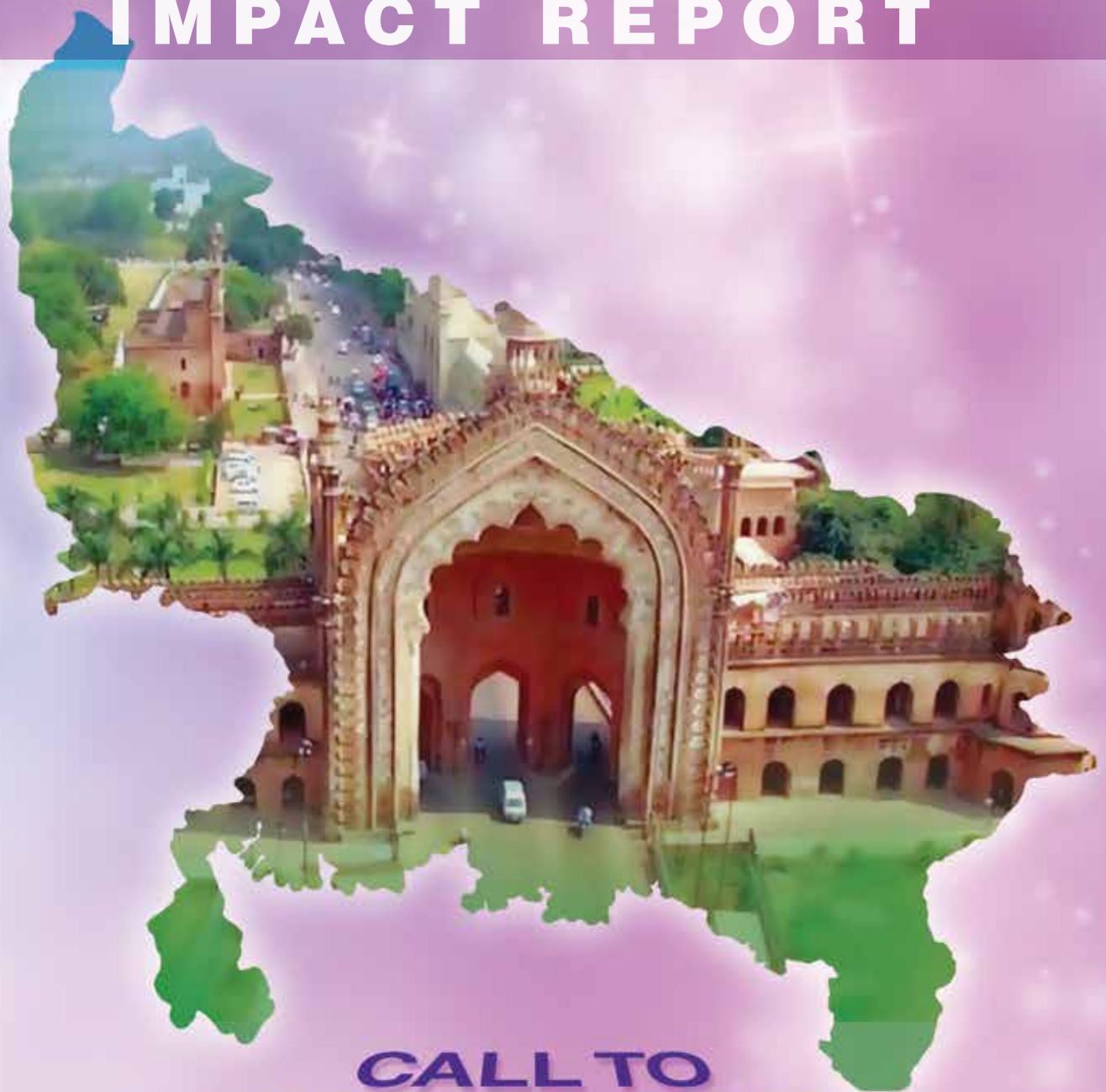


# IMPACT REPORT



## CALL TO ACTION FOR A TB-FREE UTTAR PRADESH

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



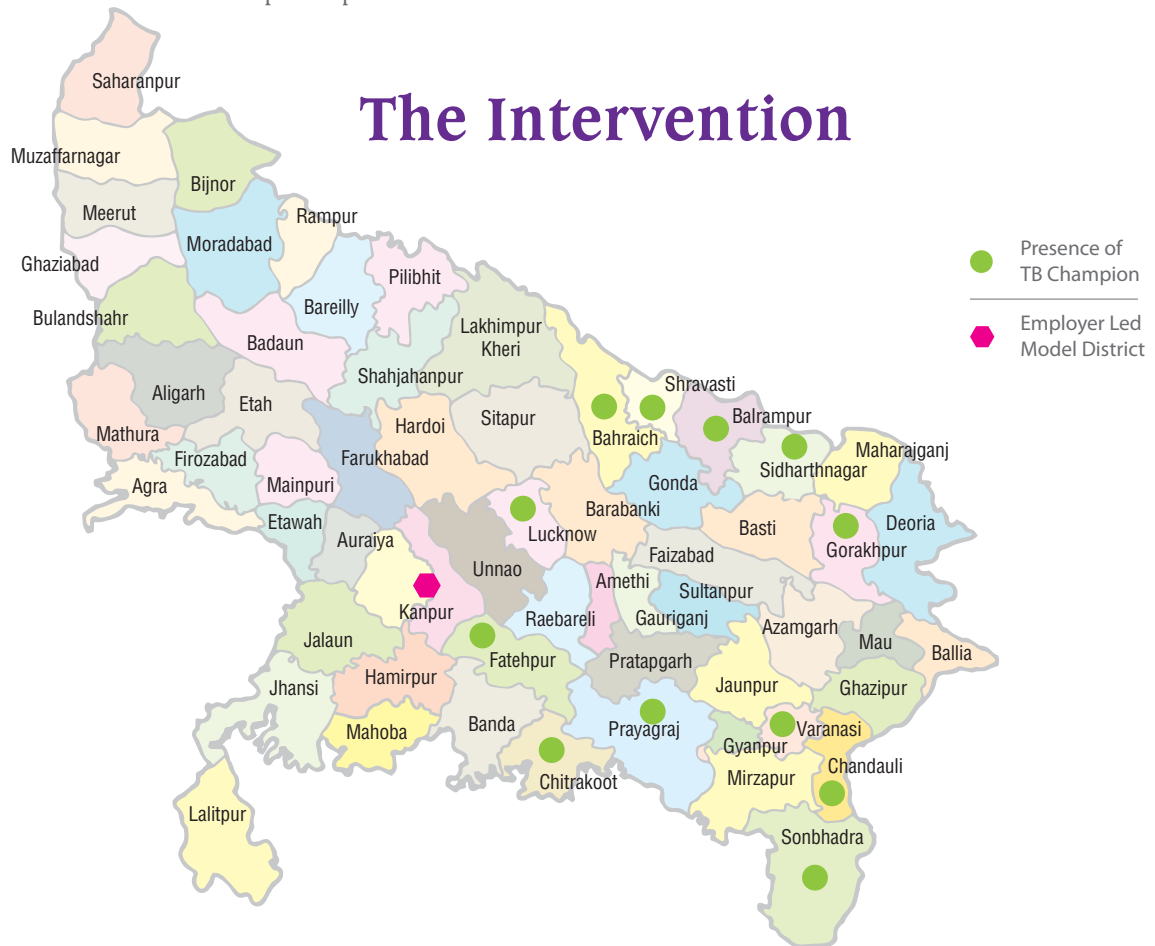
The TB Call to Action Project is a four-year initiative by REACH, supported by the United States Agency for International Development (USAID) and implemented in partnership with the Revised National TB Control Programme (RNTCP) at the national, state and district levels. Uttar Pradesh is a priority state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



## The Uttar Pradesh Context

- Uttar Pradesh is India's most populous state, home to 17% of the population.
- Uttar Pradesh also has the largest number of India's poor and is an Empowered Action Group (EAG) State.
- Chronic and acute undernutrition is severe; roughly one in four adult men and women are underweight. More than half of adult women are anemic. Malnutrition is particularly common in the younger age groups in rural areas (NFHS).
- Child malnutrition is a serious and persistent problem; low birthweight babies number roughly one out of nine; 40% of children under the age of 5 are underweight, and many suffer acute respiratory infections.
- Only one-third of households in Uttar Pradesh use clean fuel for cooking.

