

Million Youth March World TB Day March 11, 2009 Press Conference and Preparation

Prepared for
WHO EMRO, Cairo

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Islamabad, Pakistan



Ministry of Health
Government of Pakistan



Activities to Commemorate World TB Day 2009

BACKGROUND: Every year National TB Control Programme (NTP) designs and implements a number of activities to commemorate World TB Day on March 24. In line with WHO/EMR office, this year NTP has proposed to implement a special campaign for March 11th 2009 and the week of March 24th 2009. The “One Voice” campaign will focus on branding and increased demand creation for TB information, products and services throughout Pakistan.

ACTIVITIES ORGANIZED BY NTP:

Development of Concept Note: A concept note was developed by NTP for the implementation of March 11 activities in Pakistan. The concept note is given as follows:

The Original Idea: In order to represent One Million TB patients in the region, one million people (school children) will walk on World TB Day to STOP TB. A one million walk is to show the alarming size of the TB problem in the region and to show the solidarity and support to TB patients in the region.

Pakistan’s Scenario: Keeping in view the current law and order situation in Pakistan, organizing walks with school children may not be feasible. In order to avoid any unfortunate incidence NTP suggests to organize activities within the premises of schools and/or safe places where security of children can be ensured.

Our Objective: The idea is to involve 500,000 children from Pakistan in one day (March 11, 2009) to show solidarity and support to the TB patients. This can be done by involving 500,000 children in different activities within their respective institutes.

Methodology:

NTP will coordinate at three levels for the implementation of the idea, i.e. with:

- Ministry of Health
- Ministry of Education
- Private Sector (GF & Non-GF Partners)

The activities are being proposed to be organized at three levels:

1. District
2. Provincial
3. Federal

Proposed Activities:

- Schools Assemblies: In all educational institutes children daily get together in assembly grounds. This opportunity can be availed by disseminating message from Prime Minister by the principals/doctors all over Pakistan on March 11, 2009. The principals/doctors can provide useful information to children on TB and can administer a pledge to

children that they will spread the public health message on TB among the community.

- At Federal Level: on March 11th, a grand event can be organized at Convention Center/Sports Complex where students from different schools of Islamabad and Rawalpindi can be invited. The activities at convention center/sports complex can be:
 - Stalls of IEC material by different stakeholders
 - Stage Drama by Students
 - Poster Competition / or a national poster and story competition can be organize and the winners can be invited to receive their prize/certificate
 - Launch of Story Book on TB

Minister/PM can be invited as chief guest.

- At Provincial & District Levels:
 - One focal person will be selected from each province who will coordinate at provincial as well as district level. These focal persons can be ACSM coordinators at provincial TB Control programs.
 - Each focal person in coordination with Provincial Program Manager will coordinate with the education departments.
 - Number of students from each province and capital will be equally divided. However, more children will be selected at provincial levels as compared to the districts.
 - At district level, district Nazims and at Provincial levels Provincial Health Departments will be involved.
 - One Campaign – in order to harmonize the campaign at all levels one theme/slogan will be used
 - Proposed Activities:
 - Awareness Seminars in educational institutes in which EDOs/Nazims can be invited as chief guests.
 - Small fun fairs can be organized in which students can be provided information as well as can have fun in form of puppet shows, sports activities etc.
 - Stage dramas by students can be arranged in which parents can also be invited to encourage children. These students participating in the drama can also be titled as

- advocates for TB to motivate them to disseminate information on TB in community as well.
- Story/poster/essay Competition among children. The best essay writer can be given cash prize/gift. The best stories can be compiled in the form of a booklet and that story book can be launched on World TB Day
 - Puppet shows is another idea that can be used to disseminate information among children
 - Doctors can be invited to share information
 - Branding of educational institutes will be done by placing banners, standees etc. IEC material, caps, t-shirts and badges will be distributed among the children.
 - Refreshments for children will also be provided
 - Live coverage of these events at local radio channels can also be done

A similar activity plan can be developed and implemented at all districts in collaboration with our partners and stakeholders

Important: In order to successfully implement the idea, it is important to organize a one day planning/consultation meeting with the partners to finalize the plan, followed by collective/individual meetings with other stakeholders.

