican postal service was also present to mark the 60th anniversary of the "Talavera" postal stamp on TB. An exhibit of the postage stamp's history was also put on display where conference-goers could see the stamp's evolution. Four new mobile laboratories to reach remote villages with little or no health services were also unveiled.

PERU

Beginning on 14 March, a series of activities leading up to WTBD 2003 were organized by health practitioners and TB advocates, including conferences, presentations, training courses, press releases and theatrical presentations. A press conference was also given by the Peruvian Health Minister, Fernando Carbone, to help spread the important message to the public about TB.

USA

In Washington, DC, the Secretary of State for Health and Human Services Tommy Thompson headed a WTBD press conference to commemorate the "10/10" milestones that was co-organized by USAID, the Stop TB Partnership, and National Coalition for the Elimination of Tuberculosis (NCET).

In Texas, a forum to discuss the effects of TB in Texas and around the world was staged by five major organizations –

the Bill & Melinda Gates Foundation, Robert Wood Johnson Foundation, David and Lucille Packard Foundation, Rockefeller Foundation, and Pan American Health Organization. At a separate event organized by the CDC's Division of Tuberculosis Elimination in the border city of El Paso, a new USA – Mexico project was discussed that focuses on continued care and treatment for TB patients crossing the border.

In Florida, a press conference was held and information kits on TB were hand-delivered to state politicians and legislators. Exhibits were staged in the capital city of Tallahassee and in various other state districts. A former patient was profiled in a media story and currently helps as an outreach worker for the state TB programme.

In California, the state theme – "TB or Not TB. There is a Choice" – emphasized that TB is curable and preventable if action is taken, and was supported with an official statement on WTBD by Governor Gray Davis. The American Lung Association of San Diego and Imperial Counties co-organized a WTBD workshop with the San Diego County TB control programme.

In Oklahoma a patient related in a press conference how he first realized he might have TB by reading a local news article about World TB Day 2002, which motivated him to seek diagnosis and treatment for the disease.

Press conferences, seminars, workshops and other events were also organized by health departments and TB groups in Alabama, Indiana, Kentucky, Maryland, Michigan, Missouri, New Jersey, New York, Pennsylvania, Utah and Virginia.

➤ EASTERN MEDITERRANEAN



AFGHANISTAN



The Afghan government produced a series of special postage stamps dedicated to the prevention, cure and eventual elimination of TB.

Launched by the Ministry of Health and Ministry of Telecommunications on Afghanistan's National Unity Day in May, the stamps commemorated World TB Day and the hard work of the WHO office in Afghanistan in fighting the disease.

"No sustainable health system can ever be conceived without the people being part of it. Effort to sensitize and mobilize the public opinion towards health issues is, therefore, an effort to build a health system responsive to the people's needs... This is why we particularly welcome initiatives like these stamps to educate our people about the early signs of tuberculosis and the best way of treating and preventing its spread. Tuberculosis is a major killer of Afghan women and men. Its effective control demands innovative thinking and the involvement of all stakeholders to be successful."

Hamid Karzai,
President, Transitional Islamic State of Afghanistan,
in a letter to the WHO Director-General

JORDAN

In Jordan, former TB patients were involved in the planning of the events for World TB Day. TB exhibits were displayed at various schools, science facilities, women's programmes and vocational training centres, and TB information leaflets were distributed at all these locations. TB clinics held lectures on diagnosis and management of TB to educate the general public on good

practices of TB control. Part of the day's activities included seminars for health staff on DOTS strategy to improve case detection, patient retention, and cure rates.

OMAN

In Oman, the focus was on community-level education, especially in schools and universities. One of the events was a poster competition organized among the region's health institutions. Seminars with important ministries were also held in hospitals and health centres and patients were invited to share their experiences with DOTS treatment.

PAKISTAN

For the main World TB Day celebrations in Pakistan a large street rally was organized and led by the Minister of Health to raise public awareness and attract media attention. Regional TB managers, government officials, and the Director General of Health were all present to show their support for TB awareness. A seminar was also held at which former TB patients told personal stories about their experiences with TB and with DOTS treatment. Elsewhere in Pakistan, cured TB patients participated in street theatre productions to convey a strong TB message to audiences at the community level. Another WTBD event was an Internet chat-room hosted by Nadeen Hassan to discuss TB-related issues and answer questions from over 560 participants. Copies of an information pamphlet were distributed at bus stops, residential homes, tuition centres and public/private schools. Education among children, taxi and truck drivers, university students, and others will become a focus for the year's campaign against TB using seminars, workshops, videos and other communication techniques.



From the 25 March 2003 issue of the International Herald Tribune

FIGHTING TB WORLDWIDE: LET'S EXPAND PROVEN CURES TO ERADICATE THIS DISEASE

Gro Harlem Brundtland and James D. Wolfensohn

Ten years ago the World Health Organization declared a Global Emergency to battle the resurgent epidemic of tuberculosis. The international community is making steady headway, but the emergency remains in force. Two million people die from TB every year, worn down slowly and painfully by an infectious disease that destroys their lungs and wastes their bodies.

The epidemic is still growing in Africa and in the countries of the former Soviet Union. TB thrives on poverty and social disruption. It is a close companion of HIV/AIDS as it takes advantage of the weakened immune systems of those who are infected with HIV. The emergence of drug-resistant strains of the disease has revived TB's centuries-old reputation as the "Captain of Death".