In 2018, Uttar Pradesh accounted for 20% (420,434) of all TB notifications, the highest in the country. The state also saw the most notifications for pediatric TB, with 258,459 children affected by TB - more than double that of Maharashtra, with the second highest. Around 70% of people access healthcare from the private sector. While the India TB Report suggests that the state has 187 cases per 100,000 population, NFHS 4 data from 2015-16 indicates that 337 persons per 100,000 reported medically treated tuberculosis; the prevalence of medically treated TB being higher among men (411) than among women (261) and higher in rural areas (353) than in urban areas (289). Most men and women have heard of TB and know that it can be cured, but of them, only 73% of women and 68% of men know that TB spreads through the air by coughing or sneezing. Over three-fourths (76%) of women and 67% of men have misconceptions about how TB is spread. Thirteen percent of women and 12% of men say that if a family member had TB, they would want to keep it a secret.



**To support and strengthen the community response to TB**

## 1. From TB Survivors to TB Champions

For the first time in Uttar Pradesh, 31 TB survivors from 12 districts were engaged in the TB response through a capacity-building workshop held in December 2018. Through the workshop, the TB survivors learned about the various dimensions of TB and the services available through the TB programme; they built their skills to advocate for TB care and to engage with their communities, particularly to provide people with psychosocial support; they also learnt how to trace and support those lost to follow up. Fourteen TB Champions participated in photo shoots for TB awareness posters, and recorded video testimonials in order to alleviate the stigma-laden silence around the disease.





## 2. TB Champions Mentorship Programme



After the initial training, 24 TB Champions from the 12 districts enrolled in a six-month mentorship programme. Seven mentors — individuals with experience of how TB services function at district and sub-district levels — further built the capacity of the mentees in supporting people with TB, community awareness and advocacy with key stakeholders. The TB Champions received identity badges and a toolkit of educational resources, and were trained to use them. They were each tasked with reaching out to a minimum of 60 people with TB in their communities.

At the periodic review meetings that tracked their progress, State TB Cell officials and mentors together helped the TB Champions develop problem-solving skills to overcome field-level challenges. Subsequent to the mentorship planning meeting held in February 2019, the State TB Officer sent a letter of support to the District TB Officers of the mentorship districts to facilitate the process.

In a short period of time, the TB Champions began to effectively contribute to TB awareness efforts across the State. Sixty-five TB survivors from Lucknow participated in *Sanjhi Pahal* - a unique awareness event on World TB Day 2018. Jointly organised by the State TB Cell and REACH, the event featured women TB Champions sharing their stories with the public, National Service Scheme Volunteers and local civil society organisations.

Since then, TB Champions have had multiple opportunities to make their voices heard – some Champions are members of State and District TB Forums; Champions participated at various conferences and meetings, including at the 50th World Lung Conference held in Hyderabad in October 2019; and selected Champions were invited to a Training of Trainers workshop organised by the Central TB Division in October 2019.



## Anti-stigma campaign

TB Champions from 12 Districts worked with their respective District TB Cells to mobilise the community and lead rallies against TB stigma. With support from their mentors and the State TB Cell, the TB Champions carried out two anti-stigma campaigns in March and July 2019 reaching close to 6000 members of the community. The campaigns addressed widespread fears around TB transmission, the impact of TB stigma on women and its role in delaying TB diagnosis.

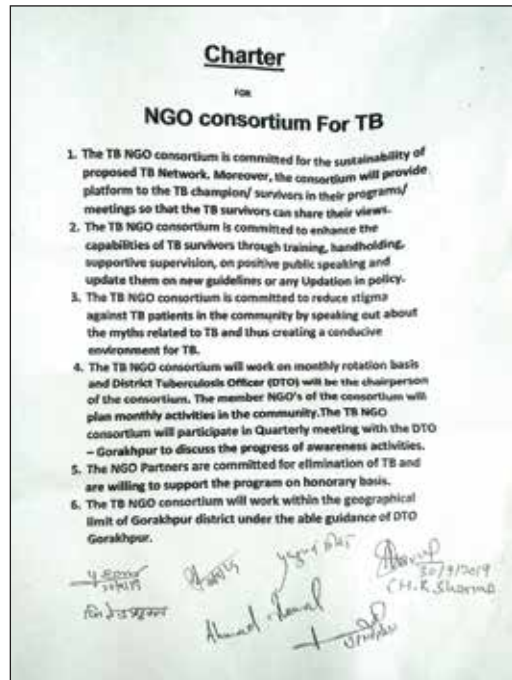
The first campaign conducted on World TB Day saw the TB Champions collaborating with the District TB Cells (DTCs) of some districts to dispel myths about TB in the community. Their second campaign, in partnership with the DTC and Panchayat Raj Institution representatives, culminated with the Pradhans pledging to end discrimination against people with TB in their villages. The STO has since requested the DTOs in the 12 intervention districts to deploy the TB Champions as treatment supporters and make them members of District TB Forums.





