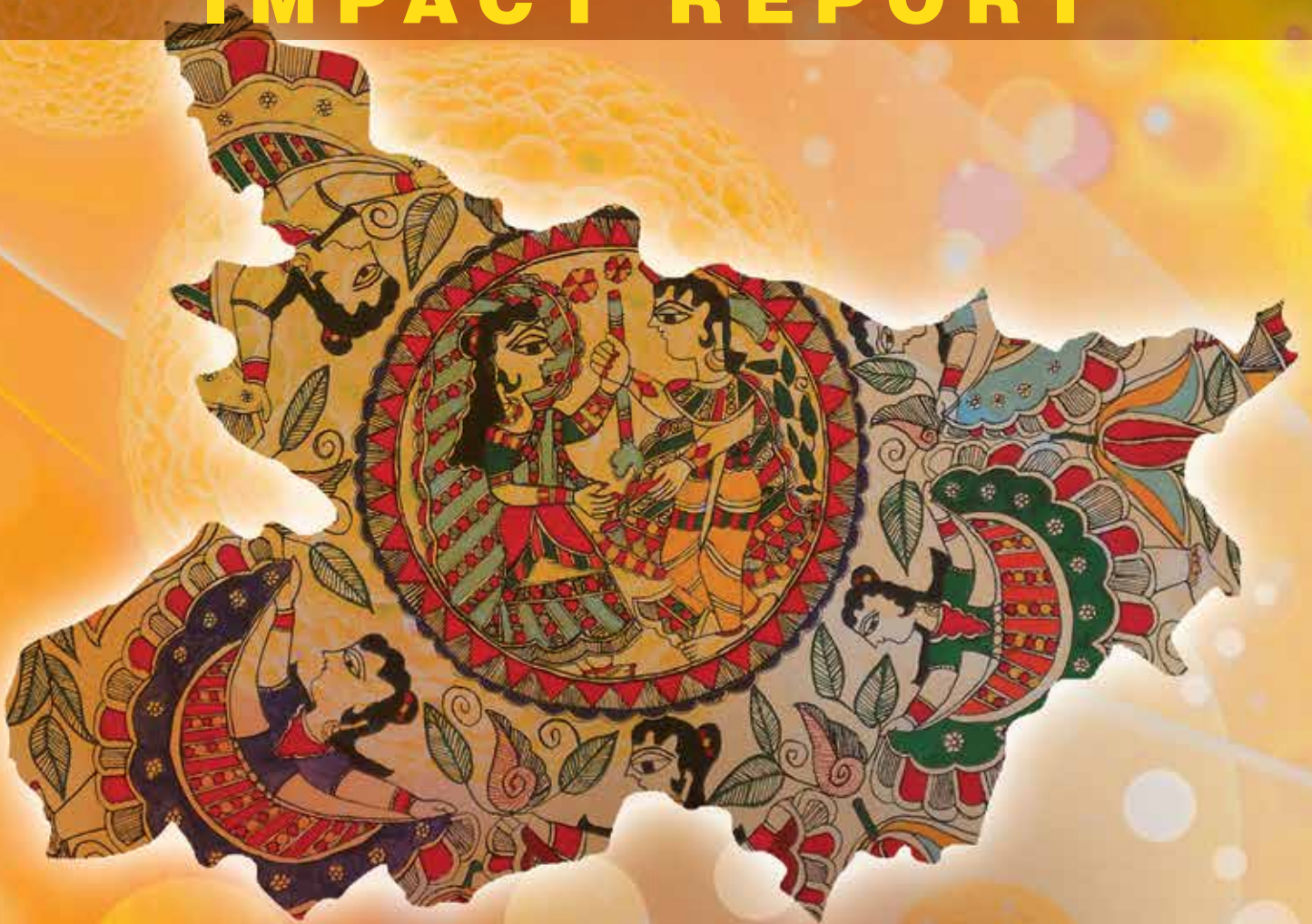


IMPACT REPORT



CALL TO ACTION FOR A TB-FREE BIHAR

**Catalysing a multi-sectoral, community-led
and collaborative response to TB**



USAID
FROM THE AMERICAN PEOPLE



leading the fight against TB

The TB Call to Action Project is a four-year initiative by REACH, supported by the United States Agency for International Development (USAID) and implemented in partnership with the Revised National TB Control Programme (RNTCP) at the national, state and district levels. Bihar is a priority state for the project.

