

NATIONAL IMPACT REPORT

TB CALL TO ACTION PROJECT

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



USAID
FROM THE AMERICAN PEOPLE



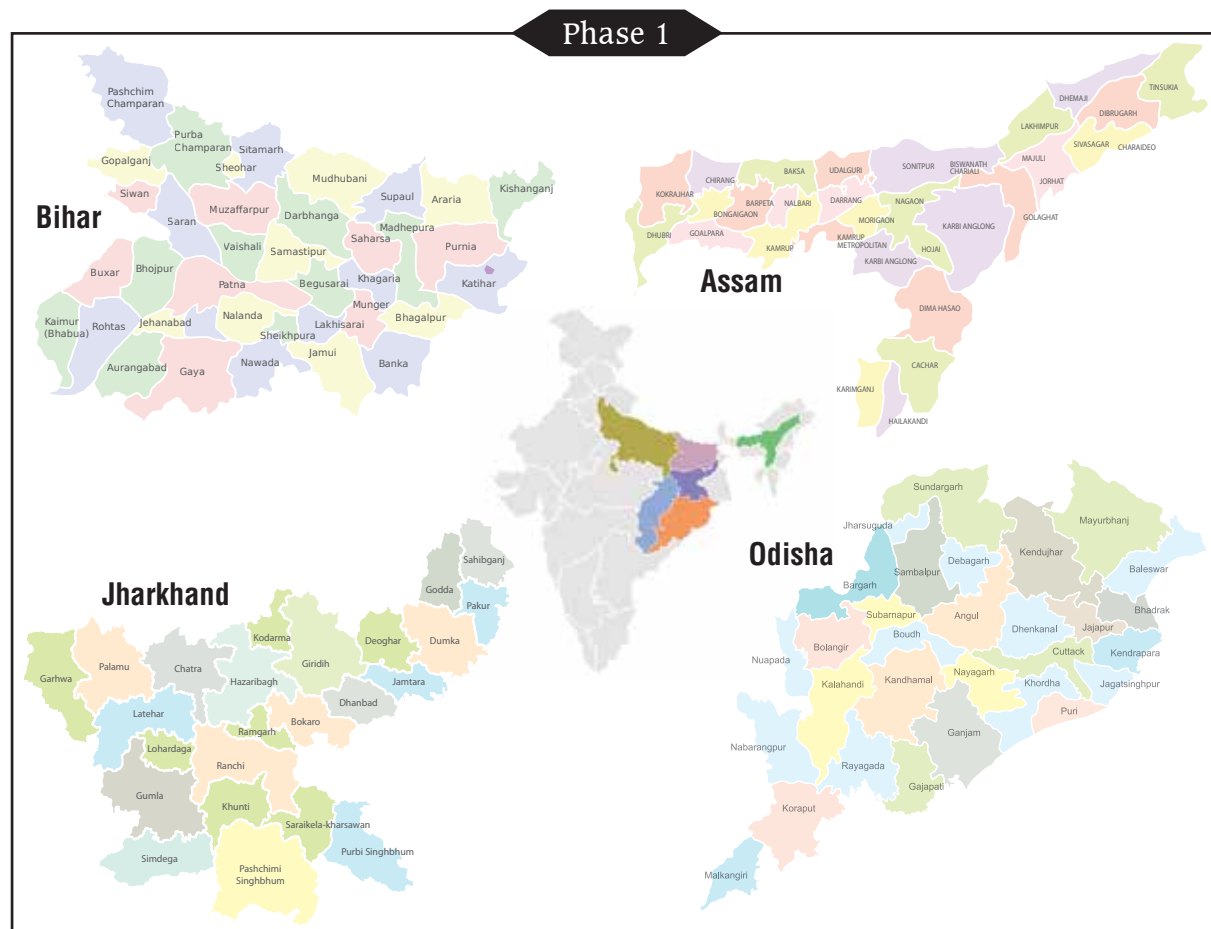
leading the fight against TB

CONTEXT

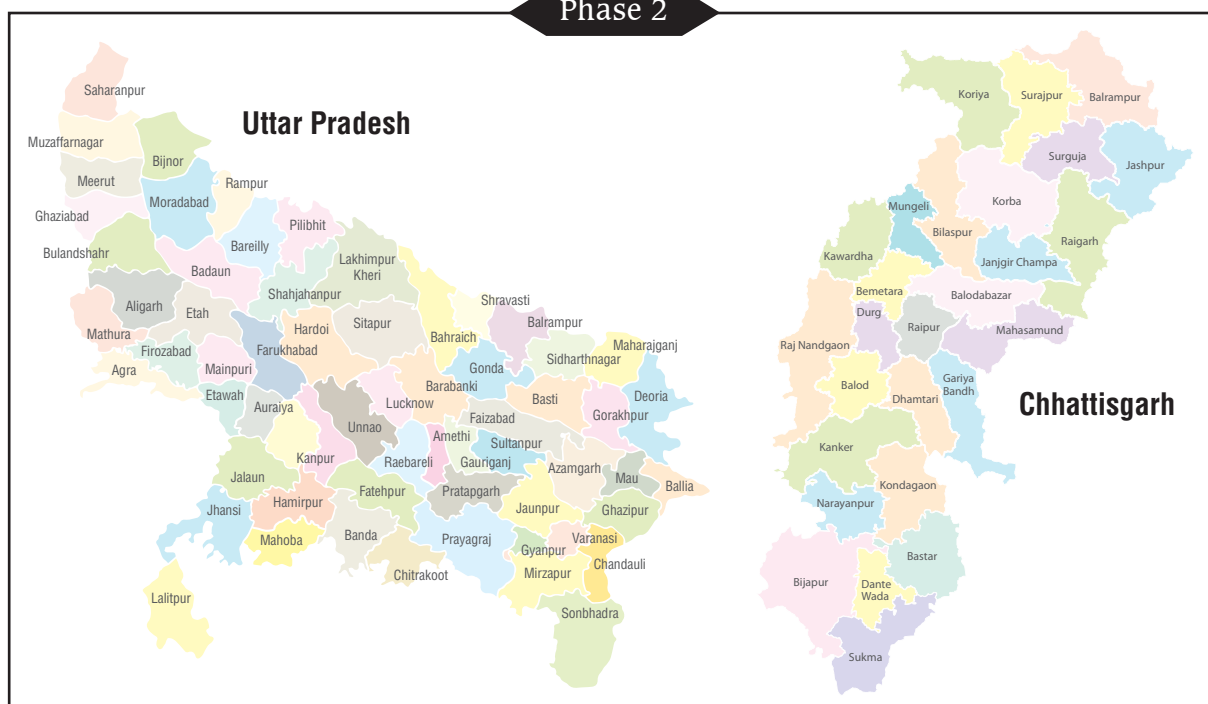
As the country with the world’s highest burden of TB, India has made great progress in mounting an effective, comprehensive response to TB in recent years. This has included the roll out of new tools and regimens, the introduction of nutrition and social support for people with TB, increased investment in research and a transition to a multi-sectoral approach to TB, that recognises the social and economic dimensions of the disease. Nevertheless, challenges remain, and while these are numerous, they are not insurmountable. What is required is a concerted effort to engage all stakeholders to build a national movement with a collective vision - making India TB-free.