### 3. Forming and strengthening survivor-led networks

As an outcome of the capacity-building workshop, the TB Champions announced the formation of the UP TB Elimination Force, a survivor-led network to support their peers in the community. This has since expanded to 339 members across the state, giving people affected by TB a sense of belonging to a community. The outreach efforts of the TB Champions helped give people with TB a sense of belonging with their peers. Building on these fledgling efforts of TB survivors to marshal people living with TB, a network-strengthening workshop was held in Gorakhpur in September 2019. Twenty-two members of the UP TB Survivors Network came together to increment their capacity to actively advocate for inclusive TB care, to support people with TB and promote community awareness about TB. The first Consortium of NGOs for the sustainability of community engagement in the district was also declared on the occasion, and a consortium charter was jointly signed by the Gorakhpur-based participants and the District TB Officer.



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

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

Through discussions with the State TB Cell, Kanpur was selected for the ELM intervention. Advocacy efforts with the state chapter of the Association of Indian Industries and the State TB Cell helped mobilise the participation of local industries in



a sensitisation meeting on TB. In June 2019, factory owners from 34 industries, together with the State Labour Commissioner, Additional Labour Commissioner, President of the IIA, and State TB Cell officials came together in Kanpur to plan their roles in leading TB interventions at the workplace, and develop a plan to improve the health and productivity of their workers. Ten industries subsequently signed a Letter of Intent with their respective District TB Cells for the implementation of ELM in their industries. In the following month, a district-level coordination committee was set up to oversee the progress. ELM activities are currently being rolled out in some of the workplaces.

## 2. Involving Elected Representatives in the TB Response

With the support of the State TB Officials, eight members of the Uttar Pradesh Legislative Assembly — including its Speaker — were sensitised on TB through one-to-one discussions. The interactions helped the MLAs affirm their support to the national goal of TB elimination, learn of the TB situation in their constituencies and remind them of their power and potential to mobilise local stakeholders and the community for TB care.

In March 2019, Dr. Neeraj Bora, the MLA of North Lucknow launched the ‘TB-free North Lucknow’ campaign, committing to leading efforts to make his constituency TB-free. His involvement saw the participation of an array of partners including the TB programme, district administration, ward councillors, health workers and the community. Subsequent meetings have helped roll-out a plan for engagement of key stakeholders in the community and promotion of an inter-sectoral approach to TB.

In December 2019, as per the plan proposed during the earlier meetings, Dr. Bora chaired a meeting of 120 Anganwadi workers, ASHAs and AMNs working in the North Lucknow Constituency. The main agenda was to orient the frontline workers about their role in TB elimination. A similar sensitisation meeting was held with Basic Education teachers from 28 schools. At the end of the sensitisation, each school developed an activity plan. In addition, taking forward the agenda of making Lucknow TB-free, a meeting of all the



city councilors was organised under the chairmanship of the honorable Mayor, Mrs. Sanyukta Bhatia. The councillors gave their commitment to organise health camps and orient frontline workers on TB.

### 3. Engaging with journalists to improve the quality of reportage on TB

In order to improve public consciousness about TB, and through a collaboration with the State TB Cell, a roundtable on TB for journalists was held in February 2019. This brought together 25 English and local language media representatives for an interaction that featured moving first-person accounts from TB Champions. The Champions highlighted the need to make people aware of the availability of free TB services in the public sector and described the disastrous impact of high out-of-pocket expenditures on TB in the private sector. Their testimonials spurred a discussion on the ethics of media reportage on TB.



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“As MLAs and elected representatives, we can play a critical role in efforts to eliminate TB in India. I am very aware that our involvement can trigger collective action, motivate communities and influence key decision-makers. I am pleased to have been able to partner with the State TB Cell and REACH in an effort to make my constituency of North Lucknow TB-free.”

