

## Tuberculosis Advocacy Toolkit

### Table of Contents

Table of Contents .....	1
I. What Is Advocacy?.....	1
II. The Eight Steps of an Advocacy Campaign with TB as an Example .....	2
A. Select your issue of focus and document the situation surrounding it:.....	2
B. Define your campaign goals: .....	3
C. Survey the lay of the land: .....	3
D. Identify your target audience(s): .....	4
E. Craft your campaign communications: .....	4
F. Tactics and timeline: .....	5
G. Resource management: .....	6
H. Evaluation: .....	6
III. Advocacy activities from successful TB campaigns .....	7
IV. Audiences and Messages .....	8

### I. What Is Advocacy?

Advocacy is making a case in favor of a particular cause using skillful persuasion and strategic action. In other words, advocacy simply means actively supporting a cause, and trying to get others to support it as well. Advocacy involves attempts to influence the political climate, public perceptions, policy decisions and funding allocations to bring about social change (e.g. increasing the TB cure rate in high-burden communities in South Africa). Advocates work not only to promote a defined solution, but also to defeat proposals that they consider as detrimental to their cause.

A comprehensive advocacy campaign will first and foremost influence political support for a cause by educating policy-makers. Because public desires affect political decisions, another important audience for advocacy campaigns is the general public. A campaign aimed at the public can target the general community or specific groups within it. The media is a strategic ally in any advocacy campaign. If well informed, the media can help advocates communicate messages to their audiences in a convincing and timely manner, keeping the chosen cause in the spotlight throughout the campaign.

In public health, advocacy is when the Minister of Health speaks at national, regional or local events about health problems such as tuberculosis (TB). Advocacy is also when technical staff provides valuable information and evidence to institutions and organizations about, for example, the prevalence of TB/HIV co-infection or when information on TB symptoms is distributed through a variety of channels to the general public. Advocacy is the beginning and the end of any successful health initiative, such as one to prevent and control TB.

**The ten basic rules of a successful advocate:**

- Start by assuming the best of others
- Plan for small wins
- Do your homework and document your findings
- Take the high ground
- Be passionate and persistent
- Be willing to compromise
- Be opportunistic and creative
- Don't be intimidated
- Keep a focus on the issues
- Make it local and keep it relevant

Source: TB Advocacy: A Practical Guide, WHO, 1999

## II. The Eight Steps of an Advocacy Campaign with TB as an Example<sup>1</sup>

### ***A. Select your issue of focus and document the situation surrounding it:***

- Determine the issue of focus for the campaign.
- Make sure to learn all there is to learn about it.

*HAVING AS MUCH INFORMATION AS POSSIBLE WILL HELP YOU PLAN YOUR CAMPAIGN AND INCREASE YOUR CHANCES OF SUCCESS.*

**To launch an advocacy campaign on TB prevention and control with an emphasis on expanding DOTS, be sure that the information you gather:**

- Shows the severity of the situation or worsening trends
- Shows improvements in TB control through use of DOTS
- Makes the TB epidemic relevant to important constituencies
- Documents current spending on the disease
- Shows that TB control makes economic sense
- Demonstrates that DOTS is a strategy feasible in your country
- Notes the benefits of DOTS for the health infrastructure and development
- Demonstrates the consequences of inaction

Source: TB Advocacy: A Practical Guide, WHO, 1999

---

<sup>1</sup> From "Creating Campaigns that Change the World" by InterAction, 2006.

## ***B. Define your campaign goals:***

- Clearly define what the campaign will achieve
- A broad statement of purpose can be developed to support the selected goal(s).
- Keep in mind that goals should be *REALISTIC*, *CONCRETE* and *MEASURABLE*.
- For example, the goals of a TB advocacy campaign could be:
  - Increase by 20% the funding of the National Tuberculosis Control Program in one year.
  - Increase knowledge of TB symptoms by 20% among the general public in one year.

## ***C. Survey the lay of the land:***

- This is the time to ask yourself questions such as:
  - What are the strengths and weaknesses of my organization to reach the goals of this specific campaign?
  - What capacity do I have to capture the attention of the media? To produce events?
  - Are there any organizations working on the same or similar issue? What is their goal(s)?
  - Who are our supporters?