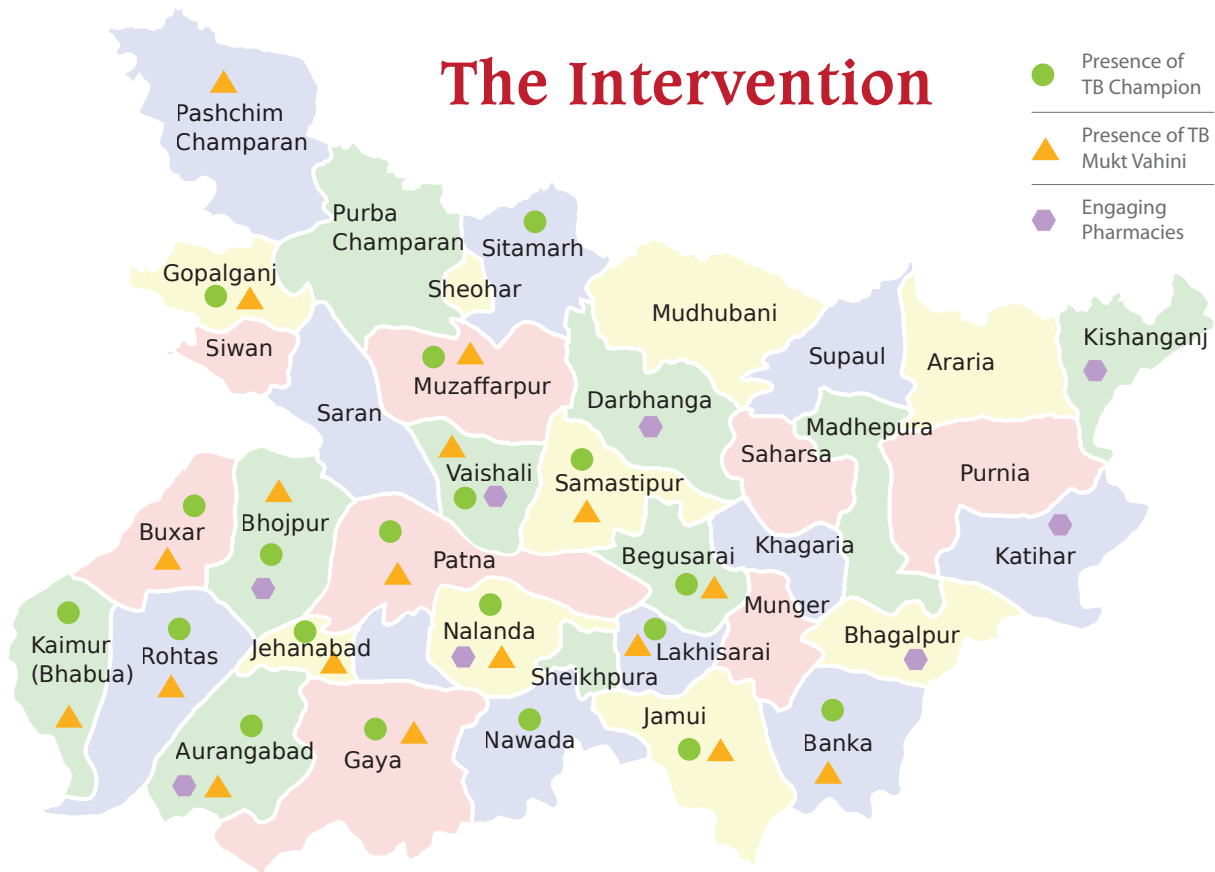


The Bihar Context

- An EAG (Empowered Action Group) state, Bihar is home to more than half of the population (51%) in the lowest wealth quintile.
- Undernutrition is severe; the prevalence of stunting in children under age five is the country's highest (48%), with about one in three women (31%) and one in four men (26%) underweight. Sixty percent of the women are anemic.
- Nearly 82% of households use solid fuel for cooking.
- More than half of households have a person who uses tobacco.
- Has the lowest literacy of 50% among women and 78% among men.
- Has the lowest rate of women employed in the country at only 15%.

In 2018, 104930 people with TB were notified to the Revised National TB Control Programme (RNTCP) in Bihar (TB India Report 2018). Of this, 10,691 were children.

According to NFHS-4, Bihar has among the highest prevalence of self-reported medically treated TB, at 637 as against the national average of 305 per 100,000 population (NFHS-4). There is a high reliance on the private sector for TB treatment and health care - 78% of households seek private health care. More than 80% of men and women have heard of TB, but only 58% of women and 66% of men know that it is spread through the air by coughing or sneezing. Over three-fifths of women (61%) and 56% of men have misconceptions about how TB is spread. Overall, 91% of women and 93% of men know that TB can be cured.



To support and strengthen the community response to TB

1. From TB Survivors to TB Champions

In a first for the state, 52 TB survivors from 19 districts across the state were trained through capacity-building workshops held in Patna in December 2017 and January 2019. The training equipped participants to speak effectively about their personal experiences with TB and to reach out and support those with TB in their communities. Participants also had opportunities to interact with senior health officials at the workshops, and develop a mutual understanding of their role in the TB response.



2. TB Champions Mentorship Programme



A total of 43 TB Champions from 19 districts – in two batches – in 2018 and 2019 – enrolled in a structured mentorship programme of six months, to create awareness about TB and reach out to people with TB in the community. They were supported by 10 mentors – individuals with sound experience of the ecosystem in which the TB services operate at the district and sub-district level – whose role was to motivate and guide them.

