

EVERY YEAR  
9 MILLION PEOPLE  
GET SICK WITH TB.

3 MILLION DON'T GET  
THE CARE THEY NEED.  
HELP US TO REACH THEM.

A large, stylized logo consisting of the letters 'T' and 'B' in a red, hand-drawn, textured font. The 'T' is on the left and the 'B' is on the right, both rendered with a grainy, brush-like appearance.

REACH THE  
**3 MILLION.**

FIND. TREAT. CURE TB.

**WORLD TB DAY 2015**

Stop  Partnership



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## THE 'MISSED' THREE MILLION

**TB is curable, but our current efforts to find, treat and cure everyone who gets ill with the disease are not sufficient.**

Of the nine million people a year who get sick with TB, a third of them do not get the TB services that they deserve. Many of these three million people live in the world's poorest, most vulnerable communities and include groups such as migrants, miners, drug users and sex workers.

We believe that no one should be left behind in the fight against TB. This World TB Day, we call for a global effort to find, treat and cure the three million and accelerate progress towards zero TB deaths, infections, suffering and stigma.

To reach the three million we need to aggressively scale up TB programmes and ensure access and coverage for all, especially for the most vulnerable groups and in areas most heavily affected by the diseases — the TB 'hotspots'.

We must invest in basic research and research and development for new tools—diagnostics, drugs and vaccines—in order to reach people faster, treat them more quickly and ultimately prevent them from becoming ill with TB.

If we are successful we can ensure that we meet the Millennium Development Goals and start to talk realistically about eliminating TB as a public health problem in the next two decades.

### 2015 Campaign

People all over the world, from TB programme managers to frontline health care providers will make a call to Reach the three million and ensure that everyone suffering from TB has access to adequate TB care, including diagnosis, treatment and cure.

The theme is designed to inspire a campaign on two fronts, acting as rallying call for global advocates, while offering national TB programmes, community groups and individuals the opportunity to show how they will contribute to this global goal.

*These are messages we suggest you disseminate for World TB Day. Considering your country's situation and challenges, you may wish to focus on some and not others.*



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## What is ACSM?

Advocacy, communications and social mobilization (ACSM) approaches developed by the Stop TB Partnership can help you plan the most successful World TB Day possible.

**Advocacy:** Advocacy (at country level) seeks to ensure that national governments remain strongly committed to implementing TB control policies.

**Communication:** Behaviour-change communication aims to change knowledge, attitudes and practices among various groups of people.

**Social mobilization:** Social mobilization brings together community members and other stakeholders to strengthen community participation for sustainability and self reliance.

**ACSM has been used successfully for many years to address four key challenges:**

- improving case detection and treatment adherence;
- combating stigma and discrimination;
- empowering people affected by TB;
- mobilizing political commitment and resources for TB.

**Common goal:** Implement ACSM activities to bring global and local attention to TB and mobilize action to get TB treatment to every person who needs it.

**ACSM activities on World TB Day can help you:**

- highlight achievements of your programme;
- obtain additional political commitment and funding;
- mobilize new partners to address TB in their work;
- increase the demand for TB services (diagnosis and treatment);
- attract media attention (television, radio, newspaper) to increase understanding of TB in the general public, and increase commitment from local leaders and politicians to support TB control activities.

## Organize your planning efforts

**Form a WORLD TB DAY planning committee consisting of people from:**

- national, regional TB programmes
- NGOs
- medical associations
- student/religious/women's groups
- media
- networks of people affected by TB
- politicians
- HIV/AIDS organizations and programmes
- target audiences for your World TB Day activities
- any other group that you want to get newly involved.

**The planning committee should:**

- set realistic objectives for World TB Day based on time and resources (such as how many people to target through what kind of event);
- develop interesting and relevant ACSM activities and events for World TB Day;
- consider mobilizing external resources by involving industry and businesses;
- determine what different committee members can contribute and assign tasks and responsibilities accordingly;
- set concrete deadlines for accomplishing various tasks;
- make provisions to assess the impact of your efforts.

**TIP:** Draw up a table to show the roles and responsibilities assigned; then ensure that all the people involved in the activity have access to it and agrees to their respective assignments.