As you identify your supporters, this is the time at which you may attempt to build coalitions:

- Coalitions are an invaluable resource because they bring people and resources together from all sectors of the community and provide visible signs of community support.
- Coalitions allow individuals and groups to contribute their unique expertise, as well as to mobilize their particular constituents.
- Possible coalition partners for TB control include: NGOs, CBOs, private medical practitioners, medical societies, medical schools, businesses, and organizations of TB patients, among others

### **Suggestions for the involvement of coalition partners in a TB advocacy campaign:**

- Prioritize your target list. Determine who can help you the most based on their interests and involvement in other issues.
- Before approaching potential partners, determine what you would want them to do in favor of your cause. Be prepared to be flexible.
- During the first encounter pay close attention to their reactions and the questions they pose. Ask for their support in a specific area and let them know what the next steps should be.
- Follow-up. Inform them of your progress on the issue and build a relationship.
- Identify a ‘first step’ activity in which they can have an important role. The activity should be easy enough not to discourage them for maintaining their support.
- Be generous in your thanks and ask for future involvement

Source: TB Advocacy: A Practical Guide, WHO, 1999

- Areas in which TB coalition members may need special training are:<sup>2</sup>
  - Planning IEC campaigns
  - Generating media coverage
  - Spokesperson media training
  - Communicating to public officials
  - Production of brochures for general distribution, press kits/press releases and briefing papers for elected officials.

#### ***D. Identify your target audience(s):***

- Who is the decision-maker(s) who has the power to achieve your advocacy goals? Be as specific as possible: find out names.
- Identify who opposes your goals and who is in the “persuadable middle.” Don’t waste your time trying to convince the former, target the latter. However, make sure you know the arguments of your opponents.
- Define a narrow target audience and learn all you can about it (e.g. interests, responsibilities, knowledge of the issue, past support for it, etc). This information is the key to developing campaign messages that resonate with your audience. Research is necessary. Assumptions don’t do.

#### ***E. Craft your campaign communications:***

- ***Frame your story.*** Look at how the story has been told in the past and what could be done to improve it. Also remember to give the problem a human face. Statistics have less impact than sharing a single story about a person affected by a disease as debilitating as TB.
- ***Keep the messages simple:*** Politicians need to hear simple messages that clearly and quickly get to the heart of an issue. For instance, in the case of TB advocacy a few well crafted facts can be worth hundreds of statistics on case detection and treatment outcome.
- ***Develop a core message:*** Every campaign needs a message that captures its essence. Every communication that is sent out should include this message. Don’t be afraid of being repetitive. A message used in a successful TB campaign was ***“Treatment of one is prevention for all”***
- ***Suggest concrete actions:*** Successful advocacy campaigns move people to action. It is essential that you include information on what concrete actions people can take to support the issue at hand.
- ***Communicate a sense of urgency:*** Use compelling rhetoric that creates a sense of urgency. Strive to answer the question: Why must we act now?

---

<sup>2</sup> From “Advocacy and Communications Assessment of the 22 High Burden Countries” Stop TB Partnership & WHO, 2002.

- ***Develop educational materials:*** Materials should be short, easy to read and to the point. They should explain the need for action and are a good place to respond to questions, concerns and misinformation about key aspects of the selected issue. Materials can help influence people to adopt certain behaviors by repeating certain messages such as “*If you cough for more than 15 days, you should go to the health center*”.
- ***Share something new:*** Always try to say something new about the topic to keep your target audience as interested and engaged as possible.

<b>Ten qualities of effective advocacy publications:</b>	
<b>Effective</b>	<b>Ineffective</b>
Visual	Full of text
Innovative, creative	Common place
Well-ordered	Confusing,
Clean	Cluttered
Simple	Technical
Entertaining	Dull
Surprising	Predictable
Focused	Too many messages
Concise	Wordy
Presents a compelling story	Presents lots of information

Source: TB Advocacy: A Practical Guide, WHO, 1999

## ***F. Tactics and timeline:***

- Only after steps 1 thru 5 have been completed is it time to start brainstorming on the tactics, actions and events that will make the plan a reality.
- Evaluate potential actions for their impact on stated goals and put them into a timeline.
- The timeline should include what is happening when and also who is responsible for each item.
- Design a tactic(s) to approach the media. Consider calling a press conference and putting together a press information packet with the most relevant information on the issue at hand.