Based on learnings from the first round of the mentorship programme, the second round was results-based and structured with a three-fold mandate. Each TB Champion was mandated to support at least 60 people with TB over a six-month period; to organise meetings in their local communities to sensitise people about TB and connect them to services; and to advocate with key stakeholders for their involvement in the TB response. Over the six months, there were frequent reviews, through field visits and meetings at the state-level, to support the TB Champions and help them achieve their goals. At the review meetings, the TB Champions also received feedback and guidance from senior health officials. Several of the TB Champions went beyond their mandate to identify people with symptoms, facilitate their screening and diagnosis, and ensure those diagnosed with TB were initiated on treatment, and had access to available social support benefits.



Anti-stigma campaign

In partnership with the State TB Cell, TB Champions undertook anti-stigma campaigns across 15 districts in March and July 2019. In their respective districts, the TB Champions engaged MLAs, MPs, religious leaders, heads of educational institutions, teachers, the district and block administrations, the police and civil society organisations. The Champions were successful in convincing over 30 Panchayats, through their elected Panchayati Raj Institute representatives, to commit to and launch Stigma-free campaigns for TB.

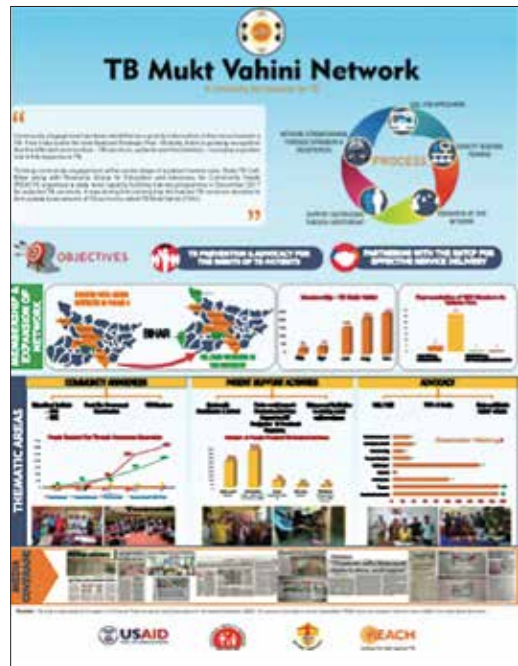


3. Forming and strengthening survivor-led networks

The first workshop for TB survivors in the state in December 2017 led to the formation of TB Mukht Vahini (TMV) — one of India’s first formal support networks for people with TB. Thirteen of the trained TB Champions came together to form the network to help empower TB survivors to advocate in a concerted way for effective TB services and to improve the quality of life of people with TB and their families.

A legally registered body, TMV has grown to a membership of more than 300 TB survivors, across 18 districts — nearly half the state. A TMV member spoke at the End TB Summit in March 2018 in the presence of the Prime Minister; members regularly address public forums at various levels including, most recently, at the recently concluded Union Conference on Lung Health in Hyderabad in October 2019; TMV members serve in various bodies such as the National, State and District TB Forums as well as the Country Coordinating Mechanism of the Global Fund for AIDS, TB and Malaria. In November 2018, TMV was selected for a poster presentation at the 5th National Summit on Good & Replicable Practices and Innovations in Public Healthcare Systems.

In the short period since their inception, TMV has demonstrated that the coming together of TB survivors in a cohesive manner can augment and support the TB services provided by the government, by reaching previously unreached populations and improving treatment adherence. The success of TMV in Bihar has inspired the growth of similar networks in other priority states.



4. Engaging community pharmacists

Pharmacies are often the first point of contact for many people with TB in the private sector. Being easily accessible to the community, they are in a position to influence treatment choices of those with TB. Together with the State TB Cell & State Drug Controller's office, REACH sensitised more than 200 members of the Bihar Chemist & Druggist Association (BCDA) to mobilise their support for TB, between March 2017 and June 2018.

Following pilot trainings of pharmacists in 8 districts, the pharmacists began to display materials on TB and refer those with symptoms to the RNTCP. The State Health Department has since taken the lead and has sensitised all civil surgeons on engaging pharmacists and following up with them for TB notifications.



To advocate for increased financial, intellectual and other resources for TB

1. Employer Led Model (ELM) for TB Care and Prevention

Under the ELM, employers from industries and business houses take on the active role of educating and linking employees with TB symptoms to services in the RNTCP and supporting those affected by TB. Between May 2017 and September 2019, 29 industries were sensitised on TB at the state-level. Nine of these companies signed



Letters of Intent with their respective District TB Cells. The involvement of industries has been a collaborative process, involving the Principal Secretary, Health Department, Govt. of Bihar; the Secretary and membership of the Bihar Industries Association(BIA); senior officials of the Department of Industries, Govt. of Bihar and the State TB Cell. Presently, several leading industrial houses have developed their own educational material on TB, conduct TB awareness activities and health camps for their employees and among nearby communities and carry out Active Case Finding. A collaboration with Bata Industries featured in a poster presentation at the 2018 Union Conference on Lung Health, held at the Hague in October last year.