Funding: In addition to our own funds, efforts will be made to get funding from pharmaceutical companies and other sources.

Consultative Meeting with Public & Private Sector Partners: In order to develop a national plan to implement special activities on March 11th, 2009 a consultative meeting with partners including Bridge, ACD, HIS, Aga Khan Foundation, ASD, BDN, Frontier TB Consortium, The Asia Foundation, Punjab TB Consortium, PATA and Provincial TB Control Programs was organized. The meeting took place on January 12, 2009. The salient features of the meeting are described in subsequent paragraphs:

Welcome Remarks by Dr. Noor Ahmad Baloch, Program Manager, NTP: Dr. Noor Ahmad Baloch, National Program Manager, National TB Control Program welcomed the participants and thanked them for taking out their time for the meeting. He shared the idea of organizing one million youth march floated by EMRO. He said that keeping in view the current law and order situation in Pakistan it will be difficult in many areas to organize walks with students; however he said that special activities may be designed to engage 500,000 students in stop TB activities in all over Pakistan.

Objectives of the Meeting: Dr. Muhammad Tariq, Technical Advisor, NTP, while sharing the objectives of the meeting said today's meeting will help us in designing a national plan for March 11, 2009. He further said that the purpose of March 11 activities will help us achieving our objective of having one message – one voice –one campaign throughout Pakistan.

Presentation on Work Plans & Group Work: The individual work plans were shared by NTP and other partners. It was then decided to divide partners in three groups to work on:

1. Strategies of Engagement (coordination with schools/colleges, designing activities, reporting and documentation plan for activities)
2. Development of unified messages
3. Development of IEC Material

All the program managers worked on the strategies of engagement and the other participants worked on developing messages and IEC/Promotional material for March 11th and week of March 24th, 2009. The decisions taken during the meeting are as follows:

- Strategies for the implementation of activities on March 11, 2009:
 - Coordination meetings with educational departments
 - Get letters from educational departments and send them to EDOs
 - Sensitizing/training District TB Coordinators follow by Individual meeting of District TB Coordinators with EDOs
 - Sociologists/ACS coordinators to work as focal persons
 - Meeting with pharmaceutical companies at federal level for funding
- Activities for March 11, 2009:
 - Advocacy meetings with school/college/university teachers
 - Messages on TB by sensitized teachers in morning school assemblies
 - National Essay & Poster Competitions at national level
 - Youth Walks in selected areas
 - National Level Event at Federal Level in which Prime Minister/Minister will be invited
 - Sports Events at District Level
 - Dissemination of special Information as well as promotional material including school bags, caps, t-shirts, key chains etc, among the students.
 - Media campaign
 - Special press ads will be developed and published two days before March 11 in order to inform, mobilize and motivate youth/children to take part in the activities
 - Special newspaper supplement will be published
 - Talk show will be organized one day before in which health minister will be invited
 - TV & radio commercials will also be the part of March 11 activities
- Reporting & Monitoring:
 - It was decided that NTP will develop and share a standard reporting format that all partners will use
 - All partners will provide pictures and video clips (if possible) along with the report
 - Partners at provincial level will share their activities with provincial TB Control Programs and they will prepare a consolidated report

- In order to ensure that activities were carried out in all the selected schools/colleges a monitoring form will be developed by HIS which will be filled by the teacher/principal of each institute
- Development of Unified Messages:
 - It was decided that partners will develop messages individually and send in to NTP. NTP will then finalize message in consultation with partners
- Development of IEC/Promotional Material: Following material was proposed to be developed for March 11, 2009:
 - School Bags
 - T-Shirts
 - Caps
 - Badges
- Targets for each province: In order to reach the target of 500,000 children, the number of children/youth were divided among them as follows:
 - Punjab 250,000
 - Sindh 100,000
 - NWFP 75,000
 - Balochistan 50,000
 - FATA,FANA,AJK 20,000
 - Federal Level 5,000

Press Conference with Health Minister:

The National TB Control Program organized a press conference of Health Minister on Jan. 15, 2009. The objective of the press conference was to share the activities of March 11, 2009 and the week campaign of March 24, 2009 with the media.