But we do have an effective weapon against this killer. Known as "DOTS", it ensures that people suffering from TB are fully treated with a powerful combination of drugs under the regular supervision of health workers or community volunteers. The treatment costs \$10 or less for six months of drugs and uses primary care services. Over the past few years DOTS has turned the TB tide in several countries

Since 1993, 10 million TB patients have been treated successfully worldwide, more than 90% of them in developing countries. A total of 155 countries have now adopted the DOTS strategy, which is vital to ensuring high cure rates and preventing the spread of infection.

China and India have shown remarkable progress in quickly expanding population coverage while maintaining high cure rates. Some 50,000 new TB patients are put on effective therapy each month in India alone. In China, active TB cases fell by 35% in areas applying DOTS over the last decade. Other countries, such as Peru and Vietnam, have already surpassed 2005 targets for TB detection and treatment.

Yet only a third of all people with TB are being treated under DOTS programs at present. We must move much faster in scaling up and reaching out to communities at greatest risk. As the world moves to extend the life and hope of those living with HIV through treatment with anti-retroviral medicines, DOTS must become part of the treatment package for the millions of people infected with both HIV and TB. We must reach the poorest who now go untreated.

The highest TB burden countries, together with G8 governments, our institutions, non-governmental organizations, foundations, universities and committed individuals such as George Soros and Bill Gates, are all supporting the Global Plan to Stop TB and are committed to the Stop TB Partnership. The new Global Fund to Fight AIDS, TB and Malaria is a major new contributor to this work and is bringing still more energy to the fight. Through these partners, hundreds of millions more dollars are available now than in previous years, but even this is not enough.

Reversing the major communicable disease epidemics of HIV/AIDS, malaria and TB are among the Millennium Development Goals for 2015 adopted unanimously in 2000 by all members of the United Nations. High burden countries are putting considerable money and expertise into defeating TB, with positive, verifiable results. As G8 leaders reflect on their meet in France in June 2003, they should unite in scaling up the fight against these diseases. Millions of lives hang in the balance.

*Gro Harlem Brundtland is former Director General of the World Health Organization.
James D. Wolfensohn is President of the World Bank*

↓ EUROPE



azerbaijan

WTBD 2003 in Azerbaijan was aimed at promoting TB control issues by training health advocates and educators to organize TB control/DOTS awareness campaigns in their own local communities. Leaflets and brochures were disseminated to local health workers for distribution.

achieved by sending out WTBD text messages to mobile phone subscribers and via a radio programme produced by GTZ, the German aid agency. A press conference was held and TB screenings and consultations were promoted in high-burden areas by the national TB programme. GTZ pens and calendars provided another means to increase exposure. Prisoners, the highest risk group for TB, were also targeted through a cartoon strip produced by the International Committee of the Red Cross.

CZECH REPUBLIC

The national TB programme organized a special new initiative in Prague to screen homeless people, drug addicts and other highly susceptible groups for TB. A press conference was held with the health minister of the Czech Republic and free X-ray screening was offered to homeless people at the university hospital.

KOSOVO

A documentary film called “The Return of TB”, made by award-winning Dutch filmmaker Manfred van Eyk, was broadcast by national TV on 24 March. The 25-minute film focuses on the growing threat of multi-drug resistant (MDR) TB in Europe and was distributed by the Stop TB Partnership Secretariat to national TB programmes in 20 European countries. Funding support came from Dutch TV, KNCV, Stop TB Secretariat, and the Working Group on MDR-TB and DOTS-Plus.

georgia



Georgia’s WTBD 2003 events were organized with the collaboration of several different groups, with emphasis on mass media to reach a nationwide audience. This was

LATVIA

In Latvia, TB patients took part in producing a TV programme about the DOTS strategy. A TB specialist and TB social worker took part in a radio interview. On World TB Day there were free screenings at certain clinics to encourage people to get a sputum examination, and booklets and brochures were distributed to boost TB awareness.

LITHUANIA

TB patients spoke on local TV broadcasts to send a strong message about the importance of seeking immediate medical attention if



TB symptoms are recognized. A hospital also declared five no-cost days for TB screening. Approximately 342 people came for the screening and consultation.

THE NETHERLANDS

2003 marks the 100th anniversary of the Royal Netherlands TB Association (KNCV). To commemorate this historic milestone, KNCV has organized a year-long campaign called "In Memoriam" with advertisements in the national press, television and KLM, the national airline, together with a string of public events that culminate on the centenary date of 9 October. The film "The Return of TB" was broadcast by Dutch television on 24 March (see Kosovo, above).

NORWAY

The Norwegian Association of Heart and Lung Patients (LHL) mounted an exhibit on World TB Day 2003 called "From Shame to Hope", which illustrated the history of TB treatment in Norway, the stigma associated with TB, and the global TB crisis. The Minister of Health, Dagfinn Høybråthen, opened the exhibit in a public library in Oslo. It is currently touring the country.

POLAND

Groups in Poland organized a free diagnostic check-up for high-risk groups in the region. Meetings with local politicians and authorities were also arranged to educate them on the issue, workshops for doctors were organized, and there was an education campaign geared towards local media. A new TB ward in a local hospital was opened on World TB Day 2003, offering more comfortable surroundings for TB patients to be treated.