2. Involving Elected representatives in the TB response

Between January 2017 and May 2019, more than 30 Members of the Legislative Assembly, Members of the Legislative Council and Ministers from the Government of Bihar were sensitised about TB-related issues in the state and in their constituencies. These elected representatives were sensitised through a combination of roundtable meetings and one-to-one discussions. Several elected representatives took a keen interest in understanding and working to improve the available TB infrastructure, human resources and services in their respective constituencies – they issued letters and reached out to district administration officials and district health authorities to lead discussions on TB.



3. Facilitating inter-sectoral collaboration for TB

In June 2019, REACH facilitated a state-level consultative meeting with line departments and 30 industries. The objectives were to strengthen the TB response of departments outside of health, optimise the use of available resources, and boost the overall impact of TB elimination efforts. Led by the Principal Secretary, Health Department, the meeting helped list action points for each department. The Principal Secretary also issued letters to seven line departments to nominate a nodal officer to oversee the inter-sectoral coordination for TB in the state.

4. Engaging journalists for improved reporting on TB

Media briefings and roundtables were held to sensitise and update the local media about various issues critical to TB prevention and care in Bihar, to foster a free flow of

information between local journalists and TB experts and to encourage ethical and responsible coverage of TB stories in the state. In January 2017, REACH held a media briefing to help journalists understand the importance of the roll out of the daily regimen for treatment of drug-sensitive TB in Bihar. In June 2019, about 40 journalists from print, electronic and digital media of English and local language newspapers and TV Channels came together at a media round table in Patna to interact with the State TB Cell officials and gain a deeper understanding of the various challenges to TB prevention and care in Bihar. Journalists were also sensitised on their own potential to clear misconceptions about TB and promote the uptake of TB services by the public. As a result of these meetings as well as one-to-one engagement with senior journalists, the space and attention given to the various dimensions of TB have greatly increased, particularly in the local language media.



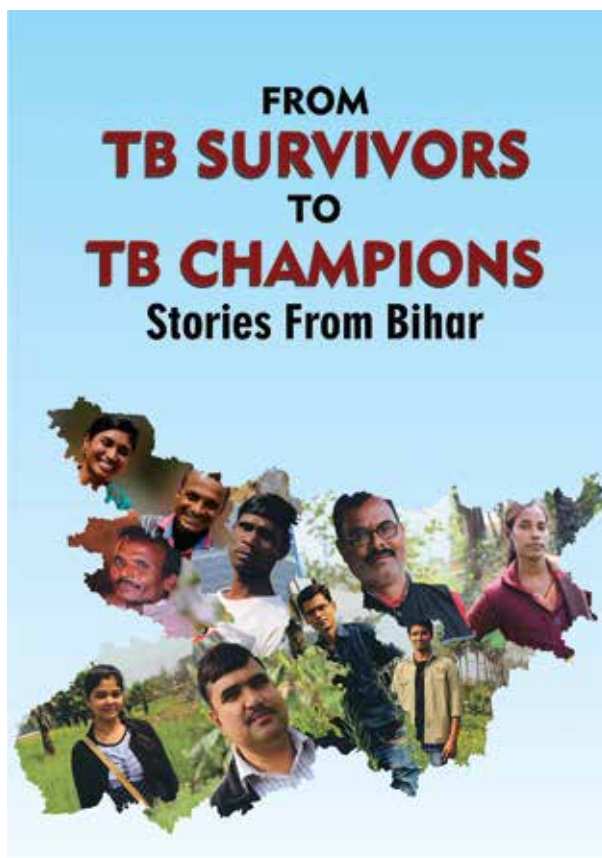
5. Raising the profile of TB by engaging celebrities as Ambassadors

In an effort to destigmatise TB and promote mainstream conversations around the disease, REACH joined hands with Mr. Rajesh Kumar, noted TV and film actor, who became the TB Ambassador for the state of Bihar in May 2017. A strategic communications campaign featuring Mr. Kumar was developed, with eight videos and nine audio spots addressing basic TB facts, stigma, the private practitioner's responsibility, active case finding, daily regimen for TB, prevention and precautions of TB, drug-resistant TB and social support schemes. The campaign was formally launched by the Health Minister, Govt. of Bihar and widely disseminated by the TB programme through various channels, including social media.



Other Initiatives

- Engaging young people for TB elimination through advocacy with Nehru Yuva Kendra and National Service Scheme
- Partnerships with civil society organisations such as the National Coalition of People Living with HIV for World TB Day 2017 and Aga Khan Foundation
- Facilitating the establishment of new District Microscopy Centres at Railway hospitals, and the training of their medical and paramedical staff
- Supporting the launch of 'TB-free Saran' in partnership with the State TB Cell and the District Health Society of Saran



"As an Elected Representative, I certainly feel that we can play an important role in the fight against tuberculosis. With the support of REACH and other stakeholders, we have started a campaign for TB-free Phulwari Sharif constituency. Being the Minister of Industries in the Government of Bihar, I understand that industrial units also have their role to play towards TB Elimination, which they are doing through awareness generation among their workers. In Bihar nine industrial units have pledged to work on this TB-free campaign with the help of their respective District TB Cells."