The TB Call to Action Project, initiated in 2016 with support from the United States Agency for International Development (USAID), was conceptualised as a strategic effort to broaden the conversation around TB and involve those who were previously unengaged. The project was implemented by REACH, in partnership with the Revised National TB Control Programme (RNTCP) at the national, state and district levels. Assam, Bihar, Chhatisgarh, Jharkhand, Odisha and Uttar Pradesh were priority states.

THE INTERVENTION



Phase 2



Through this project, REACH has prioritised two interconnected aspects of India's response

To support and strengthen the community response to TB



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



Project Objective 1: To support and strengthen the community response to TB

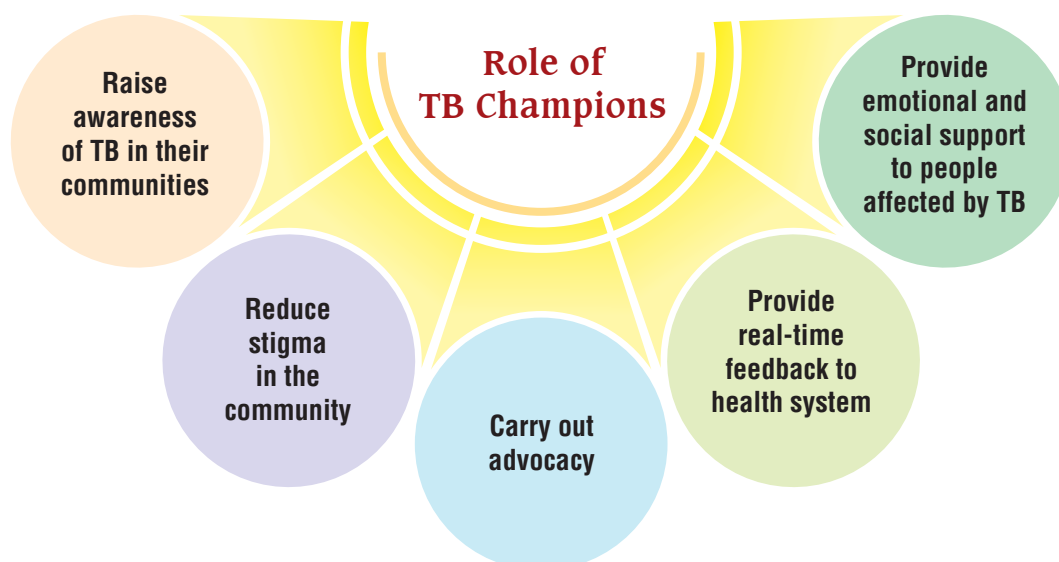
1. Creation of a trained and effective cadre of TB Champions

Responses to TB have largely remained top-down for decades, failing to effectively engage civil society and affected communities. People with TB and TB survivors were relatively invisible, with few passionate spokespersons and long-term advocates. The objective of this project was to create a cadre of motivated and trained TB survivors, and demonstrate a mechanism for their meaningful engagement.

In a first for India, over 300 TB survivors from across India were trained through capacity-building workshops held at the national, state and district levels between April 2017 and November 2019. These workshops focused on equipping participants to strengthen their knowledge of TB, building their advocacy skills and supporting them to reach out to others in their communities. Participants were also able to interact with senior health officials at the workshops, and develop a mutual understanding of their role in the TB response. In addition, in 2019, over 130 survivors were trained through one-day capsular training workshops held at the district level.



Following the first round of workshops in 2017-18, select Champions enrolled in a six-month mentorship programme. Based on learnings from this round, the second round was designed to be more results-based, and gave TB Champions a clear four-fold mandate – to provide information and emotional support to people with TB; to sensitise their communities about TB and help them seek care; to advocate with key stakeholders; and to lead efforts to reduce stigma associated with TB. Each TB Champion was assigned a mentor, based in the same district whenever possible, to support and guide them to complete their activities as outlined in their work plans.



State	No of TB Champions engaged as 'Mentees'			No of Mentors who provided support
	Male	Female	Total	
Assam	22	8	30	5
Bihar	38	15	53	10
Chhattisgarh	28	6	34	6
Jharkhand	37	12	49	9
Odisha	34	5	39	5
Uttar Pradesh	19	5	24	7
Total	178	51	229	42

Through the six-month mentorship programme, over 220 TB Champions supported over 12,000 people with TB and sensitised over 180,000 people in the general community.



State	Number of people with TB who received support from TB Champions
Assam	1459
Bihar	3017
Chhattisgarh	2177
Jharkhand	2123
Odisha	2093
Uttar Pradesh	1652
Total	12521

In addition, concerted efforts have been made to ensure that trained TB Champions had multiple opportunities to participate at various forums – 59 Champions have become members of various National, State and District TB Forums; Champions have spoken at World TB Day meetings; 16 Champions received scholarships to attend the 50th Union World Conference on Lung Health held in Hyderabad in October 2019; and over 30 TB Champions participated in a Training of Trainers workshop organised by the Central TB Division, also in October 2019.