ROMANIA

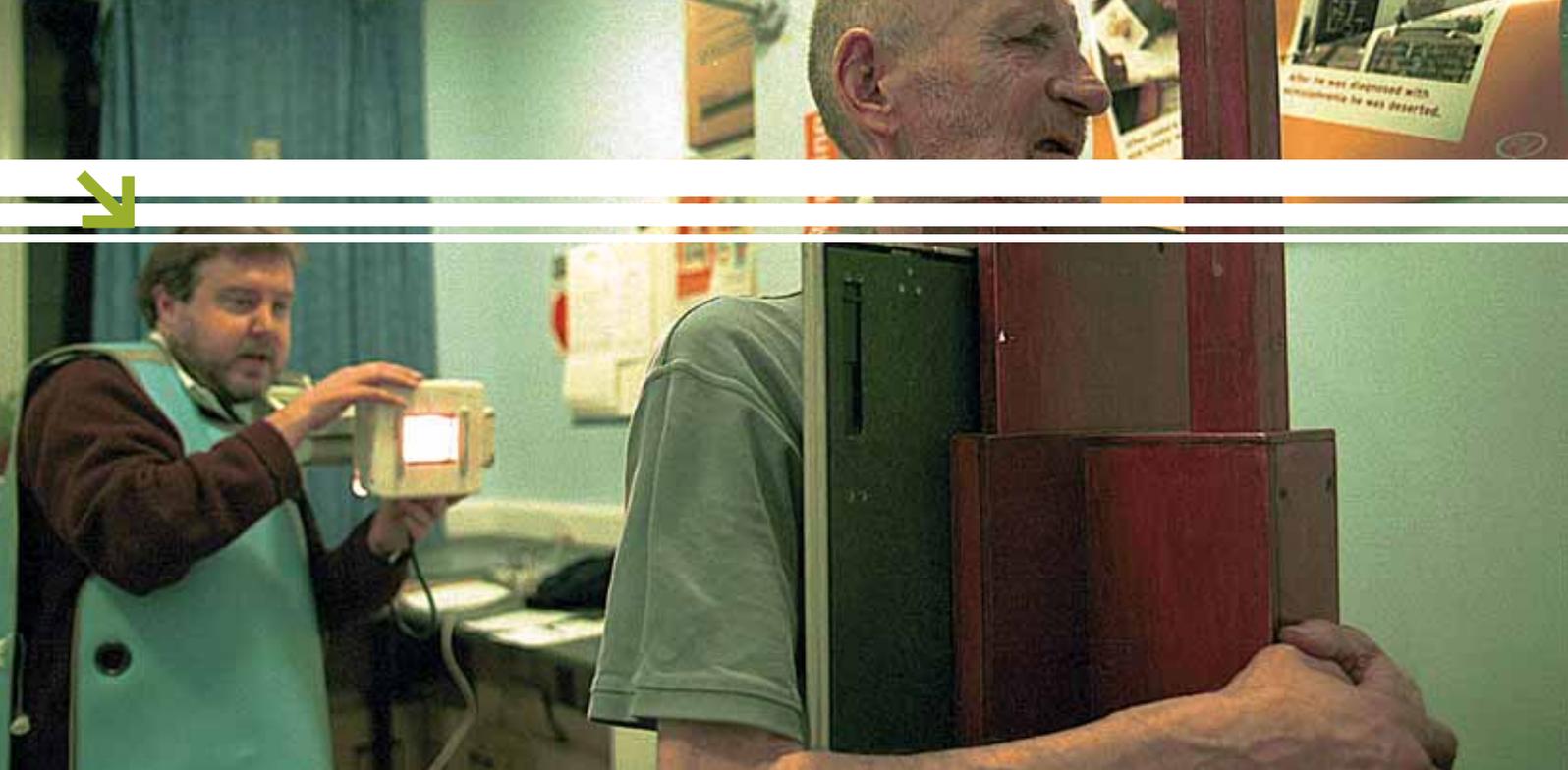
WTBD 2003 events were organized by the national TB control programme and the WHO office for TB control in the Balkans. On 24 March a press conference and panel discussion were organized on TB control in Romania which attracted high-level participants, including the Minister of Health and Family, Director of Public Health Department, the NTP manager, the WHO TB Medical Officer, county managers for TB control, and heads of representative agencies for TB control in Romania. The importance of continued treatment for TB patients was discussed on TV and radio talk shows. Small health education conferences were also organized during the week of WTBD for all TB patients undergoing treatment. The conferences were held in local clinics around Romania where T-shirts, brochures, and other materials were distributed to help patients advocate to others. All 48 counties in Romania (including hospitals) also took part in a contest for "The best slogan from a TB patient to a TB patient".

SPAIN

In Barcelona a scientific forum was specially organized for World TB Day 2003 by the Tuberculosis Investigation Unit of Barcelona (UITB), where several speakers were invited to discuss various TB-related issues, including the effects of immigration on TB in Barcelona and on drug resistance.

TAJIKISTAN

The Red Crescent Society of Tajikistan (RCST) planned activities for World TB Day 2003 with Project Hope, the



Ministry of Health, City TB Centre, the Aga Khan Foundation and the German embassy. Picture drawing and street art competitions for children were held in a park while RCST volunteers put on a short play about TB and passed out information material. Similarly, at a children's hospital, a theatre show and a lunch were provided for all children undergoing treatment. A TB worker recognition event was also held to thank those who have worked hard on TB. There was music and food and a cured TB patient gave a testimonial about his experiences.

