

21st Coordinating Board Meeting

BANGKOK 2012

Agenda Item

Stop TB Partnership - Initiatives

PART 3: ADVOCACY

Process and outcomes of Think Tank for TB Messaging
Private Sector Constituency (PSC)

AGENDA

- 1. INTRODUCTION (10 minutes)**
- 2. VALUE OF A TB BRAND (20 minutes)**
- 3. POSSIBILITIES FOR CAMPAIGNS (15 minutes)**
- 4. NEXT STEPS / RECOMMENDATIONS (10 minutes)**
- 5. DISCUSSION (30 minutes)**

AGENDA

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5. DISCUSSION (30 minutes)

PSC INITIAL PROCESS

In April 2011, the Board asked the PSC and Secretariat to lead a process,

"to devise clear advocacy messages and messaging options"

- PSC goal to gather the data to generate an RFP and identify methods for securing funding.



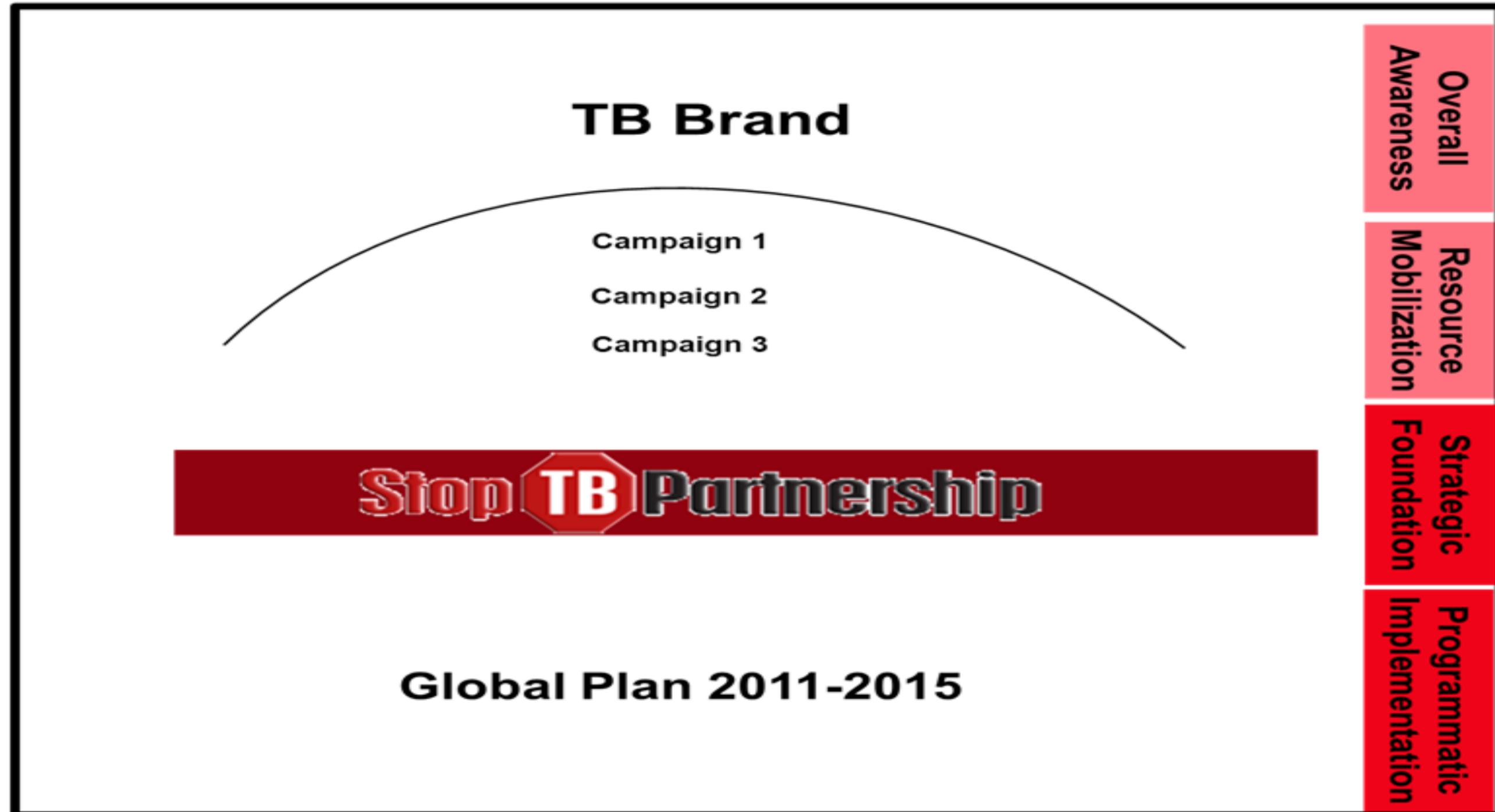
THINK TANK helped frame the challenges



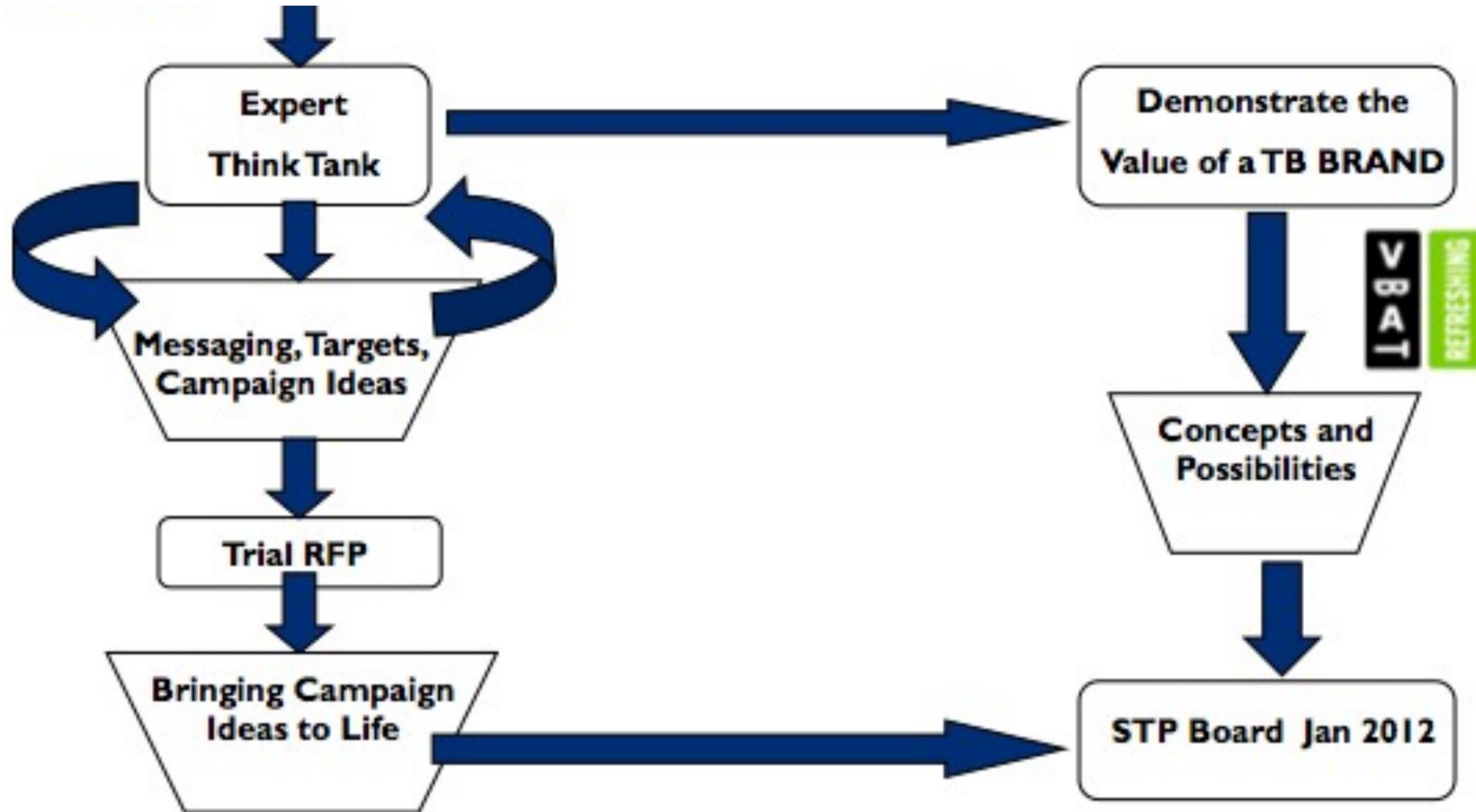
THINK TANK / Participants



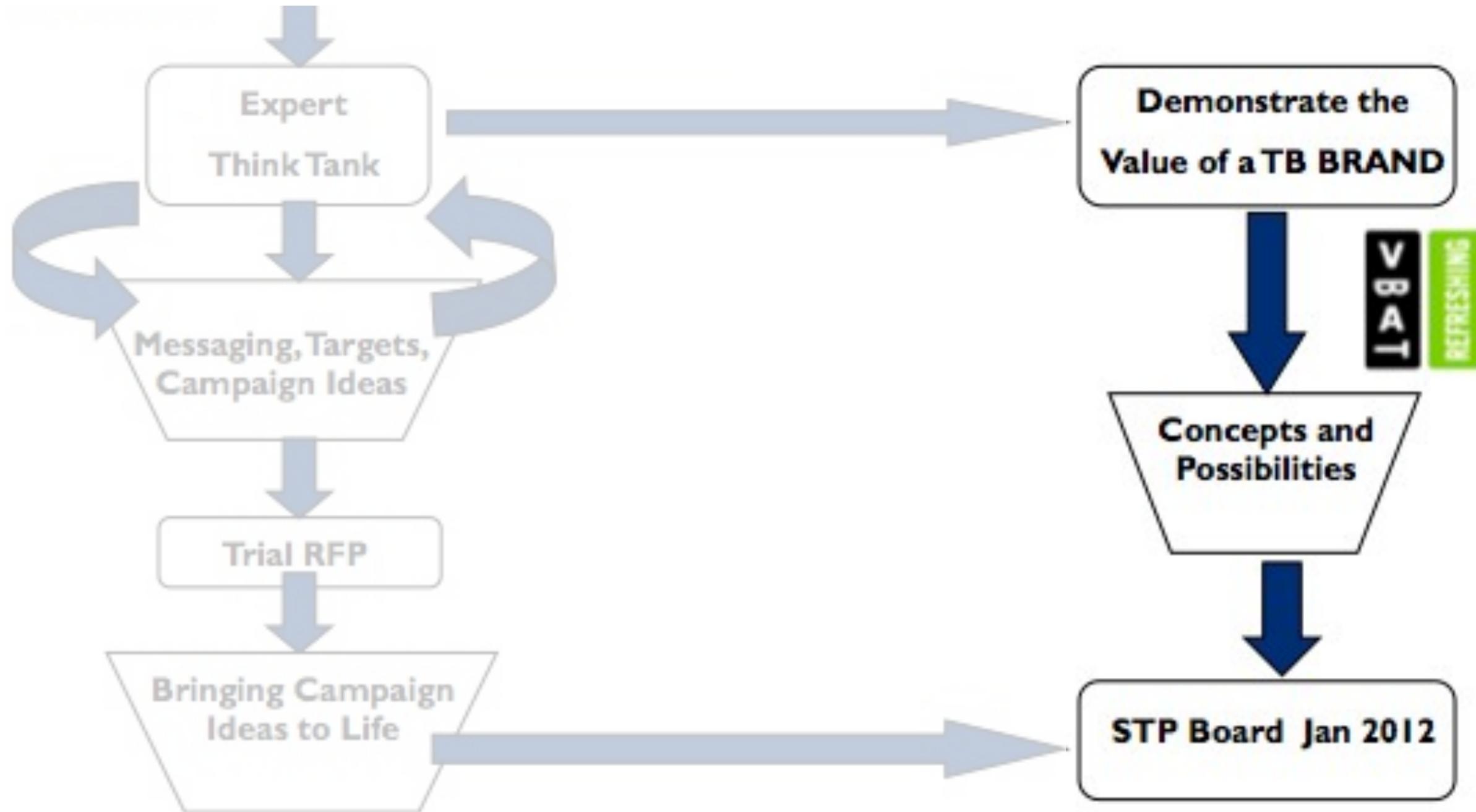
KEY OUTCOME / INTEGRATED COMMUNICATIONS



PSC REFINED PROCESS / AFTER THINK TANK



