



Notes from Call: World TB Day – Actions, tools and discussion - February 20th 2020

The purpose of the call was to:

- 1) bring the Stop TB Partnership and key GFAN TB partners together on a call to share information on the resources that are (or will be) available for World TB Day advocacy so GFAN members know how to participate in and/or amplify & support key pieces of work; and
- 2) discuss potential advocacy that could be done in the Global Fund sphere using World TB Day as a hook and to increase conversations around key items.

Stop TB Partnership update on World TB Day activities and tools

Lucica Ditiu (ED of the STBP) expressed appreciation for the increased collaboration with GFAN members and shared that the key objectives for STBP ahead of/for World TB Day is to get as much coverage in the media and social media and as much as possible, “break out” from within the TB and health community to our larger communities in order to bring increased awareness.

The Partnership is doing a few things to increase engagement and reach out to those who can help bring the message “outside”:

- Having country-level conversations with a wide range of actors – the usual such as national TB program managers and TB communities and civil society but also celebrities, country level actors and decision-makers to activate new people for World TB Day (and these calls they expect to do in an on-going way)
- Developing specific tools:
 - o Postcard campaign related to the HLM targets
 - o Social media tools and messaging materials to push out the main theme

In the discussion, participants raised a few issues, including:

- That in some settings having non-virtual/online tools is helpful, so appreciate the postcard style campaign;
- The need to do work on/around World TB Day but to not stop there and to have more concerted advocacy plans for the full year working towards key moments (such as the UN Secretary General's progress against HLM update report expected in September) and need more materials and up-to-date information in an on-going way;
- One of the on-going work pieces needed is "a moment of accountability" in terms of domestic TB spending in high-burden countries; and
- the need to work together around raising funding for national and community level advocates to participate in these kinds of activations.

The World TB Day materials from the Stop TB partnership can all be found [here](#).

Additional and useful documentation to share at any events now or in the future at the national level include the [The TB Stigma Assessment Tool](#) & [The Right to Breathe](#): Human Rights Training for People with and Affected by Tuberculosis.

Discussion on specific World TB Day actions and activities

UK – A speakers tour is being organized and Janika Hauser from RESULTS UK asked that if there is any country-level specific asks that you might have, to let her know of them. Rachael H also from RESULTS UK noted the recent webinars done to influence the data that goes into GF country level discussions and that they will likely be producing some tools (template letters, etc) for reaching to discuss similarly around influencing content of national strategic plans.

The Union – Will be amplifying the STBP campaign and will also be doing some "teasing" around a new upcoming campaign around prevention: as many of you may know this year's [Union conference](#) theme is "Advancing Prevention". Additionally for World TB Day, the Union is launching a "Speakers Bureau" focused on bringing the voices of survivors of TB and other lung diseases to the forefront of discussions and conversations (launch will be in Canada and will also be supporting a Washington D.C. event with about 16 survivors speaking with Congressional leaders).

US – In addition to the above, Peter Sands (ED of the Global Fund) will also be on a panel presentation on World TB Day and is an occasion and opportunity to relay specific GF messaging.

Australia: There will be a campaign on World TB Day centre-ing around a motion in Parliament.

GFAN: proposed two possible options for actions and the one that seemed to resonate most was some templates and messaging tools to support GFAN member and TB allies to reach out to Global Fund Board Leadership and Delegations ahead of World TB Day to make early suggestions about critical inroads needed on TB that should be considered and included in the soon to be launched Global Fund Strategy Development Process. GFAN will share these resources around the 12th of March, so mark your calendars with an hour to make sure you get your letter out before World TB Day!