UNITED KINGDOM

In the United Kingdom, there were several seminars, workshops, and lectures to kick off World TB Day 2003. TB awareness raising displays were created by professional staff and hosted at several hospitals and civic centres. Newspapers, radio, the Internet and newsletters in partner agencies all covered the issue of TB. To reduce stigma and send a clear message that TB can affect anyone – and is curable – former TB patients recounted their experiences before diagnosis, of going through treatment and of being cured. Former TB patient testimonials will continue to be used as part of a year-long campaign. A hospital chest clinic was also reopened on WTBD after a complete refurbishment.

Highlighting WTBD 2003 in the United Kingdom were two major events:

- 1) a two-day international conference on TB held 24–25 March in the borough of Newham just outside London, where TB incidence rates are among the highest in the world, and
- 2) a press conference in Westminster featuring Secretary of State for International Development Clare Short and WHO Director-General nominee Lee Jong-wook.

FOCUS ON: RUSSIAN FEDERATION

The objectives of Russia's wide-ranging efforts on WTBD were to mobilize TB patients and health sector workers as advocates for government policy change, to educate the general public on TB symptoms and DOTS treatment, and to reduce the social stigma of TB. The many major events included:

National press conference



"10 Years – 10 Million Lives Saved" was the theme of a government-sponsored WTBD 2003 press conference held at the RIA news agency with high-level officials from the Federal Departments of Health and Justice, national TB institutes, Moscow TB centre and international organizations. Press kits were prepared consisting of contact details for TB organizations, information provided by various support agencies, TB patient stories, pens and stickers.

Media coverage

A series of special TB-related video clips were shown on three federal TV channels. There were also interviews with TB



experts, including an information programme with the Director of Research Institute of Phthisiopulmonology (RIPP), “Bez retsepta” with academic M. I. Perelman and an interview with V. I. Litvinov, Director of the Moscow TB Centre. The manager of the Russian Red Cross TB programme appeared on national television in a documentary called “Prison and Freedom”, where he spoke about the TB work of the Red Cross in prisons. Radio stations also aired several discussions and interviews in Russian and English, including a round table entitled “Tuberculosis is a problem of the whole society: TB is curable.”

Concerts



A classical music charity concert was staged for the opening WTBD ceremony at the Central House of Architecture. Representatives of embassies and governmental organizations were invited to attend with donations going to the children’s departments at the Central TB Research Institute (CTRI) and RIPP. This formal event was complemented by a rock concert for medical students and other young people at a Moscow club. Several popular bands played in front of Stop TB and DOTS banners, with musicians wearing Stop TB T-shirts. Elsewhere, students handed out 10 000 leaflets about TB symptoms in

Moscow metro stations, where a TB awareness audio message was played to hundreds of thousands of travelers. Ten billboards on the way to the airport also carried messages for World TB Day.

Artwork competitions

Three artwork competitions were held in schools for the best poster for World TB Day 2003. One was for TB-infected children aged 7–17 attending school-sanatoriums, a second for fine arts students aged 13–17 in Moscow and other regions, and the third for students aged 13–17 at regular schools in 17 pilot territories where international organizations are implementing TB control projects. A ceremony preceded the classical music concert with US\$ 500 in awards for winners in each category.

Patient stories

In order to help create TB advocates and promote activities that reduce the stigma of TB, current and former TB patients were asked to write stories or poems about their experiences. More than 40 adult and 22 child patients took part, with prizes awarded for the best entries.

Best scientific work on TB

Another competition was designed for medical students and young researchers for the best scientific work on TB. The aim was to promote interest in TB issues among medical researchers in the hope they will continue to participate in the development process of TB diagnosis, prevention and treatment. Participants in the competition presented their findings at the Young Researchers Conference at the Moscow Medical Academy.

➤ SOUTH-EAST ASIA



BANGLADESH



TB patients played a vital role in Bangladesh's WTBD 2003 celebrations. A rally was held for current and cured TB patient groups, and their success stories were distributed to encourage people to seek treatment. Former patients also spoke at seminars, explained the processes they went through from the time they contracted TB to receiving treatment and being cured. A new DOTS clinic was opened and Bangladesh hosted a scientific seminar on TB. Daily newspapers covered

these events and a fact sheet by the national TB control programme was published and distributed by TB patient advocates.

INDONESIA



Indonesia's WTBD events focused heavily on educating the public to recognize TB symptoms and encouraging people with symptoms to get tested and treated. They also highlighted the importance of complying fully with the DOTS treatment strategy.