— *Dr. Neeraj Bora, MLA, North Lucknow*

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“The Call to Action project has resulted in the creation of a cadre of highly motivated TB Champions who are working closely with the RNTCP at the district and facility level, to provide information and emotional support to people with TB. These TB Champions are now leaders in their communities and by sharing their personal stories of how they defeated TB, are also helping to reduce the stigma associated with the disease. We are committed to ensuring their continued involvement in the TB response.”

— *Dr. Santosh Gupta, State TB Officer, Uttar Pradesh*

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# Key Results

 <p><b>31</b> TB Survivors from 12 districts trained as TB Champions</p>	 <p><b>10</b> LOIs signed by industries</p>
 <p><b>Over 1500</b> people with TB supported by TB Champions</p>	 <p><b>37,000</b> people in the community received information about TB through TB Champions</p>
<p><b>11</b> TB Champions members of National, State and District TB Forums</p>	<p><b>Survivor-led network membership expanded to over 330 survivors as members</b></p>

**Campaign for TB-free North Lucknow constituency underway**




**टीबी का मुमकिन है इलाज**  
**डरो मत, जंग शुरु करो आज**

टीबी पर जीत हासिल की है हमने, हैं हम टीबी चैम्पियन  
आपके सहयोग के लिए, हैं हम तत्पर हरदम

सिवाय संपर्क (टोल फ्री): 1800 11 6666



**टीबी का इलाज हो सकता है**

क्या आपको इन में से कोई भी लक्षण हैं?  
अगर आपको लक्षण हैं, तो टीबी की जांच तुरंत कराएं।

 दे रने के अधिक छोटी	 रात को बुखार	 बुझ व कमजोर	 कमर तक होना
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टीबी हवा से फैलता है। वह किसी को भी हो सकता है।  
इलाज की उलझ सेवारे सरकारी अस्पताल में मुफ्त उपलब्ध हैं।

**टीबी को फैलने से रोकने के लिए सुरक्षित व स्वच्छ आदतें अपनाएँ।**

 छींकने या सँभो खाने अपने मुँह व नाक को सँभो कपड़े से ढकें।	 सुरक्षित स्वच्छता कर लें।
 यदि आपको कमर दर्दना या कमजोर महसूस है, तो सँभो खाने अपने सँभो के अंदर छींकें व प्रयोग करें।	 उपयोग में आए पैसे को सुरक्षित में रखें।
 अपने हाथों को सँभो से सँभो करें।	

**आइए मिलकर करें टीबी का अंत**

- टीबी के बारे में जानें
- टीबी का इलाज पाएँ
- टीबी जरीकों को सहयोग दें



## Key Highlights



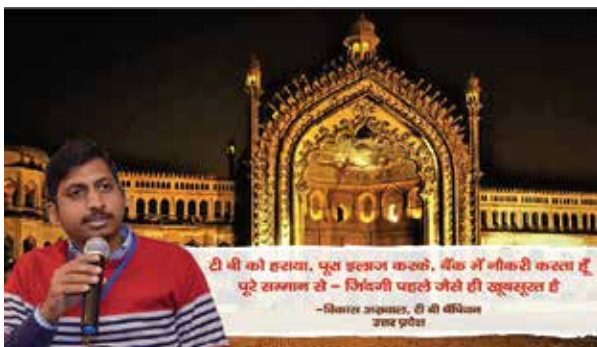
Consultative meeting with District TB officers of 12 intervention districts, to discuss and arrive at a consensus on role of TB Champions and other key stakeholders



TB Champions from 12 districts of UP at the capacity-building workshop



Dr. Neeraj Bora speaks at the launch of the TB-free constituency campaign for North Lucknow, in March 2019



TB Champions feature in a poster campaign



## 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.
- ❑ The 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.
- ❑ 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.
- ❑ 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.

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“Over the last year, the District TB Cell has worked closely with Sanjay, Deepak and other TB Champions. By speaking openly about how TB affected their lives, they have been able to address issues around stigma associated with the disease. They can also play a crucial role as effective treatment supporters for people with TB.”