— *Mr. Shyam Rajak, Honourable Minister for Industries, Government of Bihar*

"Bihar's TB Champions, trained by REACH, are trailblazers. With their enthusiasm and commitment to supporting people with TB, they have shown us how integral TB survivors are to a community-led TB response. We are committed to working closely with the Champions and TB Mukta Vahini in the coming years to achieve our mutual goal of a TB-free Bihar."

— *Mr. Sanjay Kumar, IAS, Principal Secretary, Health Department, Government of Bihar*

"Over the last three years, REACH has worked closely with the TB programme in Bihar towards our mutual goal of TB elimination. Through the Call to Action project, they have engaged TB survivors as Champions, industry leaders, elected representatives at various levels, celebrities and the media, and demonstrated the importance of a multi-stakeholder approach to ending TB."

— *Dr. (Major) K.N. Sahai, State TB Officer, Bihar*

Key Highlights



TB Call to Action project launched at Gaya in Bihar in October 2016



TB Champions with Honourable Minister for Health, Shri Mangal Pandey in November 2017



TB Champion Sudeshwar speaks at the Delhi End TB Summit in March 2018



First intersectoral meeting in Bihar in June 2019, chaired by the Principal Secretary, Health Department, Govt. of Bihar



TB Champion Anjana felicitated by Ms Preeti Sudan, Secretary, Ministry of Health and Family Welfare, Govt. of India, on World TB Day 2019 in New Delhi