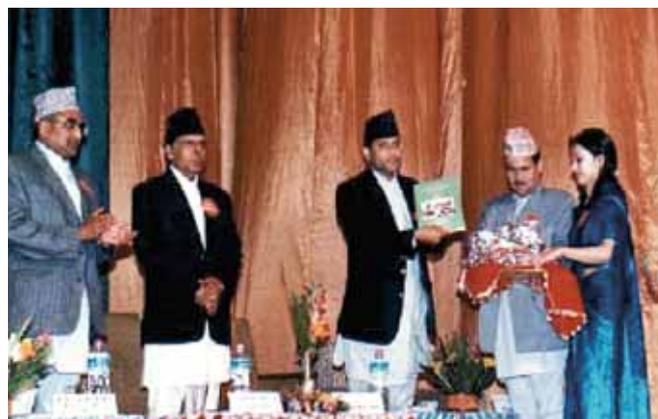
TB workshops and seminars were organized by NGOs, hospitals, and health offices at district level all over the country. Stickers, pins, leaflets, banners and T-shirts were all distributed at the seminars and workshops. TB patients were included in many district events, discussing when they recognized their own TB symptoms and how DOTS treatment cured them. The Ministers of Welfare, Health and Social Affairs, and the mayor of North Jakarta all appeared at WTBD events, reflecting the strong focus on advocacy and DOTS promotion.

MYANMAR

The national TB programme organized activities at many different levels. Public lectures were well attended by political figures, government officials and NGOs. The main WTBD event was inaugurated by the Health Minister and attended by a crowd of 400 diplomats, NGO representatives, UN officials and others. Contests were held in schools all over the country, including cartoon drawing, essay writing and painting competitions related to TB. Prizes were distributed for the best entries by the Health Minister, Deputy Minister, and WHO Representative.

NEPAL

As always, Nepal's national TB programme organized one of the biggest WTBD events anywhere in the world. The day started early, with rallies setting off from several DOTS centres throughout Kathmandu and converging on the Birendra International Convention Hall, filling its 1 500 seats. Prime Minister Lokendra Bahadur Chand opened the event followed by several distinguished guest speakers, including two former TB patients who spoke about their personal experiences with the disease.



A new video drama entitled “Naya Jeevan” (“New Life”) premiered at the ceremony and addressed the major themes of this year's WTBD. The video was broadcast on Nepal TV on 26 and 27 March and then distributed to regions and districts in Nepal to be shown later this year. The day-long programme of events also included the release of the latest *Annual Statistical Report on TB* in Nepal, and an awards ceremony to honour individuals at the forefront of the fight against TB in Nepal.

Outside of Kathmandu, several districts around the country hosted their own events, including rallies and distribution of leaflets. In some districts TB patients received gifts of fruit, in others, traditional music competitions were held for the best song about TB. TB quizzes, public lectures and workshops were organized in schools and colleges. All these district efforts contributed substantially to putting TB in the national spotlight.



FOCUS ON: INDIA



World TB Day events in India were organized with enthusiasm and commitment at national, regional and local levels. Nationally there were messages from the Prime Minister, Secretary of Health and Director-General of Health Services. Information about DOTS was published in several leading national newspapers and state-level activities received extensive newspaper coverage. In conjunction with the Cricket World Cup tournament, video spots with TB messages featuring two top Indian cricketers, Rahul Dravid and Zaheer Khan,

were broadcast on national and regional television during the semifinal and final matches (see “Hit TB for a 6!” campaign, p. 7).

The Massive Effort Campaign, a Swiss-based NGO, collaborated with several local NGOs to produce a “TB report card” on the status of TB control in all 35 states and union territories of India. Some 20 000 copies of the report card were mailed to politicians and key decision-makers at national and state levels. In addition, a “b-roll” of video footage on TB in India was packaged and disseminated to all state and national television stations. Action packs were sent out to district offices to help guide them with activities, encouraging the inclusion of cured TB patients and NGOs in the day’s events.

Regional/Local

In Jabalpur, Madhya Pradesh, an FAQ booklet was produced to educate communities about TB. In Punjab, a similar publication called “TB FAQs in Hindi” was produced, distributed by volunteers and sent out by post. A World TB Day countdown alert was also used to get the media’s attention. In Patna, Bihar, TB patients shared their stories in public meetings and large public rallies. In Rajasthan, there were public lectures in various villages along with speeches by cured TB patients detailing the illness and how they were cured using the DOTS treatment plan.

In Calcutta, a special play with strong TB messages entitled Chetana was performed on WTBD and later toured several villages. Large rallies were staged in West Bengal and Maharashtra by schoolchildren, health workers and doctors. In Assam, the Rainforest Action Group organized a large procession with the participation of hundreds of schoolchildren, medical personnel and NGOs. A public meeting was also held with government officials and medical college professors discussing



DOTS promotion in their communities. New Delhi had several WTBD events, including a drawing and painting competition, publication of messages by the Chief Minister and Health Minister in leading newspapers, and public meetings and rallies.

In Tamil Nadu, there was a wide array of WTBD events with TB patients. The District Collector provided a dose of TB drugs to a patient at a local treatment centre, patients shared their stories about TB and the effectiveness of DOTS in public forums, and an awards ceremony was organized to recognize the outstanding performance of selected medical officers and reward their commitment to TB control. Kerala had a host of WTBD activities, including an awards ceremony, rally and painting exhibition by schoolchildren. Cured TB patients shared

their experiences in public discussions in an effort to reduce stigma and increase awareness. Cured patients formed a self-help group called "Mukthi" to help build a patient support base and forum for discussion. The WTBD activities gained wide coverage by television, radio and newspapers.

Gujarat had a similarly active and successful World TB Day with patients featured in several events. TB patients and doctors displayed the healing power of DOTS in a friendly cricket match won by the patients. In several districts DOTS leaflets and brochures were handed out and banners were displayed in prominent locations. A puppet show about TB was performed in several villages and proved immensely popular, and playing cards were made with the DOTS theme.