**Timing TB advocacy activities:**

The timing of advocacy efforts is very important. A significant date or event on which to “hand a story” helps to focus people’s attention and can increase the chance of a message being heard.

Following are some international TB dates to consider for advocacy activities in your community. Think about important dates in your country and community that can be used to disseminate a message about TB.

	<b>Date</b>	<b>Possible topics/messages</b>
March 8	International Women’s Day	TB kills more women than all combined causes of maternal mortality
March 24	World TB Day	The global threat of TB The effectiveness of DOTS
April 7	World Health Day	TB is the single leading preventable killer of youths and adults in developing countries
December 1	World AIDS Day	The TB/HIV epidemic
December 5	International Volunteer Day	The contribution of health volunteers to the DOTS strategy
December 10	Anniversary of the Human Rights Declaration	The TB threat in prisons

Source: TB Advocacy: A Practical Guide, WHO, 1999

**G. Resource management:**

- Estimate how much implementing the tactics will cost in terms of time and money.
- Determine if your organization has the funds to cover all the costs or the feasibility of raising money to cover them. Revisit your tactics accordingly.

**H. Evaluation:**

- Periodically (e.g. every quarter, semester or annually) gather your team to evaluate how the campaign is going, that is, whether its goals are being met.
- Determine if you are on track to reach your goals, if you should continue using the same tactics or if they should be revisited and possibly changed.
- Review your steps one through eight and ask “is this still the best way forward?”

### III. Advocacy activities from successful TB campaigns

Countries that have been successful in their fight against the spread of TB, have secured the commitment of political leaders. This commitment has proven essential to increase awareness of the issue and secure the allocation of increased financial resources to National Tuberculosis Control Programs. The following are TB advocacy activities targeted at decision-makers at all levels that, used in combination, have produced encouraging results<sup>3</sup>:

- Conduct seminars on TB prevention and control for local officials and community organizations. This will allow them to share their points of view and experiences, leading to a better understanding of the challenges facing the issue.
- Establish TB control steering committees at all levels –central, regional, district, village- to coordinate and follow-up on TB control efforts. These committees can also create large-scale public awareness for TB-related activities and mobilize community participation.
- Distribute letters and fact-sheets to authorities and leaders at all levels to gain their support for TB-related activities.
- Provide information on TB’s adverse effects on people’s health and the country’s economy to members of the highest governmental entities.
- Organize study tours and invite important leaders to international conferences to learn about the experiences of other countries and to share lessons learned.
- Maintain relationships with national and foreign research and advocacy organizations devoted to TB to foster their technical and financial assistance.
- Organize meetings and parades each year for World TB Day at the district level. Ensure the participation of local officials, community leaders and other stakeholders.
- Organize public meetings in crowded locations (e.g. bus stations, markets, etc) to provide information on TB.
- Include topics on TB, such as prevention and symptoms in school curricula.
- Involve locally organized groups (e.g. an association of TB patients) in efforts to exert pressure on political leaders to address the needs of patients.
- Work with journalists and reporters to ensure accurate reporting of TB-related issues and stories.

The table below describes the roles that a wide range of current and potential partners could play in a concerted strategy to fight TB in South Africa.

	<b>Partners</b>	<b>Role</b>
<b>International Partners</b>	World Health Organization/Africa Regional Office (WHO/AFRO)	Provide technical assistance to support the NTCP strategy at all levels, including developing services guidelines; training; capacity building; data collection and surveillance; and quality control.

<sup>3</sup> From: “The Role of Health Communication in Vietnam’s Fight Against Tuberculosis” Do, H.T., Nguyen, T.M.H., Tawfik, Y., & Church-Balin, C., 2004