“TB is a social disease that requires a multi-sectoral approach. If we are to win the fight against TB, we need all stakeholders on board - affected communities including TB survivors and Champions, networks, industries, the media, elected representatives, celebrities and other key influencers. Through the Call to Action project, REACH has worked closely with the TB programme to demonstrate many innovative models of engaging each of these stakeholders, and we are looking at how we can expand and scale these up. I am confident that together, we can accelerate our efforts to end TB with a person-centred, community-led, gender-responsive and rights-based approach.”

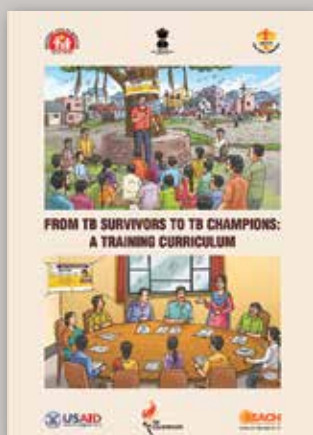
- *Dr. K. S. Sachdeva, DDG-TB, Central TB Division, Ministry of Health and Family Welfare, Govt. of India*

From TB survivors to Champions and Community Leaders

In addition to providing information and emotional support to people with TB and sensitising communities, TB Champions have evolved as advocates and leaders in the communities.

- They have identified people with symptoms of TB and referred them for testing; in many cases, Champions have personally accompanied people with facilities to ensure they are tested promptly.
- They have linked people with TB to available benefits, including Nikshay Poshan Yojana.
- Champions have played a significant role in motivating people who had dropped out of treatment to resume taking their medication, and complete their treatment successfully.
- They have gone door-to-door, visiting people with TB, speaking to their families and friends and addressing any issues around stigma.
- Through anti-stigma campaigns, Champions have motivated people to talk openly about TB, and advocated for the rights of people affected by TB.
- Champions have conducted meetings for community groups and audiences that were previously entirely unaware of TB.
- They have been able to use local languages and dialects to convey information on TB.
- Their advocacy efforts have resulted in the involvement of Panchayat leaders and other community leaders.
- They have worked closely with the TB programme, giving them real-time feedback on TB services and identifying any potential bottlenecks in access to services.

A community-led response for TB has now been incorporated as one of the key strategies to reach the unreached and to support people with TB through their illness, as part of the National Strategic Plan for 2017-25.



In 2018, a working group was set up by the Central TB Division to develop a curriculum for training of TB survivors. Drawing on the training agendas used at the capacity-building workshops, the curriculum titled 'From TB Survivors to TB Champions: A Training Curriculum' was developed through a collaborative process. This was officially launched by Dr. Harsh Vardhan, Honourable Minister of Health and Family Welfare, Govt. of India in September 2019 and is now available on www.tbcindia.nic.in

TB Champions lead anti-stigma campaigns

Over the six-month mentorship programme, TB Champions led two anti-stigma campaigns, working closely with their community leaders and garnering their support.



Toolkit for TB Champions

A toolkit was developed for TB Champions who enrolled in the six-month mentorship programme. The toolkit contained three categories of materials.

- I. Materials for use by the TB Champions themselves, including Frequently Asked Questions on TB, a handbook on TB, TB Champion badges and personalised posters for display at facilities.
 - II. Materials to be given to people with TB, including a Fight TB booklet and TB Mitra cards
 - III. Materials for use at community meetings including leaflets, posters, door stickers etc.
- All materials were made available in Hindi, Odia and Assamese.



“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, Department of Health, Government of Bihar

2. Forming and Strengthening Survivor-led Networks

Networks led by affected communities have the potential to be powerful actors in the TB response and can take the lead in forging a rights-based approach. At the capacity-building workshops, network formation featured on the agenda, and participants had an opportunity to discuss the need for networks and their willingness to come together under a common umbrella.

The first such network, Touched by TB, was formed at the national level, as an outcome of the Regional Capacity-building workshop for TB survivors from the Asia Pacific region, held in New Delhi in April 2017. State-level networks were announced by survivors from Bihar, Jharkhand, Odisha and Assam in 2017-18, and by Uttar Pradesh and Chhattisgarh in 2018-19.

National	Touched by TB
Bihar	TB Mukht Vahini (TMV)
Jharkhand	TEJ (TB Elimination from Jharkhand)
Odisha	Kalinga TB Survivors Network
Assam	Jyoti End TB Assam (JETA)
Chhattisgarh	TB Mukht Chhattisgarh
Uttar Pradesh	UP TB Elimination Force

“Over the last three years, the TB Call to Action Project has been successful in raising the visibility of TB in Assam and bringing together stakeholders who were previously not involved in TB. Our partnership with REACH has seen the rise of Assam’s first group of trained TB survivors who are committed advocates on behalf of communities and the rollout of the Employer Led Model for TB, for the first time in India, in the two tea garden districts of Dibrugarh and Tinsukia.”

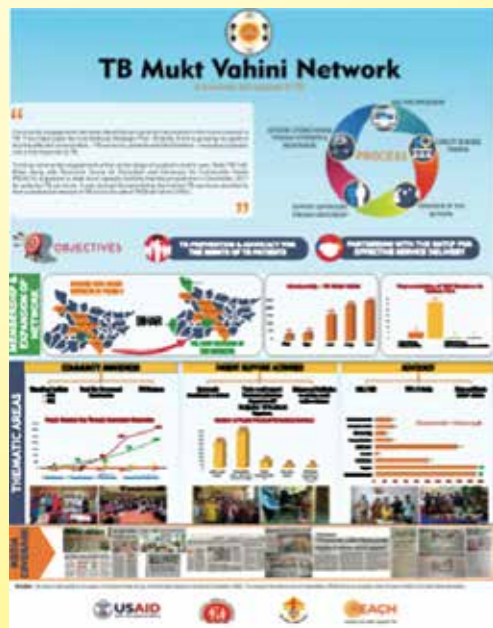
- *Mr. Anurag Goel, IAS, Commissioner and Secretary, Department of Health and Family Welfare, Government of Assam*

“The TB Call to Action Project has been instrumental in raising the visibility of TB in the state, by bringing together a range of diverse stakeholders who were previously not involved in our TB response. In partnership with REACH, we have organised the first inter-sectoral meeting on TB and encouraged the involvement of mining companies through the Employer Led Model. We are glad that Odisha’s celebrities have also come forward as ambassadors for TB.”