WESTERN PACIFIC REGION



CAMBODIA



Cambodia's main WTBD event was organized by the National Centre for Tuberculosis and Leprosy Control in association with the Health Department of the Phnom Penh Municipality. A large procession passed through central Phnom Penh with several government officials present. T-shirts with TB slogans were handed out to patients, as well as taxi and cycle rickshaw drivers in order to promote and increase exposure for World TB Day. Former TB patients spoke at the opening event, sharing their experiences of TB and specially invited guests released balloons with TB messages attached. As part of the media campaign, national TV spots were reserved for coverage of WTBD activities that included parades by schoolchildren and health workers and many other community-based events.

CHINA

A grand opening ceremony for World TB Day was held in Beijing. It consisted of several public performances, consultations and speeches incorporating the TB theme.



Several high-level government figures attended, including officials from the Beijing People's Government, Ministry of Health, CDC, and WHO. The *China Daily*, *Health* (a professional health newspaper), *Beijing Youth Daily* and several other newspapers covered the event. A famous actor appeared in a series of public interest advertisements aired on China Central TV. These were shown again on local channels.

As case detection rates are still fairly low in China, there was a pledge to focus on training for TB staff and other TB workers in hospitals in 2003–2004 with hopes of improving health education and administrative efficiency.

COOK ISLANDS

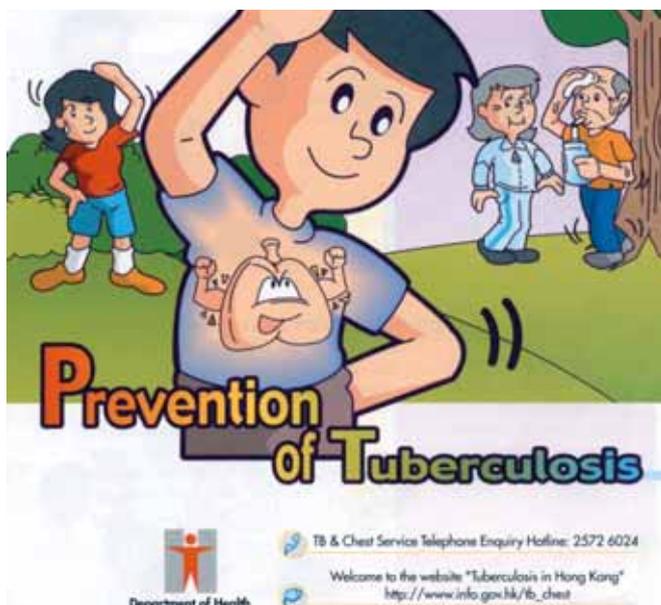
The Cook Islands focused on media awareness, with a radio discussion on DOTS and peak-hour advertising spots during the week of WTBD. All daily newspapers covered World TB Day and information brochures were distributed to a community health clinic, hospital, maternal health clinics all over the island and several school libraries.



FIJI

As part of a TB control awareness campaign in Fiji, pamphlets and posters were distributed on WTBD. The media covered the events with television time, newspaper articles and radio programmes. The new Minister of Health also delivered a message on TB awareness that was widely reported in the media.

HONG KONG SAR



Good collaboration between the government, the Hong Kong Tuberculosis, Chest and Heart Diseases Association and the Hospital Authority allowed for a successful World TB Day in Hong Kong SAR. Some of the events included a drama competition, TB exhibition and lectures with health care workers and medical professionals.

JAPAN

Japan's Anti-TB Association (JATA) held the 54th National Tuberculosis Convention in Miyagi Prefecture on 25–26 March 2003 in the presence of Her Imperial Highness Princess Akishino, Patroness of JATA. Several speakers emphasized the importance of strengthening and expanding DOTS in Japan as well as the need to cooperate on an international level. A media release was sent out, WTBD posters were put on display, and patient stories exhibited at the convention. JATA also organized a Fukujyuji Seal (Double-Barred Cross Seal) exhibition at the museum in Mejiro, Tokyo from 21 to 30 March to celebrate the 50th anniversary of the Seal.

MALAYSIA



The opening ceremony for WTBD in Malaysia was held in the State of Penang with the participation of the Health Minister and approximately 1 000 people. Several acts were performed (a chorus, comedian, professional dance group) and prizes were



given to patients who had successfully completed DOTS. Health centres that had reached high detection and cure rates were also congratulated. Most events were at a national level, involving the Secretary General of Health, State Health Directors, chest physicians and NGOs. Newspaper, radio and TV reporters provided good coverage of the events. A lecture was given to medical staff from around the region and experts went to meet prisoners and drug-takers at rehabilitation centres to discuss TB and HIV. Patients were also included in the day's events, with the Health Minister of Malaysia giving a patient his final dose of DOTS medication at a national conference. The sale of TB car stickers helped spread awareness and raise funds.

were interviewed in local and national newspapers. A marathon run was also held for cured and current TB patients along with other sporting events under the banner "Healthy, Clean Air – Against TB". A research conference was also held with reports and lectures on TB prevention.