— *Dr. D. N. Mishra, District TB Officer, Chandauli, Uttar Pradesh*

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# Media Reporting

## उत्तर विधानसभा को टीबी मुक्त बनाने का लक्ष्य



टीबी मुक्त बनाने की अभियान की शुरुआत करते उत्तरी के विधायक डॉ. नीरज बोरा।

लखनऊ | विश्व संघटन

भारत को वर्ष 2025 तक टीबी मुक्त बनाने का लक्ष्य केन्द्र सरकार और प्रधानमंत्री नरेन्द्र मोदी ने रखा है। हमारा उद्देश्य है कि हम सब मिलकर उत्तर विधानसभा क्षेत्र को टीबी मुक्त बनाकर सरकार का पूरा सहयोग करें। यह बात टीबी मुक्त अभियान की शुरुआत करते हुए उत्तरी विधानसभा के विधायक डॉ. नीरज बोरा ने मंगलवार को कहा।

**लखनऊ में होयी जंघ**  
 वह अल्पजिवित और चिकित्सा विज्ञान केन्द्र के प्रेसबुध में मंगलवार को टीबी मुक्त अभियान के शुभारंभ पर बोले रहे थे। यहां पर राज्य क्षरण अधिकारी डॉ. संतोष कुमार ने बताया कि टीबी मरीज को पोषण सहायता के लिए पांच से कर प्रतिमाह प्रोत्साहन दिया जाता है। पांच

### अपरिचित इलाज में बड़ी बाधा

डॉ. गुण ने बताया कि टीबी को लेकर समाज में काफी अपरिचित है, जिससे टीबी मरीजों का इलाज संचा नहीं हो पा रहा है। टीबी को जड़ से खत्म करने के लिए अतिरिक्त कठम उठाने की जरूरत है। इस सीके पर सीएमजी डॉ. नरेंद्र अग्रवाल, रीध सख्तन की समन्वयक मुक्ता शर्मा, प्रिंता शर्मा रीध अधिकारी डॉ. सीके रिश, डॉ. रीध वर्मा अति मौजूद रहे।

मोबाइल चैन चलाई जा रही है, जिनमें टीबी जंघ से संबंधित सभी उपकरण मौजूद हैं। साथ ही लखनऊ में मोबाइल चैन लाने का काम चल रहा है। जब से नई डीएससी डेजिजनेटड माइक्रोस्कोपिक सेंटर खुलेंगे, 15 लखनऊ में बनेंगे।

लखनऊ

## छह माह में टीबी से जीती जंग, अब दूसरों को खिला रही दवा

### 'टीबी चैम्पियन' बने कमल और सुनीता, लोगों को कर रहे जागरूक

डॉ. एम.बी. शर्मा, लखनऊ

रिपोर्टिंग ऑन टीबी: A Roundtable for Journalists

जल्द शुरू होगा सीडीएसटी लैब

डॉ. सुनीता गुप्त ने बताया कि टीबी के बीजों की संख्या जल्दी से बढ़ती जा रही है। इसलिए लोगों को टीबी से निवारण के लिए जागरूक बनाना जरूरी है। उन्होंने बताया कि टीबी को जीतने के लिए जागरूकता बढ़ाने की जरूरत है।

टीबी जागरूकता कार्यक्रम में डॉ. संतोष ने बड़े विचार।

आंकड़ों के आधार पर ही रिपोर्टिंग

टीबी मुक्त बनाने का लक्ष्य 2025 तक है। इस लक्ष्य को पूरा करने के लिए जागरूकता बढ़ाने की जरूरत है।

## Biz biggies to help fight TB

Shalvee Sharda @timesgroup.com

Lacknow: In a novel attempt, business houses in industrial city Kanpur have come forward to join India's battle against tuberculosis.

The labour department has moderated an alliance between UP State TB Cell, industrialists, Indian Industrial Association and social organisation Reach to help them adopt an employer-led model (ELM) for fighting TB.

The aim of the ELM is to reach out to all formal, informal and migrant workforce for improved awareness about TB and link anyone with symptoms to the health system for treatment.

"Awareness of health issues is important for both employer and employee as it affects productivity. Countering TB with awareness is a strategy to benefit both," said labour commissioner Anil Kumar.

Over 1 crore people contract TB in India each year. Of these, 17% are in Uttar Pradesh.