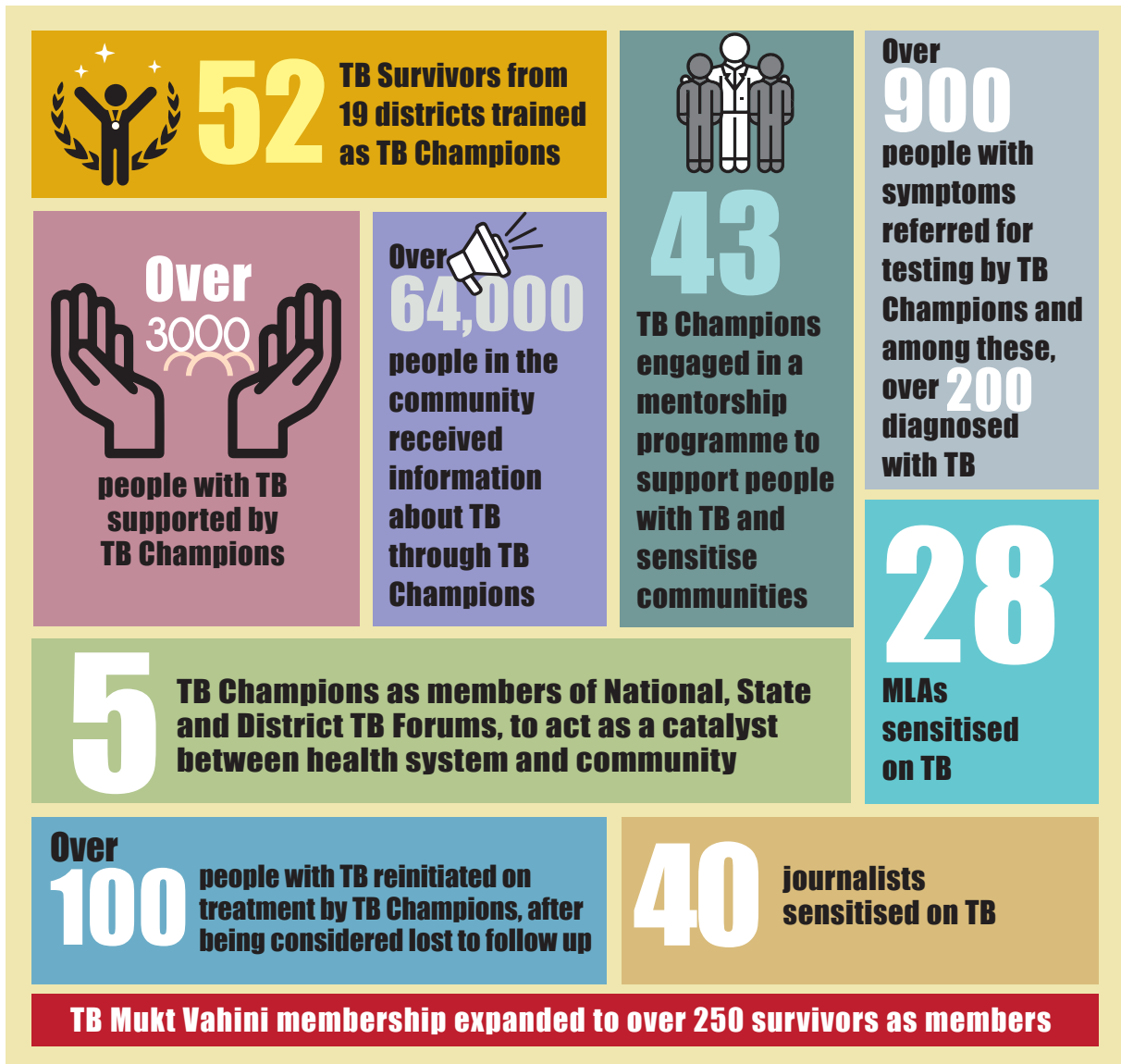


TB survivors Jagannath and Arti, a couple who overcame stigma and emerged as TB Champions

“Over the last year, Ms. Anjana Singh and other TB Champions have worked closely with the District TB Cell in Ara, Bhojpur. The TB Champions have been able to successfully utilise their own personal experiences of TB to support people with TB on treatment, as well as their families, and most importantly, address stigma in the community.”

— *Dr. Suresh Chandra Sinha, Communicable Disease Officer, Bhojpur*

Key Results



“Having TB can be a lonely experience. As TB survivors and Champions, we want to make sure that people with TB have access to peer support, and we have therefore come together to form TB Mukh Vahini. Together, we are committed to ensuring that the person with TB is always at the centre of everything we do.”

— *Sudeshwar Singh, TB Champion and Secretary, TB Mukh Vahini*

“I lost my sister due to MDR-TB. Two of her young daughters are on treatment now for the same disease. I have seen the devastation of my family – and all because we did not have basic awareness of TB or its symptoms. As a TB Champion, I am committed to improving awareness about this deadly but curable disease among my community so that no other child will have to live without his or her mother.”

— *Rajiv Kumar, MDR-TB Survivor & TB Champion, Lakhisarai, Bihar*

Key Learnings

The TB Call to Action project has demonstrated the importance of bringing together a range of stakeholders for collective action. Through the different activities, processes of engaging previously unengaged stakeholders have been tested, demonstrated and documented, and have the potential for scale-up and expansion across India. The following are some key learnings from the project:

- ❑ Trained TB Champions are highly motivated to work with and among their communities and must be supported with monetary incentives and continued trainings.
- ❑ The fear of stigma or discrimination does not deter a TB survivor from working as a Champion. TB Champions are increasingly recognised as leaders within their communities and gradually become the go-to persons for all health issues, extending beyond TB.
- ❑ Being a TB Champion and working with the health system for the benefit of other people with TB is an empowering experience for a TB survivor. Most TB Champions reported advancement in their knowledge, skills and overall social standing.
- ❑ RNTCP values the contribution of the TB Champions to all its activities and is willing to support the TB Champions to work jointly towards the goal of TB elimination at all levels.
- ❑ Survivor-led networks can harness the power of communities and provide a framework to synergise individual efforts, optimise cross-learning, and channel the collective voice of the members. Being a network member reduces the loneliness of having TB or life after TB.
- ❑ Companies in the public and private sector see the value of investing in the health of their employees and are keen to implement the Employer Led Model. Integrating TB into existing health activities, such as camps or regular screenings, is a simple starting point. Adoption of ELM on a larger scale needs a sustained inter-sectoral effort involving the department of health, mines, industries, RNTCP and the administrative structure at the district level.
- ❑ For an elected representative, TB must be contextualised in a broader community health setting, and seen as relevant to his or her constituents. Once aware of the scale and extent of TB's impact, most elected representatives are keen to be involved and assume the role of catalysts with the TB programme and the community.
- ❑ A biomedical response to TB is inadequate. Multiple stakeholders – survivors, elected representatives, industry leaders, the media, celebrities etc. – have a distinct role to play in eliminating TB and different strategies must be adopted to sensitise and involve them effectively. Engaging these players can amplify the TB response and accelerate elimination efforts across the country.

Media Reporting

सोम राम और कुमम में बंटवारा कर रहे हैं तो पोषणकार कानून शुरू करें। | छाया, उज्ज्वल पक्षी व हर कड़क पृष्ठ | सहाय सहाय सहाय सहाय सहाय

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छाया हिंदी/सिन्धुलाल इतिवृत्ति

टीबी रोग से जंग जितने परेशान हो अर्थ विचार से टीबी दूर भगाएंगे। बीमारी से उबरे लोगों को इसके लिए टीबीरोधी से प्रतिनिधि किया जा रहा है। इसके साथ टीबी मुक्ति काटने का सपना होगा। तीन लाख से अधिक समय से विचार में टीबी उन्मूलन कार्यक्रम चल रहा है पर वह पूरी तरह कारगर साबित नहीं हो पाया है।