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‘  
People all over the  
world, from the  
youngest to the oldest  
will make the call,  
reach the three million.’

## Collect information

### Build a case for stronger action to stop TB

Before planning ACSM activities for World TB Day you should assess local needs and identify the challenge that has to be addressed for effective TB control (further information on needs assessment can be found in Advocacy, communication and social mobilization: a handbook for country programmes) [http://www.stoptb.org/assets/documents/resources/publications/acsm/ACSM\\_Handbook.pdf](http://www.stoptb.org/assets/documents/resources/publications/acsm/ACSM_Handbook.pdf). This important step will help shape the type of ACSM event for World TB Day by enabling planners to focus on the types of information that must be gathered; the types of populations they want to focus on; the key behaviour they would like to affect; and how best to promote change.

### Types of information you should have for your specific country/region/community:

- TB incidence and prevalence
- TB deaths
- TB in the general population, in subgroups
- DOTS coverage/acceptance
- TB/HIV, MDR TB
- Economic impact
- Your country's national budget for TB
- Social costs – what are the costs of TB on families, communities and your country.

### Depending on the activity, use TB-related information to demonstrate:

- how severe the situation is, or how the trends have worsened or improved;
- who is being affected most;
- how the use of DOTS in TB control has led to a betterment;
- why TB control makes economic sense;
- what has been done elsewhere;
- what the consequences of inaction are;
- why policy-makers and partners who are making a difference deserve credit.

**Information sources:** To obtain the latest TB-related information, you can contact WHO's Stop TB Department or the Stop TB Partnership, your NTP or another national authority that has the technical cooperation of WHO and NGOs dealing with TB.



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## Develop locally tailored key messages

Using the data you have gathered – and taking into account the global key messages for World TB Day – develop key messages tailored to your community/country. Also start collecting stories and photos that bring the messages to life and are suitable for the target audiences you have in mind. The messages and stories should support successes, identify gaps and set out the next steps in your TB programme and should be a call for action.

*\*TB messages should be consistent and relevant across all channels and activities. The more they reinforce each other across channels, the better the result will be. This does not mean creating only one message for everything. It means identifying key points that each one should convey, no matter how it is communicated.\**

### Messages must be:

- relevant to the various groups they target;
- accurate and clear;
- simple, with very few scientific terms.

In planning your World TB Day activities, it will be useful to develop your own targeted messages – sticking to the main global messages, but supporting each point with data and other information that is relevant to your target audience.

**In planning your World TB Day activities, it will be useful to develop your own targeted messages.**

### For example:

- We are making progress – find data that supports this progress and collect success stories showing what is being done locally;
- Everyone can do something to stop TB – document what people in your community/country are doing to stop TB;
- TB remains a global public health problem – state the extent and effects of the problem in your area and also describe what can be done and who needs to do it;
- Economic impact – document the impact of TB on individuals, on economies by showing local data, or local examples.



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## Mobilize partners for action with World TB Day activities and events

Develop ideas for activities and events that will generate news, provide people with important and interesting information, raise their awareness and prompt action.

**TIP:** Approach local businesses and industries with an outline of activities and events for World TB Day and ask for their involvement and support. Explain to them how their participation is for a good cause and in their own interests, and can increase their visibility in the community.

- **Information and education events:** discussion forums, seminars and courses;
- **Awareness-raising and “infotainment” (information + entertainment) events:** parades, competition, concerts and street events work well;
- **Events targeting the media:** Press conferences with politicians and leaders, or an event to mark the opening of a new TB centre can be good opportunities for marking World TB Day.

**TIP:** Be innovative and creative. For example, a pop concert or a launch in a shopping centre, an urban basketball or football field can get a lot of media attention. Remember, this is a perfect opportunity to raise attention among many people at one time and mobilize action.

**Make sure the event you decide on meets the following three criteria:**

- attracts members of the target population;
- clearly communicates key messages;
- is considered newsworthy by the media (planners need to decide which media outlet to target in the planning process).