**KANPUR INC PITCHES IN**

## टीबी के खिलाफ जंग, उद्यमी आए संग

लखनऊ में टीबी मुक्त बनाने के लिए उद्योगों के साथ मिलकर काम करने की योजना है।

उद्योगों के साथ मिलकर टीबी मुक्त बनाने के लिए उद्योगों के साथ मिलकर काम करने की योजना है।

उद्योगों के साथ मिलकर टीबी मुक्त बनाने के लिए उद्योगों के साथ मिलकर काम करने की योजना है।

## टीबी की बीमारी को जड़ से खत्म करना है: डॉ नीरज बोरा

लखनऊ में टीबी मुक्त बनाने के लिए उद्योगों के साथ मिलकर काम करने की योजना है।

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## शहर के टीबी रोगियों को जागरूक करेंगे 20 टीबी चैम्पियन

### दो दिवसीय प्रशिक्षण पूरा

लखनऊ। टीबी रोग से निवारण के लिए शहर के 20 टीबी चैम्पियन को प्रशिक्षण दिया गया है।

उद्योगों के साथ मिलकर टीबी मुक्त बनाने के लिए उद्योगों के साथ मिलकर काम करने की योजना है।

उद्योगों के साथ मिलकर टीबी मुक्त बनाने के लिए उद्योगों के साथ मिलकर काम करने की योजना है।

## जागरूकता से ही टीबी मुक्त होगा शहर: मेयर

लखनऊ (एसएनबी)। मेयर शैलवी शर्मा ने कहा कि टीबी मुक्त बनाने के लिए जागरूकता बढ़ाने की जरूरत है।

उद्योगों के साथ मिलकर टीबी मुक्त बनाने के लिए उद्योगों के साथ मिलकर काम करने की योजना है।

उद्योगों के साथ मिलकर टीबी मुक्त बनाने के लिए उद्योगों के साथ मिलकर काम करने की योजना है।



## TB Champions of Uttar Pradesh





**टीबी से जंग में शामिल**



USAID FROM THE AMERICAN PEOPLE  
DOTS THE WORLD | PUBLIC HEALTH  
REACH leading the fight against TB



**टीबी का मुमकिन है इलाज डरो मत, जंग शुरू करो आज**

टीबी पर जीत हासिल की है मैंने, हूँ मैं टीबी चैम्पियन आपके सहयोग के लिए, हूँ मैं तत्पर हरदम

निःशुल्क संपर्क (टोल फ्री): 1800 11 6666

USAID, DOTS, REACH, CALL TO ACTION

**टीबी का मुमकिन है इलाज डरो मत, जंग शुरू करो आज**

टीबी पर जीत हासिल की है मैंने, हूँ मैं टीबी चैम्पियन आपके सहयोग के लिए, हूँ मैं तत्पर हरदम

निःशुल्क संपर्क (टोल फ्री): 1800 11 6666

USAID, DOTS, REACH, CALL TO ACTION

**एक गाँव, एक समुदाय, टीबी से आजाद हो जाएं!**

**टीबी मरीजों का सहयोग और उद्धार।**

**आइये मिलकर करें टीबी का अंत**

USAID, DOTS, REACH, CALL TO ACTION

“Over the last six months, I travelled over 10-12 kilometres on my cycle every day to meet people affected by TB. I counselled them and gave them information about the importance of completing treatment and eating nutritious food. I will continue to work as part of our network of TB survivors and will also motivate others to join the network.”

— *Suryakala, TB Champion, Siddharthnagar, Uttar Pradesh*

“Stigma is still a major issue – most people I spoke to preferred to meet outside their homes so that their families would not find out. As TB survivors and Champions, we have to play a major role in reducing and eventually eliminating stigma associated with TB. Only then will people come forward openly to seek diagnosis and treatment on time.”

— *Shazad Ahmad, TB Champion, Balrampur, Uttar Pradesh*

**टीबी पर जागरूकता कार्यक्रम**

**टीबी के लक्षण**

दो हफ्ते से अधिक खाँसी | शाम को बुखार | भूख न लगना | वजन कम होना

**टीबी का मुमकिन है इलाज**  
**डरो मत, जंग शुरू करो आज**  
इलाज की उच्चतम सुविधायें सभी सरकारी अस्पतालों में मुफ्त उपलब्ध हैं।  
**टीबी हारेगा, देश जीतेगा**

मैं हूँ एक टीबी चैंपियन

कार्यक्रम  दिनांक  स्थल

**USAID** FROM THE AMERICAN PEOPLE | **REACH** leading the light against TB

## 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.

## Contact REACH:

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