- *Dr. Pramod Kumar Meherda IAS, Commissioner-cum-Secretary, Department of Health & Family Welfare, Govt. of Odisha*
-

Key achievements:

- To date, over 1500 survivors have joined the different networks.
- In 2019, TB Mukht Vahini and TEJ were formally registered as independent bodies under the Societies Act.
- TB Mukht Vahini was selected as a best practice at the 5th National Summit on Good & Replicable Practices and Innovations in Public Healthcare Systems that took place in Kaziranga, Assam in November 2018.
- TB Mukht Vahini was also selected for an oral abstract presentation at the 50th Union World Conference on Lung Health, held in Hyderabad in October 2019.
- Networks have also taken out awareness rallies, advocated with district health officials and formed district chapters.



3. TB Mitra: connecting service providers and users

In order to strengthen the interaction between service providers and service users, and provide a platform for feedback on TB services, a mobile app called TB Mitra was developed and rolled out. The app is available for download on Play Store and has three key features:



- Learn about TB: – here the user can access basic information on TB, myths and facts, frequently asked questions, useful tips for people who have had TB and informative videos on TB.
- Feedback on TB - this is the interface where people who have been affected by TB (past and present) can provide feedback on their experience with the TB programme. The feedback will provide insights to programme managers on strengths and weaknesses of TB care services.
- ‘Near me’ - This provides the GPS location of health facilities near the user when logged in from the concerned district.

The App was piloted in two districts of Odisha – Ganjam and Bargarh. A qualitative assessment was conducted to gather feedback from users and health officials. TB Mitra 2.0 is currently under design, incorporating feedback from the Central TB Division, state health officials, and community users of the App.



4. Engaging community providers

Community pharmacists and nurses are key but often neglected stakeholders in the TB response. To trigger the participation of pharmacists in the priority states, sensitisation meetings were held with various stakeholders and over 1000 pharmacists were sensitised. A multi-stakeholder approach brought together state health officials, Drug Controllers' office, pharmacy associations and individual pharmacists. In Odisha and Jharkhand, following the pilot trainings, the sensitisation of pharmacists was expanded to other districts through the state's own resources.

The role of ANMs and Nursing staff in TB care cannot be underestimated. ANMs are generally the first link between the community and service providers. Nurses are also important care givers for people with TB, particularly those admitted due to TB or those who experience adverse effects due to the anti-TB drugs. Through a collaborative process led by the Central TB Division, REACH developed Training of Trainer modules for ANMs and Nursing staff to provide them with updated knowledge on TB.



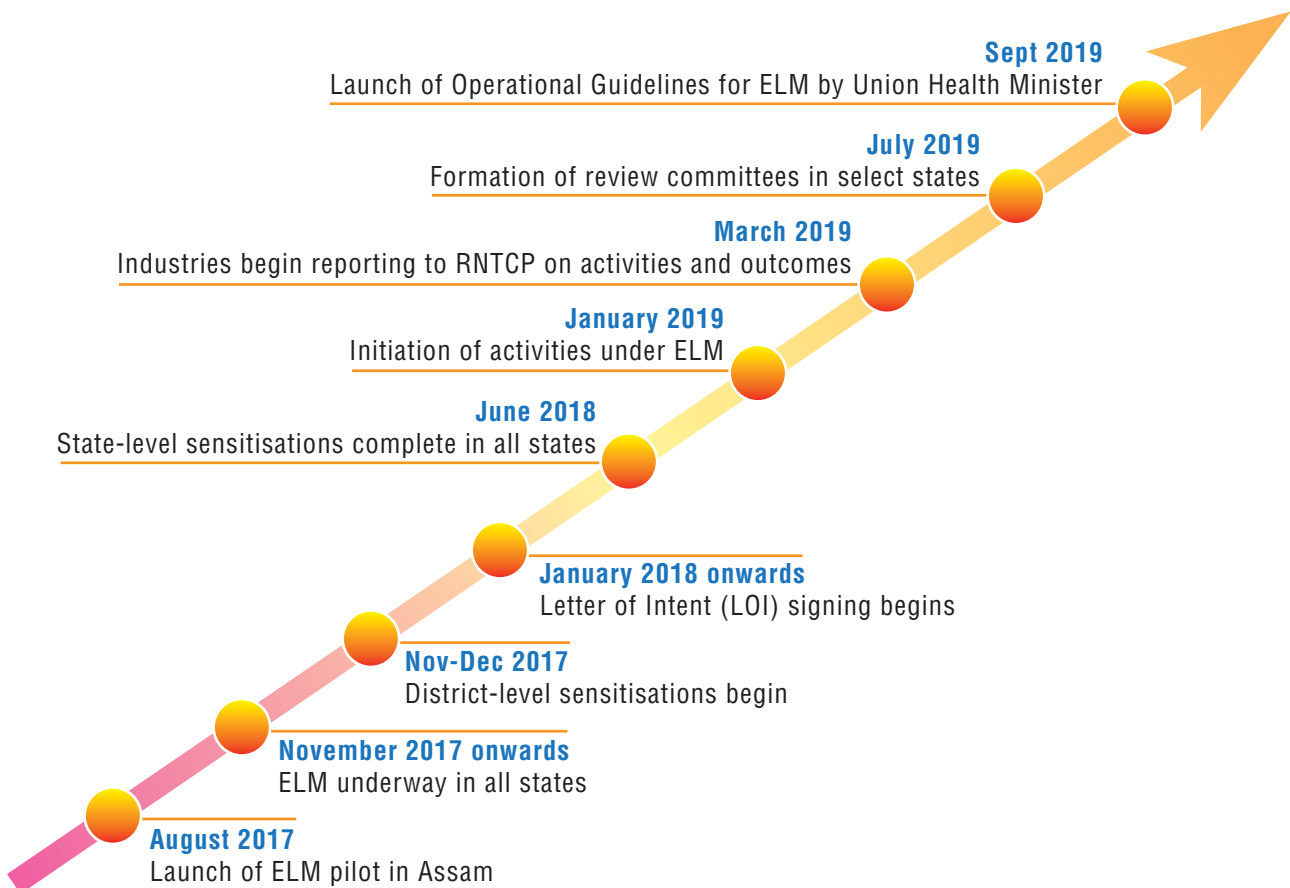
Project Objective 2: To advocate for increased financial, intellectual and other resources for TB