2025 तक देश को टीबी मुक्त बनाने का लक्ष्य है संकल्प
500 टायो भारत सरकार दे रही है टीबी मरीजों को

- पंचायतों के स्कूलों में जाकर बच्चों को चखेंगे जागरूक
- योजनाओं का लाभ नहीं मिलने पर छीला से लेने मदद

राम में छिपे हुए लोगों का यह चल रहे हैं, जिसके लिए सरकार बहुत दिनों से प्रयासरत है। इस ही में भारत सरकार द्वारा टीबी के मरीजों को 500 रुपये प्रतिमाह मुफ्त भोजन देने का फैसला है जो उनके लिए एक बड़ा उपहार है। इसी कदम सरकारी योजनाएं हैं, जिससे पीड़ित पूरी तरह से आराम देखेंगे। इसकी विस्तृत जानकारी लोगों को चखेंगे के जरिए दी जायेगी।

वर्ष 2025 तक भारत को टीबी मुक्त बनाने के संकल्प को पूरा करने के लिए विद्यमान में टीबी मुक्ति काटने के लिए विचार किया जा रहा है। इसमें विशेष ध्यान टीबीरोधी को शामिल करने का किया गया है, जिससे बच्चे तक स्वस्थ रहें, ऐसा टीबीरोधी को टीबी से मुक्त कर और शामिल करेंगे।

आयटीसीसी में जाकर अलग-अलग करने और इसके बाद मिलने वाली सुविधाओं का लाभ प्राप्त करने का संकल्प भी बनाए। मरीजों को योजनाओं का लाभ नहीं मिलने को रोकने के लिए सरकार टीबी मुक्त बनाने के प्रति संकल्प रखने के संकल्प को बनाएगी। परिणाम के विचार में सतर्क कर लोगों को मदद करेंगे।

राम यक्षा चिकित्सी नेजर डॉ. केवल शासन ने बताया कि टीबी मुक्त बनाने में कैसे लोगों को शामिल किया गया है, जिसने टीबी रोग से निजात पा ली है। उन्हें लोगों को टीबी के प्रति जागरूक करने का प्रयास किया जा रहा है। इसमें शामिल चिकित्सक को

इसलामपुर में टीबीमुक्त पंचायत बनाने के लिए बैठक



इसलामपुर | प्रखंड के मध्य विद्यालय चंपारी में रीच एवं लोक विद्यालय के तत्वाधान में टीबी मुक्त पंचायत बनाने को लेकर एक सभा का आयोजन किया गया। इस दौरान टीबी मुक्त बहिनो के सदस्य सुदेवर सिंह ने टीबी बीमारी से बचाव और उसके लक्षण के बारे में जानकारी दी। इस मौके पर मुखिया उदय कुमार हिमंशु ने कहा कि इस पंचायत को टीबी मुक्त पंचायत बनाया जाएगा। इसके लिए पूरे पंचायत में जागरूकता अभियान चलेगा। सचिव मनोज कुमार ने इस कार्यक्रम को सफल बनाने के लिए सभी लोगों से सहयोग की अपील की। इस मौके पर आंगनवाड़ी शिक्षिका विजय लक्ष्मी, ज्योतिषा देवी उषा देवी, ग्राम कचहरी सचिव अनंदिता प्रसाद, विद्यालय के हेडमस्टर सविता कुमार, चाई सदस्य राम बाबू केवट, अर्चना देवी, पंच विद्या देवी सहित आदि उपस्थित थे।

महिलाओं को दी गयी यक्षा की जानकारी



कार्यक्रम में मौजूद टीबी वैधियन स्मृति व अन्य.

खेरा. अंतरराष्ट्रीय महिला दिवस के मौके पर शुक्रवार को प्रखंड क्षेत्र के गोपालपुर में जागरूकता कार्यक्रम चलाया गया। इस दौरान महिलाओं को यक्षा रोग से बचाव को लेकर जानकारी दी गयी। मौके पर टीबी को मृत देकर सामान्य जीवन जी रही टीबी वैधियन सिद्धि कुमारी ने स्मृति कुमारी ने महिलाओं को यक्षा रोग से बचाव को लेकर जागरूक किया। इस दौरान स्मृति ने बताया कि सरकार यक्षा रोग को ले कर अलग-अलग तरह के अभियान चला रही है, इसे लेकर हर अस्पताल में टीबी का मुफ्त इलाज किया जाता है और उन्हें समय-समय पर डॉट्स मुहैया कराया जाता है। स्मृति ने बताया कि सरकार टीबी के मरीज को प्रति महीने पांच सौ रुपया का पोषण राशि का भुगतान कर रही है, साथ ही कई ऐसे रोगी हैं जो इस रोग से मुक्त होकर सामान्य जीवन जी रहे हैं। मौके पर चाई सदस्य देवी देवी, अनुराग कुमार, जयंती कुमारी, यशिता कुमारी, पूनम देवी, केशरी देवी, ज्योतिषा के बीपीएम राजेश कुमार रजन, अनुराधा कुमारी, नवीन कुमार, उमाशंकर मिश्रा, नितेश कुमार वर्मा सहित अन्य लोग मौजूद रहे।