**You can get some ideas from consulting the country-level events held on World TB Day 2015.**



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## Planning media events

In this section you will find useful tips for planning and executing a media event. Be aware, however, that in general, a media event is most likely to be successful if handled by a communications professional.

For individualized advice on planning and executing a World TB Day media event, you are invited to contact Ms Young-Ae Chu, country-level ACSM focal point at the Stop TB Partnership Secretariat, at [chuy@who.int](mailto:chuy@who.int).

**In this section you will find useful tips for planning and executing a media event.**

### Prepare speeches, fact sheets, videos

Use the design elements provided to you in this e-toolkit to prepare slides, flip charts, and other visual materials with statistics and key messages. Prepare videos, fact sheets, posters and press release for the media, partners, and the public. Logos, slogans and other graphic representations can help unite different ACSM activities. Try to use the visual identity provided in this e-toolkit in all your World TB Day material. Examples of materials required for different activities can be found in the ACSM handbook (referenced above).

### When producing materials, remember to:

- keep your target audience in mind;
- tailor content to your audience. Provide them with information relevant to them (e.g. for women's groups: TB causes more deaths among women than all causes of maternal mortality combined");
- if possible, pre-test your materials. This can be done through focus groups, interviews or surveys.



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## Organize a press event

- Establish a contact list of local/regional/national media interested in health and development issues;
- Organize a venue for the press conference. An event at a community centre engaging in a new TB initiative or a new TB clinic can be news in itself and attract media attention;
- Prepare a media advisory indicating the time, place and details of who will be present at the press conference;
- Send the media information about planned events;
- Send the media prepared statistics, fact sheets, videos, media advisory, and slides well in advance. That way, journalists have time to review the materials, raise questions and position the story within their organizations;
- Invite politicians, NGOs and celebrities to the press conference;
- On World TB Day (or the day of the press event) send out a press release with a new angle on the TB situation;
- Try to place an op-ed by local leaders during March.

### Links to last year's WHO press release:

[http://www.who.int/mediacentre/news/releases/2013/tuberculosis\\_threat\\_20130318/en/index.html](http://www.who.int/mediacentre/news/releases/2013/tuberculosis_threat_20130318/en/index.html)

Let us know at the Stop TB Partnership Secretariat about your planned events and activities for World TB Day. You can upload this information on the World TB Day Blog: <http://www.worldtbdays.org>

### Sample task chart for planning committee

Task	Contact person	Status	Deadline
Identify partners			
Collect information			
Establish media contact			
Contact sponsors			
List of activities/events			
Prepare materials			
Prepare press release			



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## After World TB Day

### Monitoring and evaluating ACSM activities

Before ACSM activities begin, create monitoring mechanisms to receive feedback on the interventions, identify any problems early, and if possible, make mid-course corrections. Some questions that can be used to monitor progress include:

- How many people participated in the planned activity?
- What were the responses to the activity?
- How many news stories appeared as a result of this activity?
- How were activities managed? Were work plans successful?
- Have the knowledge, attitudes, awareness or opinions regarding TB changed in the intended group?

**Sources of information include:** inventory of materials, distribution lists, activity report, television and radio logs, news-clippings, staff surveys and news and information searches.

### Evaluation

Evaluation of ACSM activities is needed not only to improve future efforts, but also to demonstrate to funders and partners the effectiveness of activities. Some of these goals will be difficult to measure just on one day. Consider planning a WORLD TB DAY month to really see the results of a targeted campaign.

#### To conduct an evaluation, you must:

- set evaluation goals and objectives (consider the objective of your ACSM activity, and the change that was expected to occur);
- determine suggested indicators to measure whether objectives have been achieved (number of individuals with correct knowledge about TB, length of patient delay, proportion of TB patients with high-TB-related stigma, increased budget allocations);
- develop evaluation plan (determine the questions that need to be asked, how the information will be collected, what resources will be needed);
- select monitoring and evaluation method (Qualitative or quantitative).

**\*\* Document and share lessons learnt from your activities to a wide range of people and organizations in order to receive input for future activities.**

**Useful ACSM tools and resources:** <http://www.stoptb.org/countries/acsm/resources/tools.asp>