MONGOLIA

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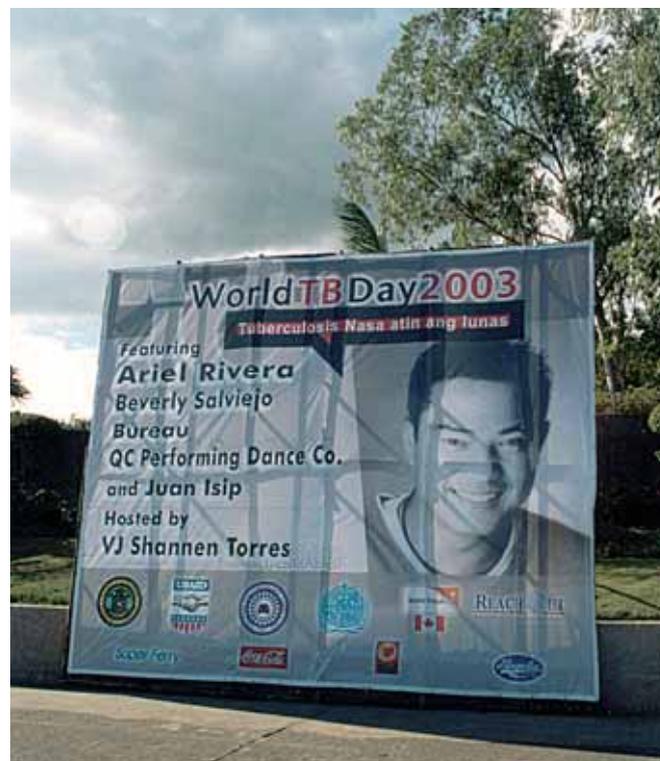
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III сарын 24

Дэлхий нийтээрээ Сүрьеэтэй Тэмцэх Өдөр

Thanks to good collaboration on national and local levels between the Department of TB, National Centre for Communicable Diseases, Ministry of Health, district and provincial governors, and health centres, World TB Day in Mongolia was very successful and reached some one million people. TB patients distributed advocacy materials (including leaflets and posters), participated in radio conferences, and

PHILIPPINES



A "tuberculosis summit" and a huge concert in Rizal Park, Manila, capped a month of activities in the Philippines to celebrate World TB Day. With a focus on the theme "Dots cured me – it will cure you too!" the Philippine Coalition Against



Tuberculosis (PhilCAT), Department of Health and World Vision collaborated in a WTBD programme that put cured patients in the spotlight as advocates for TB awareness. The summit, which was funded by the TB Initiatives for the Private Sector (TIPS) project, was attended by the Secretary of the Department of Health, Dr Manuel Dayrit, as well as other DoH officials, education sector ministers and representatives of medical societies and other stakeholders.

On stage at a massive open-air concert were local and international singers/artists, all giving their time to help end the stigma of TB. TV networks around the country covered the concert on prime time news shows and the Reach-Out Foundation published a comic book with stories about people with TB. A special video of interviews with 10 cured TB patients was also produced for the concert. On a local basis, groups and committees issued WTBD advocacy kits, including brochures, calendars and posters. There were also incentive gifts to health workers, treatment partners and former patients, and a new TB clinic was opened at a prison.

PAPUA NEW GUINEA

In Papua New Guinea, several local events were scattered around the country. A local clinic hosted an open-door demonstration of microscopy to bring some exposure to the public and help overcome stigma. Local radio and television stations covered the event. Rallies, speeches, and radio talks were also held nationwide with good media coverage.

Distinguished Ms. Bruntland:

I took great interest in reading the International Herald Tribune article dated March 25, 2003 on promoting the global campaign to combat TB.

I wholeheartedly share the appeal to pull together all forces and resources in order to get this problem solved because I am well aware of the unsafe epidemiological situation that prevails in the world. The situation in Russia is grave enough and is showing appalling signs.

In the current economic situation Russia cannot cope on its own with this dangerous epidemic. Mindful of the serious nature of the issue of rendering the assistance that Russia needs to be able to step up efforts against this terrible disease, in 2000, together with Hans-Dietrich Genscher, I signed an Appeal to the Citizens of FRG, containing a request to assist in the implementation of a target program.

I attribute great significance to the initiatives taken by the world public in order to create the Global Fund to Fight AIDS, TB and Malaria and to the role played by individuals, prominent political figures and world leaders in protecting people's health.

At present, using the modest resources of the Gorbachev Foundation, I am trying to give some support to the state structures so as to enable them to fight socially conditioned diseases that threaten mankind as a whole."