1. Engaging industries through the Employer Led Model (ELM)

Developing and piloting the Employer Led Model for TB was a key intervention of the project. The concept was adapted from the National AIDS Control Organisation's (NACO) Employer Led Model for HIV and AIDS. The goal of the ELM is to implement a comprehensive programme on TB care and prevention in industries by integrating awareness, health education and service delivery within existing systems, structures and resources, while at the same time taking cognisance of their business agendas.

The intervention involved identifying and bringing together crucial stakeholders in the six states depending on the state-specific context. This was a collaborative, multi-stakeholder approach involving the TB Programme, the Department of Health and Family Welfare, industries, industrial associations, the Department of Mines, the

Department of Industries, other relevant departments and the TB-affected community. The pilot phase began in Assam, with a focus on tea garden workers in the districts of Dibrugarh and Tinsukia. The initiative was then expanded to other states – In Bihar, the focus of ELM was on Micro, Small and Medium enterprises while in states such as Odisha and Chhattisgarh the model focused on mining industries.



Following the meetings, industries, and in some cases associations, committed to undertaking activities for TB prevention and care, and signed Letter of Intents (LOI) with their respective District TB Cells or district administration counterparts. To date, 100 LOIs have been signed.

Post the signing of LOIs, industries drew up annual action plans and began activities. The activities were supported by the TB programme in the form of provision of training to set up Designated Microscopy Centres, establishing DOTS centres, providing mechanisms for sample transport, capacity-building, technical guidance and support. The establishments took the initiative in conducting awareness activities for their employees, families and communities.

Those that had signed LOIs were given monthly reporting templates, and required to submit reports to the District TB Cells. Prototypes of IEC materials were developed and shared, and displayed by industries at strategic locations.

The industries and establishments, in collaboration with the District TB Cells, also conducted Active Case Finding campaigns for their workforce. Wherever possible, TB Champions were involved in ELM activities.



Handbook of Operational Guidelines

A Handbook of Operational Guidelines was developed to introduce readers to the Employer Led Model and present a framework for implementation of the programme. The Handbook was formally released by Dr. Harsh Vardhan, the Hon'ble Minister of Health and Family Welfare, Govt. of India, at the launch of the TB Harega Desh Jitega campaign in September 2019. The document is available on www.tbccindia.nic.in

2. Involving elected representatives for greater attention to TB

TB deserves and demands the urgent attention of all Indians, including elected representatives. Elected representatives – MPs and MLAs – can be powerful TB advocates, who can generate political commitment to India's response to TB and raise the public profile and visibility of TB.

Elected representatives were engaged in multiple ways – through one-to-one meetings; meetings at the Assembly through the office of the Speaker; roundtable meetings and community meetings.

Key achievements:

- Between January 2017 to 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. Seven MLAs took a pledge to extend their support for TB care & prevention efforts in the state. A consultative meeting was held in February 2018 in collaboration with the State TB Cell.
- In August 2017, a consultative meeting was held at the Jharkhand Assembly for MLAs to debate TB-related issues. Following this meeting, 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.
- In March 2018, the then MLA of Baharagora Mr. Kunal Sarangi launched a TB-Free Constituency campaign, followed by a series of discussions and activities with community leaders. This culminated in the release of an Impact Report on TB-free Baharagora in October 2019. This engagement model demonstrated the catalytic impact the involvement of an elected representative can have on the community at large.
- Eighteen Members of Odisha's Legislative Assembly were sensitised on TB issues at the state and constituency level. Engaged MLAs have interacted with TB Champions to understand the impact of TB, participated in workshops and meetings with various stakeholders, helped launch new initiatives such as TB Mitra and featured in social media campaigns on TB.
- Advocacy efforts to involve elected representatives in Assam resulted in the participation of the Chief Minister Shri Sarbananda Sonowal, at a roundtable meeting held in October 2018. Speaking at the Assam State Assembly on the occasion, the Chief Minister urged his colleagues to actively contribute to ending TB in Assam, by addressing TB in their respective constituencies. The meeting also saw the participation of the Speaker of the Assam Assembly, the leader of the Opposition

and over 20 other MLAs. Earlier in 2018, a similar roundtable meeting held in July in Dibrugarh brought together MLAs from the tea garden districts. Following the meeting, Mr. Sanjay Kishan, MLA of Tinsukia, declared that he would spearhead efforts to make his constituency TB-free.

- 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.



“With a vision to have a TB-free Chhattisgarh by the end of 2023, we widely acknowledge the fact that apart from medically managing TB, meaningful engagement of community would help us in achieving our goal. In our commitment to enhance the inclusion of community engagement, partnerships and patient-centred approaches, we partnered with REACH and the TB Call to Action Project and built Chhattisgarh’s first cadre of motivated and committed TB Champions. Being TB survivors themselves, these Champions are working to improve awareness in their communities, reduce stigma and support people on treatment for TB. I am hopeful that empowering and engaging communities will help us win the battle against TB.”

- *Dr. Priyanka Shukla IAS, MD-NHM, Department of Health & Family Welfare, Govt. of Chhattisgarh*

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

Celebrities, by virtue of being key influencers, have the potential to improve understanding of TB and change attitudes towards people affected by TB. In the first two years of the project, celebrities were identified and engaged as Ambassadors at the state level – archer and athlete Padma Shri Deepika Kumari in Jharkhand; musician Padma Shri Prafulla Kar, sand artist Padma Shri Sudarshan Pattnaik and actor Kuna Tripathy in Odisha; actor Rajesh Kumar in Bihar; and actor-musician Zubeen Garg in Assam. The ambassadors all worked probono, and featured in short films, audio clips for radio, outdoor displays and other materials on various aspects of TB. In all, nearly 20 television commercials and short films were developed, across the states, and shared widely with all the districts. In addition, some states used their own resources to broadcast the short films on television.