	Bilateral cooperating agencies (including USAID)	Provide technical assistance to the NTCP in the following areas: <ul style="list-style-type: none"> <li>- Expansion of laboratory services network by providing supplies and training.</li> <li>- Support the development of the program's information system by providing computers and specialized software to provincial coordinating entities to facilitate speedy information management.</li> <li>- Cooperate in the development of the communications component (e.g. socio-anthropologic studies to inform and guide advocacy and communications)</li> </ul>
	International NGOs such as URC, KNCV, MSH	Work with local partners to through sustainable strategies and fostering local empowerment to address issues such as: health systems strengthening, quality assurance, rapid DOTS scale-up, BCC, etc.
	TASC II TB Project	Implement communication activities including advocacy and public awareness campaigns to increase demand for TB treatment while supporting rapid DOTS scale-up in 5 provinces.
<b>National Partners</b>	Scientific societies such MRC, NHLS, medical societies and medical schools	Collaborate with the NTCP on advocacy activities including endorsement from the country's medical community and facilitate the participation of medical leaders in seminars and other events to share new knowledge. Medical schools to introduce the most up to date information on TB in their curricula.
	TADSA and other local NGOs	Play an influential role in advocating for NTCP support at national and local levels.
	Medical schemes	Private practitioners associated with medical schemes to participate in NTCP training activities and their records to be added to the public record for monitoring case detection and treatment success.

## IV. Audiences and Messages

If you are to launch a TB advocacy campaign, especially one aimed at garnering support to scale-up TB treatment with DOTS, below you will find suggested audiences, communication channels and examples of key messages to help you reach your campaign goals.

<b>Audiences</b>	<b>Communication Channels</b>	<b>Examples of Key Messages</b>
<i>Politicians/Decision-makers:</i> <ul style="list-style-type: none"> <li>▪ President/Prime Minister</li> <li>▪ Parliament/Congress</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviews</li> <li>▪ Letters</li> <li>▪ Fact-sheets</li> </ul>	<ul style="list-style-type: none"> <li>▪ TB is a real threat to the lives of many people, specially women and the population of working age.</li> <li>▪ Statistics are revealing the worsening</li> </ul>

<ul style="list-style-type: none"> <li>▪ Ministers of State (e.g. Health, Education, Social Welfare, etc)</li> <li>▪ Regional &amp; local authorities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Invitations to speak at TB-related events</li> </ul>	<ul style="list-style-type: none"> <li>▪ trend of the TB epidemic in the country.</li> <li>▪ DOTS is a cost-effective treatment that is been applied successfully in many countries.</li> <li>▪ Citizens are demanding good TB services.</li> </ul>
<p><i>Donors:</i></p> <ul style="list-style-type: none"> <li>▪ Multilateral agencies</li> <li>▪ Bilateral agencies</li> <li>▪ Foundations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviews</li> <li>▪ Meetings/workshops</li> <li>▪ Studies portraying the TB situation in the country and possible solutions.</li> </ul>	<ul style="list-style-type: none"> <li>▪ DOTS is a cost-effective treatment applied successfully in many countries.</li> <li>▪ DOTS can help sustain other health interventions and development efforts.</li> <li>▪ TB does not respect national borders.</li> </ul>
<p><i>Journalists:</i></p> <ul style="list-style-type: none"> <li>▪ TV</li> <li>▪ Radio</li> <li>▪ Print media</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviews</li> <li>▪ Invitations to TB-related events</li> <li>▪ Press briefings/press kits</li> </ul>	<ul style="list-style-type: none"> <li>▪ Statistics are revealing the worsening trend of the TB epidemic in the country.</li> <li>▪ Information on recent outbreaks, new treatments or other TB-related developments.</li> <li>▪ Stories from people who have survived TB thanks to treatment or perished due to the lack of it.</li> <li>▪ Research and other facts on TB that would rebut criticism from potential opponents to DOTS.</li> </ul>
<p><i>NGOs/CBOs:</i></p> <ul style="list-style-type: none"> <li>▪ Health organizations</li> <li>▪ Women’s organizations</li> <li>▪ Human rights organizations</li> <li>▪ Children’s organizations</li> <li>▪ CBOs</li> <li>▪ FBOs</li> <li>▪ Organizations of PLWHs</li> <li>▪ Organizations of people affected by TB.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Interviews</li> <li>▪ Meetings/workshops</li> <li>▪ Publications portraying the TB situation in the country</li> <li>▪ Testimonials.</li> </ul>	<ul style="list-style-type: none"> <li>▪ TB harms those for which they care most (i.e. the vulnerable members of society –women, HIV positive people, the poor, prisoners, children, etc).</li> <li>▪ DOTS quickly restores the quality of life of people affected by TB.</li> <li>▪ All people have an inalienable right to health.</li> <li>▪ With the right treatment, HIV positive people can be cured from TB</li> </ul>
<p><i>Health care providers:</i></p> <ul style="list-style-type: none"> <li>▪ Public <ul style="list-style-type: none"> <li>○ TB providers</li> <li>○ Other providers</li> </ul> </li> <li>▪ Private</li> </ul>	<ul style="list-style-type: none"> <li>▪ Group discussion</li> <li>▪ Training sessions</li> <li>▪ Job aids</li> </ul>	<ul style="list-style-type: none"> <li>▪ Information: on <ul style="list-style-type: none"> <li>○ The administration and effectiveness of DOTS.</li> <li>○ New TB-related research findings</li> <li>○ Means of contagion in the health care facility and how to avoid it.</li> </ul> </li> </ul>
<p><i>Schools:</i></p> <ul style="list-style-type: none"> <li>▪ Parents</li> <li>▪ Teachers</li> <li>▪ Students</li> </ul>	<ul style="list-style-type: none"> <li>▪ Training sessions and lesson plans for teachers</li> <li>▪ Learning activities for students based on the lesson plan</li> </ul>	<ul style="list-style-type: none"> <li>▪ Basic facts about TB (what it is, ways of transmission, symptoms, testing and treatment)</li> </ul>
<p>Religious leaders</p>	<ul style="list-style-type: none"> <li>▪ Interviews (individual and in groups)</li> </ul>	<ul style="list-style-type: none"> <li>▪ TB is harms those for which they care most (i.e. the vulnerable members of society –women, HIV positive people, the poor, prisoners, children, etc).</li> </ul>

