

Action for Mobilization in TB Control

Islam MA, Zabeen AP, Alam MS

**BRAC Health Programme
75 Mohakhali, Dhaka -1212, Bangladesh**

Phone: (88-02)-9881265;

Fax : 88-02 8823542; 880-2-8823614

Email: rifat.m @brac.net

Introduction and Objectives

- Advocacy, communication and social mobilization (ACSM) activities are intensified in BRAC TB programme since 2003

Objectives

- Enhance TB knowledge and awareness among community
- To increase early case detection and achieve better treatment outcome

BRAC TB Control Programme Strategy

- **Female community Health volunteer (Shasthya Shebikas) identify and refer TB suspects**
- **Sputum examined at government/BRAC laboratories**
- **Treatment initiated under the guidance of medical doctors as per NTP guidelines**
- **Shasthya Shebika ensures daily intake of medicine (DOT)**
- **In certain cases self administered treatment given with support of family members**

Advocacy Communication and Social Mobilization

- **Empowering stakeholders and involve them**
- **Awareness raising and demand creation**
Social communication and media campaign
- **Advocacy**
Interaction with policy makers, professionals, media personnel, implementers, civil society representatives

Empowering stakeholders and involve them

- Cured TB patients
- Village doctors & pharmacy holders
- Private medical practitioners
- Local opinion and religious leaders
- Local government representatives
- Micro-credit members
- School students
- Girls guide and scouts
- Other NGO workers



Awareness raising and demand creation : Media campaign and communication activities

- Popular theater, folk songs
- TV and Radio Spots airing
- Features and articles in newspapers
- Poster, leaflet, sticker, tin sign, Billboard
- Message dissemination through local cable TV network



Advocacy Communication and Social Mobilization: Generating policy support

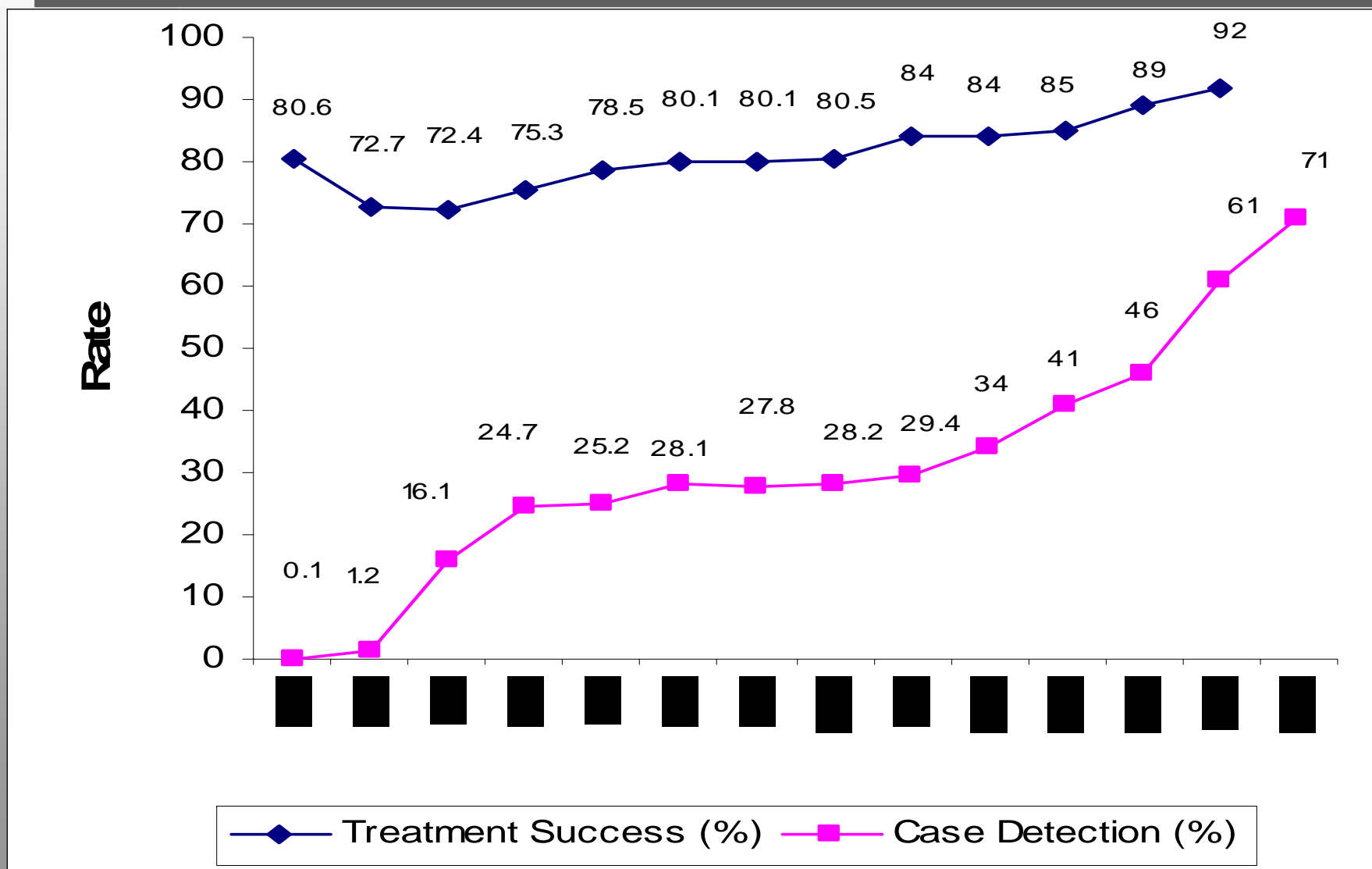
- Round table meetings with press and talk shows
- Divisional advocacy workshops and conferences, world TB day
- District and sub district DOTS committee meetings
- District committee meeting, workshops and annual conferences
- Newspaper and TV reporting



ACS Activities in 2006

Activities	Number of sessions /events
Village doctors orientation	644
Religious leaders orientation	188
Opinion leaders orientation	866
Girl-guides and scouts orientation	47
Cured TB patients orientation	1137
Community drama performed	112
Round table meetings	43
Newspaper articles Published	148

Case Detection and Treatment Success Rate



Conclusion

ACSM activities empowered people affected with TB to change attitude and behavior for increasing early access to services



THANK YOU