4. Advocating for an inter-sectoral approach to TB

In order to broaden the conversation around TB, efforts were made to engage representatives from departments other than health, in the priority states. This resulted in the formation of Jharkhand's first task force for the mainstreaming of TB and Odisha's first meeting of over five departments to develop a joint action plan for TB.

5. Engaging Journalists for Improved Reporting on TB

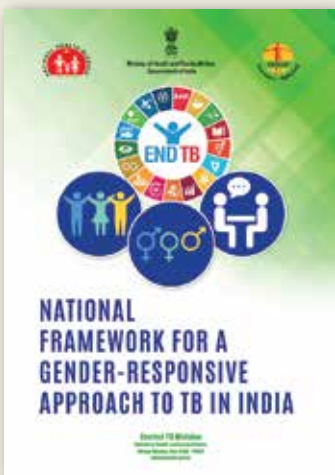
Improving the frequency and quality of reporting on TB by the news media was a priority for the project. Journalists were engaged through fellowship programmes, annual media awards and state-level roundtables. In all, 24 journalists received Fellowships for reporting on TB, and wrote over 80 stories on different aspects of TB. Ten journalists received media awards for the best reporting on TB – the annual awards were given in March 2018 and October 2019. Journalists based in the state capitals of priority states participated in roundtable meetings and interacted with state health officials. In all, over 200 journalists were sensitised on TB. In addition, advocacy efforts resulted in the engagement of Doordarshan, All India Radio and private radio channels in several states.



Development of Real-time Dashboard for the TB programme

In keeping with the project’s mandate to promote greater involvement of policymakers and key stakeholders, REACH in partnership with Dure Technologies, initiated the development of a visualisation dashboard with advanced analytics in December 2016.

It was subsequently decided to integrate the dashboard with Nikshay and indicators were accordingly selected from the Technical and Operational Guidelines of the TB programme.



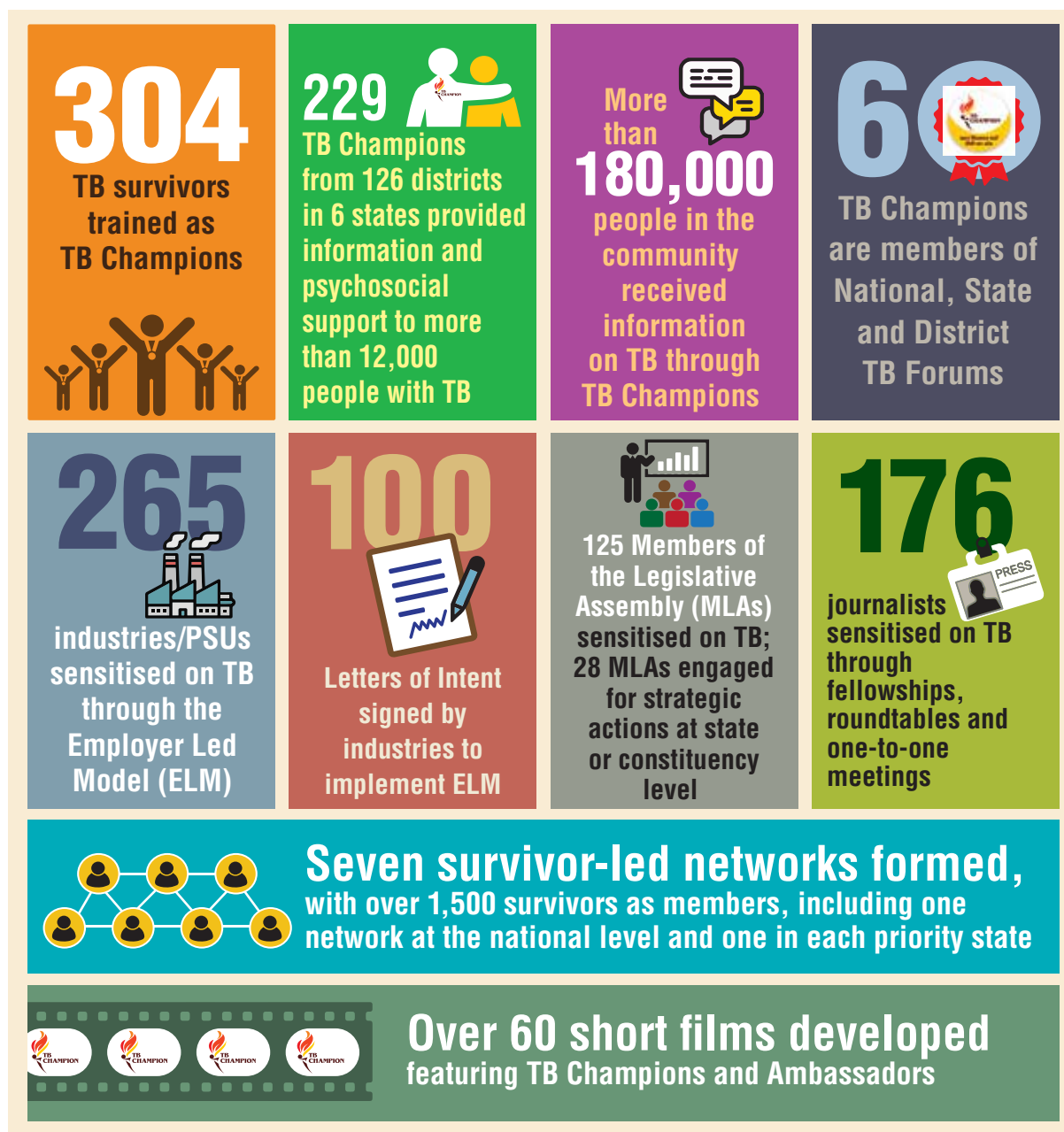
Spearheading a Gender-responsive approach to TB

In March 2017, REACH organised a TB Centrestage discussion on TB and gender issues, a meeting that kick started a national conversation on this previously neglected aspect of TB. REACH subsequently supported the Central TB Division in the development of a National Framework for a Gender-responsive approach to TB, which has been formally adopted by the TB programme and shared widely with all states for implementation.