		<ul style="list-style-type: none"> <li>▪ With proper treatment, TB can be cured at the health care center.</li> </ul>
Traditional healers	<ul style="list-style-type: none"> <li>▪ Interviews</li> </ul>	<ul style="list-style-type: none"> <li>▪ TB symptoms</li> <li>▪ With proper treatment, TB can be cured at the health care center.</li> </ul>
Businesses	<ul style="list-style-type: none"> <li>▪ Interviews</li> <li>▪ Informational sessions for groups</li> <li>▪ Booklet portraying the TB situation in the particular country</li> </ul>	<ul style="list-style-type: none"> <li>▪ TB affects the productive population of a society</li> <li>▪ DOTS is cost effective</li> <li>▪ DOTS quickly restores quality of life to people affected by TB.</li> </ul>
General public	<ul style="list-style-type: none"> <li>▪ Mass media campaign (leaflets, posters, radio and TV spots, health fairs)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Basic facts about TB (what it is, ways of transmission, symptoms, testing and treatment)</li> <li>▪ DOTS quickly restores the quality of life of people affected by TB.</li> <li>▪ Everybody is at risk of contagion</li> </ul>

Adapted from: TB Advocacy: A Practical Guide, WHO, 1999

**Bibliography**

Advocates for Youth (n/d). *Advocacy Kit*. Retrieved August 25, 2006 from <http://www.advocatesforyouth.org>

Do, H.T., Nguyen, T.M.H., Tawfik, Y., & Church-Balin, C. *The Role of Health Communication in Vietnam's Fight Against Tuberculosis*. Retrieved August 4, 2006 from [http://www.stoptb.org/wg/advocacy\\_communication/sgtools.asp](http://www.stoptb.org/wg/advocacy_communication/sgtools.asp)

InterAction (2006). *Creating Campaigns that Change the World*. Retrieved August 25, 2006 from <http://www.interaction.org>

Klaudt, K., & Owens, B. (1999). *TB Advocacy – A Practical Guide*. Retrieved August 4, 2006 from <http://www.who.int>

Llanos-Zavalaga, F., Poppe, P., Tawfik, Y., & Church-Balin, C. *The Role of Health Communication in Peru's Fight Against Tuberculosis*. Retrieved August 4, 2006 from [http://www.stoptb.org/wg/advocacy\\_communication/sgtools.asp](http://www.stoptb.org/wg/advocacy_communication/sgtools.asp)

World Health Organization (1999). *Advocacy – A Practical Guide with Polio Eradication as a Case Study*. Retrieved August 24, 2006 from <http://www.who.int>

World Health Organization (2005). *Advocacy, Communication and Social Mobilization to Fight TB- A 10-year Framework of Action*. Geneva.