

# Stop TB Partnership

<b>SUMMARY SHEET</b>		
Agenda Nr. 1.06-10.2	Subject	Global Media Networks
For Information	For Discussion	<b><u>For Decision</u></b>
<p><b>Introduction</b></p> <p>Civil society organizations and media in affected countries still tend to give little attention to TB and as a consequence the disease continues to exist in the shadows of society. The first step in strengthening commitment to fighting TB at national and sub-national levels is to build a critical mass of people, especially journalists, who understand TB not only as a serious public health threat but as an obstacle to development with social root causes. Work on HIV/AIDS and other development issues has shown the importance of moving beyond merely building awareness to also promoting active engagement and local ownership of TB control efforts. In 2005 the Panos Global AIDS Programme, together with the Stop TB Partnership, implemented a 1-year pilot project that awarded TB Media Fellowships to 23 print and photo journalists to enhance media coverage of TB issues in 9 high burden countries. The fellowships included technical training in TB epidemiology and public health, financial support for in-depth research and reporting, and mentoring in the development of stories. The Fellowships enabled the selected journalists to better explore and understand the linkages between TB and socioeconomic variables. In Africa, the reportage of the selected Fellows focused on the intersection of TB and HIV and the urgency for collaborative action to address the dual epidemics.</p>		
<p><b>Summary</b></p> <p>In the period 2006-2007 it is proposed to build on the successful media partnerships developed during the first year of the project to improve coverage of TB issues in an expanded number of 16 high priority countries, 11 of them in Africa. The goal is to generate critical in-depth reporting that promotes participation in and ownership of TB control efforts by those most affected, and accountability on the part of national and international officials. Main activities:</p> <ul style="list-style-type: none"> <li>• Sensitize senior editors, producers and reporters (TV, radio and print) in 16 priority countries of Asia and Africa about TB and its relationship to HIV/AIDS, drug resistance, stigma, poverty, urbanisation and other socioeconomic factors.</li> <li>• Build journalists' skills and capacities to produce critical, in-depth reporting on TB issues that gets frontline coverage in their national media.</li> <li>• Form networks of journalists with a demonstrated interest in TB and provide them with regular access to experts and information to ensure sustained coverage of TB issues.</li> </ul> <p>Educate national-level TB controllers how to enhance and shape coverage of TB to support programme objectives, and equip them with the skills to do so.</p>		
<p><b>Decisions requested from the Stop TB Coordinating Board</b></p> <ol style="list-style-type: none"> <li>1. Endorsement of the expanded project and of collaboration with the Panos Institute to extend the project for a multiyear period.</li> <li>2. Selection of a Board representative to participate in the Advisory Committee of the project to provide high-level input on development of activities and feedback to the Board.</li> <li>3. Commitment of Board members to participate in panels and briefings to be organized in the course of the project for the selected Fellows.</li> </ol>		
<b>Next steps and time frame</b>		
<b>What:</b> Creation of Global Media Network		
<b>Who:</b> Panos		
<b>Timeframe:</b> to 2008		
<b>Focal Point:</b> Panos		