letter to Gro Harlem Bruntland from former USSR President Mikhail Gorbachev

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ACTIVITIES

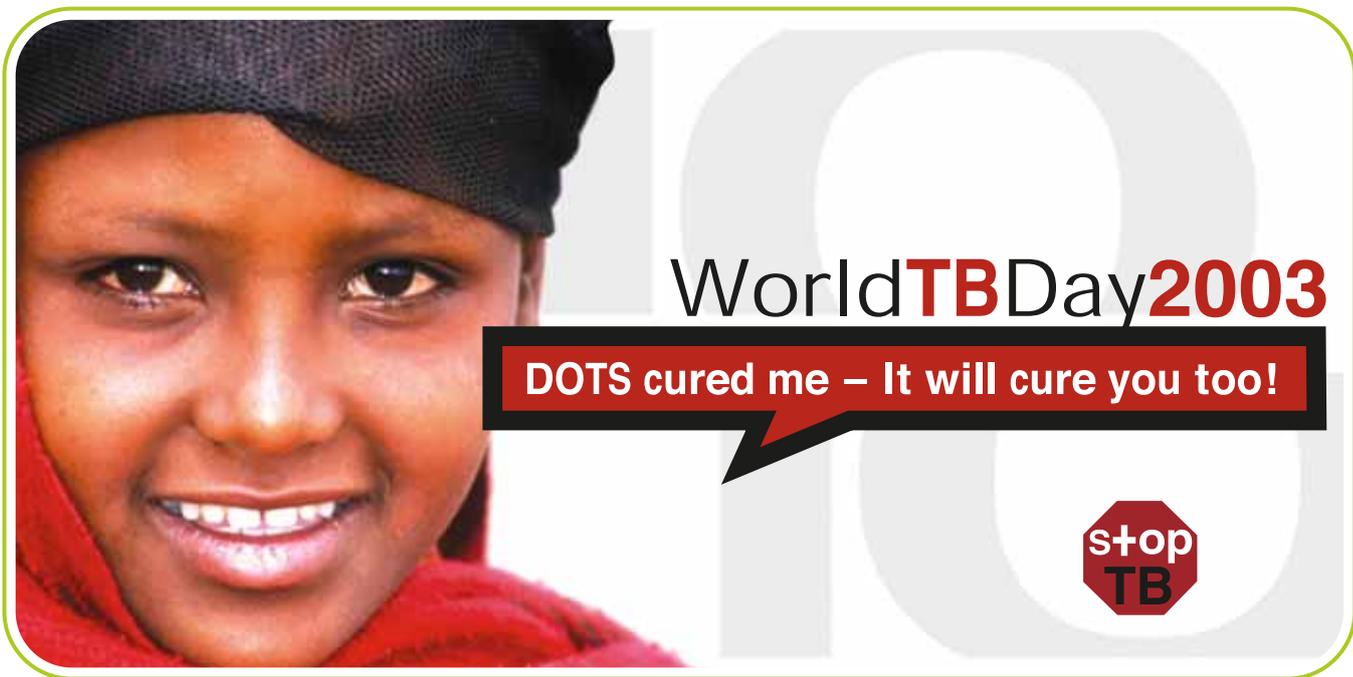
- G – global (cricket)
- N – national
- R – regional
- L – local

COUNTRIES

	Year-round campaign	Extended campaign (e.g. one week or month)	Collaborative, multisectoral advocacy planning	Press conferences	Press releases, media advisories	TV & radio programmes	Videos & films	Newspaper articles	Medical journal articles	Internet	Advertising – roadside or transit	Advertising – media	Posters, brochures, leaflets	Products (pens, caps, t-shirts, stickers, etc.)	Public lectures	Education for health sector	Education for prisoners
Afghanistan														N			
Argentina						U			U	U						U	
Armenia						N											
Azerbaijan					N,L					N			N			N,L	
Bangladesh						N		N					L		L	N	
Cambodia						N								N			
Canada	N				N	N		N					N				
China	N	N			N	N	N,R	N		N			L			N,L	
Colombia																N	
Cook Islands						N		N					N				
Czech Republic				N	U	N		N									
Ethiopia				N	N	N	N						N	N			
Fiji					N	N		N					N				
Gambia						U	U										
Georgia			N		N	N							N	N			N
Ghana		N			N	N		N					N		N		
Hong Kong SAR	R				R	R		R		N			R	R			R
India	N,R,L	N,L	N,R,L	N,R,L	N,R,L	N,L	L	N,R,L		N	L	L	R,L	L	N,L		
Indonesia	U				U	U		U					N,R,L	N,R,L			
Japan					N								U				
Jordan	L																R
Kosovo						N											
Latvia					N	N,R,L		N,L	N	N			N				
Lithuania						L		L					L				
Madagascar	L					N,L		N,L					L		L		
Malawi			N		N	N		N					N,R,L	N,R,L	R,L		
Malaysia	L		N		N,R	N,R		N,R					N	N		L	L
Mexico																	
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Mozambique													U				
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Nepal								U					L		L		
Netherlands						N						N					
Nigeria	L		R,N			N		U							L		L
Norway																	
Oman					R			R					R,L		R		
Pakistan	L									N			L				
Papua New Guinea						L									L		
Philippines		N			N	N		N					N	N			
Poland								L								L	
Romania				N									L	L			L
Russian Federation			N			N	N,L			N			R,L	L			
Senegal	N			N,R	N,R	N,R		N,R						N,R			
South Africa	N		N	N	N	G,N,L	N,R	N,L				N	N,L	N			
Spain																	R
Tajikistan						L							L	L			
Uganda																	
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United Republic of Tanzania			U		U	U							U		U	U	
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Education for government	TB conferences, meetings & workshops	Food & clothing drives	New TB clinics opened	Recognition for TB health workers, researchers	TB screening & consultation	Former TB patient testimonials	School & university events	Public rallies & parades	Plays, puppet shows, street theatre	TB poster competitions	Concert-style entertainment	Photo/art exhibitions	Sporting events, fun walks, marathons	Bazaars, markets, exhibitions	High-level or well-known guest speakers	Benefit concert	TB-related exhibition	Reports released	Book published
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World **TB** Day **2003**

DOTS cured me – It will cure you too!





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