“The reasons for TB are as much social and economic as they are physiological, hence we cannot hope to end it with a purely medical approach. I am proud that Jharkhand was the first state to set up a State Task Force for Mainstreaming of TB, with support from REACH through the Call to Action project, and with the objective of involving departments beyond health and pioneering a social multi-sectoral response, so as to leave no one behind.”

- *Mr. Sudhir Tripathi IAS, former Chief Secretary, Govt. of Jharkhand*

Key Results



“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*

“Through our collaboration with REACH and the TB Call to Action Project, we have been able to bring together a range of diverse stakeholders who were previously not involved in the TB response. We are confident that our efforts to engage TB survivors, industries, celebrities, the media and elected representatives will accelerate our progress towards our goal of a TB-free Jharkhand.”

- *Dr. Shailesh Kumar Chaurasia IAS, Mission Director, National Health Mission, Govt. of Jharkhand*

Key Highlights



Dr. Soumya Swaminathan and Dr. K. S. Sachdeva chair the first national consultative meeting on TB and Gender, held in March 2017



TB Champion Dean Lewis announces the formation of Touched by TB, a unique coalition of people affected by TB, in April 2017 in New Delhi



TB Champions interact with USAID Administrator Mark Green in Hyderabad in November 2017



Sudeshwar Singh, TB Champion from Bihar speaks at the inaugural session of the Delhi End TB Summit chaired by the Honourable Prime Minister Shri Narendra Modi in March 2018



Countdown 2025, a TB Centrestage discussion moderated by Dr. Nalini Krishnan, Director, REACH underway in March 2018



Mr. Vikas Sheel IAS, Joint Secretary, Ministry of Health and Family Welfare, Govt. of India, addresses TB communities in September 2018

“It is our moral responsibility to support the Government of India’s mission to eliminate TB by 2025. The concept of ELM guides us on our roles and responsibilities and expectations from the TB programme.”

- *Mr. Ramchandra Pattnaik, Manager CSR, Serajuddin Mines, Keonjhar, Odisha*

Key Highlights



The Chief Minister of Assam, Shri Sarbananda Sonowal, speaks at a first-of-its-kind roundtable on TB in the state held in October 2018



TB Champion Anjana Singh from Bihar felicitated by Ms. Preeti Sudan, Secretary, Ministry of Health and Family Welfare, Government of India on World TB Day 2019



TB Champions at the Regional Review Meeting (East Zone) of State TB Forums under RNTCP organised by Central TB Division and REACH in Raipur in March 2019



Dr. Harsh Vardhan, Honourable Minister, Health and Family Welfare, Govt. of India, at the community engagement stall on the occasion of the TB Harega Desh Jeetega launch in September 2019



The launch of two publications developed by REACH, in collaboration with Central TB Division – 'From TB Survivors to TB Champions: A Training Curriculum' and 'Employer Led Model for TB Care and Prevention: Operational Guidelines' – in September 2019 at the TB Harega Desh Jeetega launch



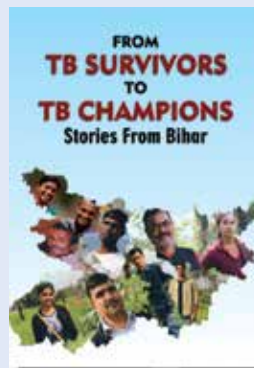
TB Champions with senior health officials at the first ever Training of Trainers, held in New Delhi in October 2019

“From a TB patient to a TB survivor, then a TB Champion and now a trainer for other TB survivors, I feel extremely privileged to consider myself an empowered advocate. The responsibility to carry forward the work towards elimination of TB in Assam is a big one and I hope more TB Champions come forward and join me in this mission.”

- *Minoti Puran, TB Champion, Jorhat, Assam*

Publications & Short Films

Through the project period, several publications, short films featuring TB Champions, television commercials featuring TB Ambassadors, radio clippings, posters and other materials were developed and widely disseminated.



“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 children will have to live without their mother.”

- *Rajiv Kumar, TB Champion, 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 interventions, different processes of engaging various stakeholders have been tested, demonstrated and documented, with the potential for scale-up and expansion across India. Some key learnings from the project include:

- 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 recognized 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 contextualized 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.
- 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.
- Industries/ Tea gardens are complex ecosystems with multiple stakeholders, each of whom has a distinct role to play. They require considerable technical support from the district TB programme to regularly implement ELM activities.
- 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.

TB IN THE NEWS

उत्तर विधानसभा को टीबी मुक्त बनाने का लक्ष्य



2025 तक भारत को टीबी मुक्त बनाने की दिशा में काम करने

उत्तर विधानसभा को टीबी मुक्त बनाने का लक्ष्य

उत्तर विधानसभा को टीबी मुक्त बनाने का लक्ष्य रखते हैं। उत्तर विधानसभा के अध्यक्ष डॉ. नीरज शर्मा।

अंधविश्वास इलाज में बड़ी बाधा

डॉ. सुभा ने बताया कि टीबी को लेकर समाज में काफी अंधविश्वास है, जिससे टीबी मरीजों का इलाज सफल नहीं हो पा रहा है। टीबी को जड़ से खत्म करने के लिए अंधविश्वास को खत्म करने की जरूरत है। इस बीच घर-घर जाकर टीबी मुक्त बनाने का काम चल रहा है।

उत्तर विधानसभा को टीबी मुक्त बनाने का लक्ष्य

उत्तर विधानसभा के अध्यक्ष डॉ. नीरज शर्मा ने बताया कि उत्तर विधानसभा को टीबी मुक्त बनाने का लक्ष्य रखते हैं। उत्तर विधानसभा के अध्यक्ष डॉ. नीरज शर्मा ने बताया कि उत्तर विधानसभा को टीबी मुक्त बनाने का लक्ष्य रखते हैं।