टीबी रोगियों को पोषक आहार के लिए प्रतिमाह 500 रुपये दे रही सरकार

टीबी रोग पर जागरूकता के लिए गीठिया सार्वजनिक स्वास्थ्य केंद्र में आयोजित कार्यक्रम

THIS STORY IS FROM DECEMBER 18, 2017

'TB patients suffer from social stigma & stress, need support'

TNN | Updated: Dec 18, 2017, 12:41 IST

Save up to Rs. 30K* on Dell business Laptops! Shop Now. Dell India



Representative image

PATNA: People suffering from tuberculosis (TB) in Bihar undergo lots of mental stress due to social stigma and lack of awareness about the disease. This was revealed on Sunday by 15 TB survivors, who attended a capacity building workshop on TB survivors to TB champions' organized by REACH, an NGO working for treatment, research, advocacy and public education about TB in association with State TB Cell, Bihar, and supported by the US Agency for International Development (USAID).

Sharing her experience on the concluding day of the three-day workshop, Arti Kumari said, "I was diagnosed with TB a few months after my husband Jagannath Ray was diagnosed with the same disease. I faced stigma everywhere and did not receive any support from family and friends. Neighbours used to turn faces and change their path whenever they saw us. I wasn't allowed to use the community tap. I wanted to commit suicide, but with the support of doctors and counsellors at Darongha, I am cured. TB is not a curse, it is a fully curable disease."

टीबी लाइलाज बीमारी नहीं, ठीक से उपचार हो, तो हो सकता है ठीक

● रेरी निकलकर लोगों को शिक्षा प्राप्त जागरूक

खेरा. विश्व यक्षा दिवस को लेकर विचार को स्वस्थ सामुदायिक स्वास्थ्य केंद्र परिसर संचालन में टीबी मुक्त बहिनो के तत्वाधान में कार्यक्रम आयोजित किया गया। इस दौरान टीबी टीबी वैधियन स्मृति कुमारी उर्फ पूनम कुमारी ने बताया कि यह बीमारी लाइलाज बीमारी नहीं है, अगर इसका सही दवा से उपचार किया जाए तो यह ठीक हो जाता है। टीबी वैधियन ने बताया कि सरकार इसे लेकर बहुत ध्यान दे रही है तथा सभी अस्पतालों में यक्षा रोग को लेकर डॉक्टरों को प्रशिक्षण दे रहा है, जहां टीबी को दवाओं के साथ में ही ठीक है, इसके अलावा रोगी को खानपान को लेकर डॉक्टरों को प्रशिक्षण दे रहा है, सरकार ने यह सब बतवा है कि अगामी 2025 तक इस देश को टीबी से मुक्त कर देंगे। इस दौरान अस्पताल बहिनो तथा अन्य



लोगों को जानकारी देते टीबी वैधियन.

लक्ष्मी के द्वारा रेरी निकलकर रोगी लोगों को जागरूक भी किया गया। मौके पर प्रमुखता से, सोच देवी, राधिका देवी, अमित कुमार, चुरल अर्जुन, देवि कुमारी मिश्रा, राजीव राय, मुक्ति राय सहित सभी संस्था में आंगनवाड़ी शिक्षिका, आरक्षक बहिनो सहित अन्य लोग मौजूद रहे।

Bihar's TB Champions





“I was diagnosed with TB after I got married and had to face discrimination from my family. My husband and I both overcame TB and we are proud to be TB Champions today. But I know that we cannot eliminate TB if we do not first end the stigma associated with it.”

— *Arti Kumari, TB Champion, Muzaffarpur, Bihar*

About REACH

Resource Group for Education and Advocacy for Community Health (REACH) is a Chennai-based non-profit organisation established in 1999 in response to the roll out of the Revised National TB Control Programme (RNTCP) in Tamil Nadu. Through an unrelenting focus on TB for two decades, REACH has engaged various stakeholders for a multi-sectoral and comprehensive response to TB, including the Central TB Division, State and District TB Cells, private health care providers, business leaders, celebrities, the media, people with TB and affected communities. REACH has consistently supported the RNTCP in its efforts to prevent, detect and treat TB, by providing holistic care and support along the care cascade to people affected by TB.

With support from USAID, REACH has implemented the Tuberculosis Call to Action Project since 2016 in six priority states – Assam, Bihar, Chhattisgarh, Jharkhand, Odisha, Uttar Pradesh. Through this project, REACH has created a cadre of TB survivors and Champions who are actively engaged in the TB response, advocated for the participation of industries through the Employer Led Model, engaged elected representatives for greater attention to TB, facilitated inter-sectoral coordination between various departments (beyond health) and piloted TB Mitra, a unique mobile-based application for use by communities.

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