The main highlights of the Minister's remarks on press conference are as follows:

1. In the year 1999, WHO declared TB as a threatening disease for mankind throughout the world. In this regard Ministry of Health initiated the National TB Control Program to curb down the spread of TB through enhancing public and private sector health facilities. Government of Pakistan declared TB a National Emergency in 2001, and since then treated more than 800,000 TB cases in the country.
2. World TB Day provides the opportunity to show commitment for the eradication of the disease. He further said that every year National TB Control Programme holds number of activities to commemorate World TB Day on March 24.
3. This year NTP in line with WHO/EMR office, has proposed to implement a special campaign for March 11th 2009 and the week of March 24th 2009 (23

March -26 March). The “One Voice” campaign will focus on branding and increased demand creation for TB information, products and services throughout Pakistan. National TB Control Programme organized a meeting on 12th January 2009 inviting partners from both public and private sectors to make sure both public and private sectors disseminate similar messages on TB, he added.

4. On March 11th :
 - a. more than 500,000 children and youth will be engaged from all over Pakistan in numerous Stop TB activities
 - b. activities will include advocacy meetings with teachers, messages on TB in school assemblies, walks, essays and poster competitions, sports activities at district and provincial levels
 - c. A mega event will be organized on March 11th at Convention Centre, Islamabad where large number of students will be gathered in collaboration with Ministry of Education in order to educate and sensitize them on TB. The winners of poster and essay competitions will be awarded prizes in the event. Posters will also be exhibited and a collection of essays will be compiled in the form of a booklet that will be launched at the same event.
 - d. Special Information as well as promotional material including school bags, caps, t-shirts etc, will be disseminated among the students.
 - e. Media campaign including press ads, supplement, talk shows, TV commercials will also be the part of March 11 activities.
5. During One Week Campaign to commemorate World TB Day 2009, NTP has planned to organize:
 - a. National Advocacy Seminar with key stakeholders
 - b. Print and Electronic Media campaign
 - c. Messages Dissemination through local cable
 - d. Branding of markets and prominent places
 - e. Development and dissemination of IEC material
6. **Way forward** - Though Pakistan has achieved the Outcome Target indicators of Millennium Development Goals, that is Detection of TB at 70% and Successful Treatment of 85% cases. However continuing efforts are needed to decrease number of TB cases in Pakistan. Drug Resistant TB, Enhancing Public Private Partnership and Strengthening of Diagnostic Services are some of the issues that we need to deal with effectively.

Stop TB Million Youth March in Pakistan - Summary

1. Two planning meeting held with public and private sector partners. Targets have been allocated to PTPs and private sector partners to make sure participation of 500,000 young people. Plans have been developed for all geographical areas of Pakistan. PTP managers held meetings with local partners to achieve the committed targets. Series of activities will happen all over Pakistan.
2. A targetted message from Prime Minister for young people will be read in the school assemblies on 11th March. Ministry of Education and Health Education Cell are being mobilized for extended support.
3. National level poster & essay competitions have been announced in the leading newspapers for the young people. Pakistan's <25 years population is 63% of the total population of 164 million. It is anticipated that a large number of young people will be involved. Six grand prizes, shields and certifiactaes will be given to the winning young people.
4. A grand event has been planned. Minister for Health/Chairman Senate is proposed to be the chief guest. Key stakeholders including multilateral and bilateral donors, NGOs, academia, media personnel will participate in this event for young people. Approximately 5000 young people are expected to be present in this event. Cash prizes among the poster and essay competition winners will also be distributed.
5. To achieve maximum impact theme of "One Campaign" (uniform messages) will be delivered throughout Pakistan.
6. NTP has planned to engage media professionals for uniform coverage and reporting of all events across Pakistan (Brazil reporting in mind)
7. Possibilities of engaging scouts and religious leaders are being explored in collaboration with EMRO (Dr. Saffa)
8. Media plans have been developed to esnure a massive print & electronic campaign (day branding, press ads, supplements, TVCs, Radio Spots and Talk shows) for the month of March 2009.
9. NTP has planned to launch "Reviving hope" (pictorials of TB patients) and Annual Report 2009