जिंदगी की जंग जीत दूसरों का बढ़ा रहे हौसला

अंतराष्ट्रीय रूप से टीबी जीत रहे टीबी चैंपियंस की जुबानी सुनिश्चाने की कसरती करने-राष्ट्रियों के भेदभाव का हटा रिवाज

दो महिला मायके टकरा करतया इलाज

बीमाही देख भारती ने घर छोड़ दिया

टीबी की जगह किया टाइफाइड का इलाज

टीबी की जगह किया टाइफाइड का इलाज। डॉ. सुभा ने बताया कि टीबी को लेकर समाज में काफी अंधविश्वास है, जिससे टीबी मरीजों का इलाज सफल नहीं हो पा रहा है। टीबी को जड़ से खत्म करने के लिए अंधविश्वास को खत्म करने की जरूरत है। इस बीच घर-घर जाकर टीबी मुक्त बनाने का काम चल रहा है।



Assam legislators on 'mission mode' to eliminate TB

As part of the initiative to end TB, the RNTCP and Central TB division are encouraging participation of stakeholders including MLAs, Panchayat members and other elected representatives both at the constituency and community levels

MANASHREE GOSWAMI 4 min read
GUWAHATI, December 15, 2018 3:46 pm



TB is everyone's problem, says expert

Countdown 2025: A TB Centrestage Discussion and REACH Media Awards held in Capital



Countdown 2025: A TB Centrestage Discussion and REACH Media Awards held in Capital. The event was organized by REACH in partnership with... The event was organized by REACH in partnership with... The event was organized by REACH in partnership with...

TB Champions are frontline soldiers in fight against the menace, says official

Assam's TB Champions complete six-month mentorship programme



Assam's TB Champions complete six-month mentorship programme. The event was organized by REACH in partnership with... The event was organized by REACH in partnership with...

WORKSHOP FOCUS ON FIGHTING DISEASE TB champs spread awareness

ACHINUYASANGLI
Rachael Rukha Verma from Gurukul was addressed with tuberculosis (TB) in 2013. She survived and now wants to spread awareness about the disease among people.

Tuberculosis Control Program (TCCP) - a subcommittee of the National Tuberculosis Control Programme (NTCCP), a project, created by the US Agency for International Development (USAID), which aims to improve the health facilities of tuberculosis in India.

SEARCH associates with similar activities in other states like Assam, Bihar and Odisha under TB Call to Action (TCCA), a project, created by the US Agency for International Development (USAID), which aims to improve the health facilities of tuberculosis in India.

People of the region are themselves from approaching doctors even if they show symptoms of the disease for a longer time," said Rakha, adding that there was an urgent need to spread awareness in villages.

Disseminate awareness materials on TB: Tripathy

PHR • MARCH
Additional Chief Secretary, Department of Health, Tripathy, has directed the officials to develop and disseminate awareness materials on TB among the masses.



Additional Chief Secretary, Department of Health, Tripathy, along with other officials, holds the first meeting of the State TB Forum on 10th March at the State Tuberculosis Control Centre, Cuttack.

There must be clear messages on TB for each Department," said Tripathy, who also emphasized on the need of generating awareness on TB across the state in association with other departments.

The objective of the meeting was the mainstreaming of TB in alignment with other government departments with the aim of addressing government's vision of eliminating TB from the State by 2025.

Members of the TB Forum also discussed the implementation of support from ICM, Tripathy TB TB Forum, National TB Elimination Programme (NTEP) and other TB related activities.

SEARCH associates with similar activities in other states like Assam, Bihar and Odisha under TB Call to Action (TCCA), a project, created by the US Agency for International Development (USAID), which aims to improve the health facilities of tuberculosis in India.



टीबी के खिलाफ जंग, उद्यमी आए संग

जबकि एक ओर टीबी के रोग के प्रति जागरूकता बढ़ाने के लिए टीबी के खिलाफ जंग, उद्यमी आए संग



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

देशी निवारण करने को फायदा होगा



देशी निवारण करने को फायदा होगा

देशी निवारण करने को फायदा होगा

Outcast to TB champion — 22-yr-old rebuilt her life

Odisha woman who lost nearly everything to disease is now powering anti-TB campaign



दवा खाकर पूर्ण रूप से स्वस्थ हुए चार टीबी मरीज को टीबी चैंपियन के रूप में सम्मानित किया गया

Odisha Health Minister Pratap Jena launches TB Communication materials and TB Mitra App

November 25, 2018



State and Neighbour

MLA launches TB-Free Baharagora campaign

Baharagora said, "This is a very important step in the fight against TB. We will continue to work towards a TB-free Baharagora."



“While working as a TB Champion, I observed several cases of stigma and discrimination in my village. For instance, a newlywed bride got TB and her mother-in-law threatened to end the marriage. I counselled the family and explained to them that TB was a curable disease, and was able to resolve the situation.”

- *Tupeshwari Devi, TB Champion, Jharkhand*

“My life turned upside down when I had brain TB. I was partially paralysed and my dream of being a Kuchupudi and Bharatanatyam dancer was gone. The mentorship programme helped me rebuild my confidence and focus on my life beyond TB and the distress I faced. I hope to get back on stage in the next six months.”

- *B. Chinmayee, TB Champion, Odisha*

“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, Uttar Pradesh*

“There is an urgent need to create awareness on symptoms, early diagnosis and treatment adherence in hard-to-reach areas of Dantewada. It is very important that everyone who has battled TB comes together to make sure that we help others who are facing problems during their treatment.”

- *Ravindra Karma, TB Champion, Chhattisgarh*

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:

Chennai Office: 044 45565445 / 044 28132099 • Email: reach4tb@gmail.com

Website: www.reachtbnetwork.org  @SpeakTB  www.facebook.com/SPEAKTB



The publication of this document is made possible by the support of the American People through the United States Agency for International Development (USAID). The contents of this document are the sole responsibility of REACH and do not necessarily reflect the views of USAID or the United States Government.