PSC REFINED PROCESS / BRAND DEVELOPMENT



AGENDA

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CONTENTS

- **THE POWER OF BRANDING**
 - **SHOULD BE APPEALING TO GENERAL PUBLIC**
 - **SIMPLIFY (AIDS/ GIRL EFFECT)**
 - **CREATE A MEMORABLE ICON (ARMSTRONG)**
 - **MAKE IT DURABLE (WWF)**
- **HOW TO DEVELOP A TB 'AWARENESS' BRAND**

POWERFUL ICONIC BRANDS



TOYOTA



Microsoft®





POWERFUL ICONIC PLATFORM BRANDS



AIDS



HUMAN RIGHTS



NATURE & WILDLIFE

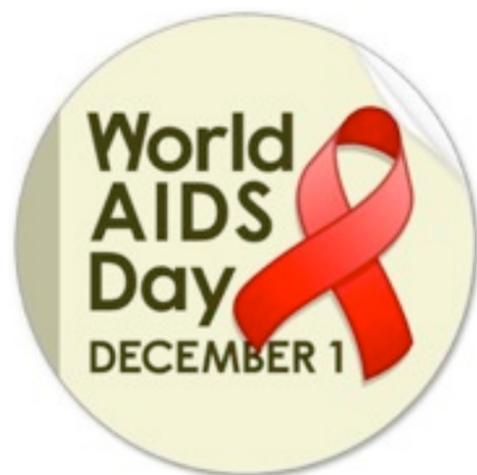


FIGHT AIDS IN AFRICA

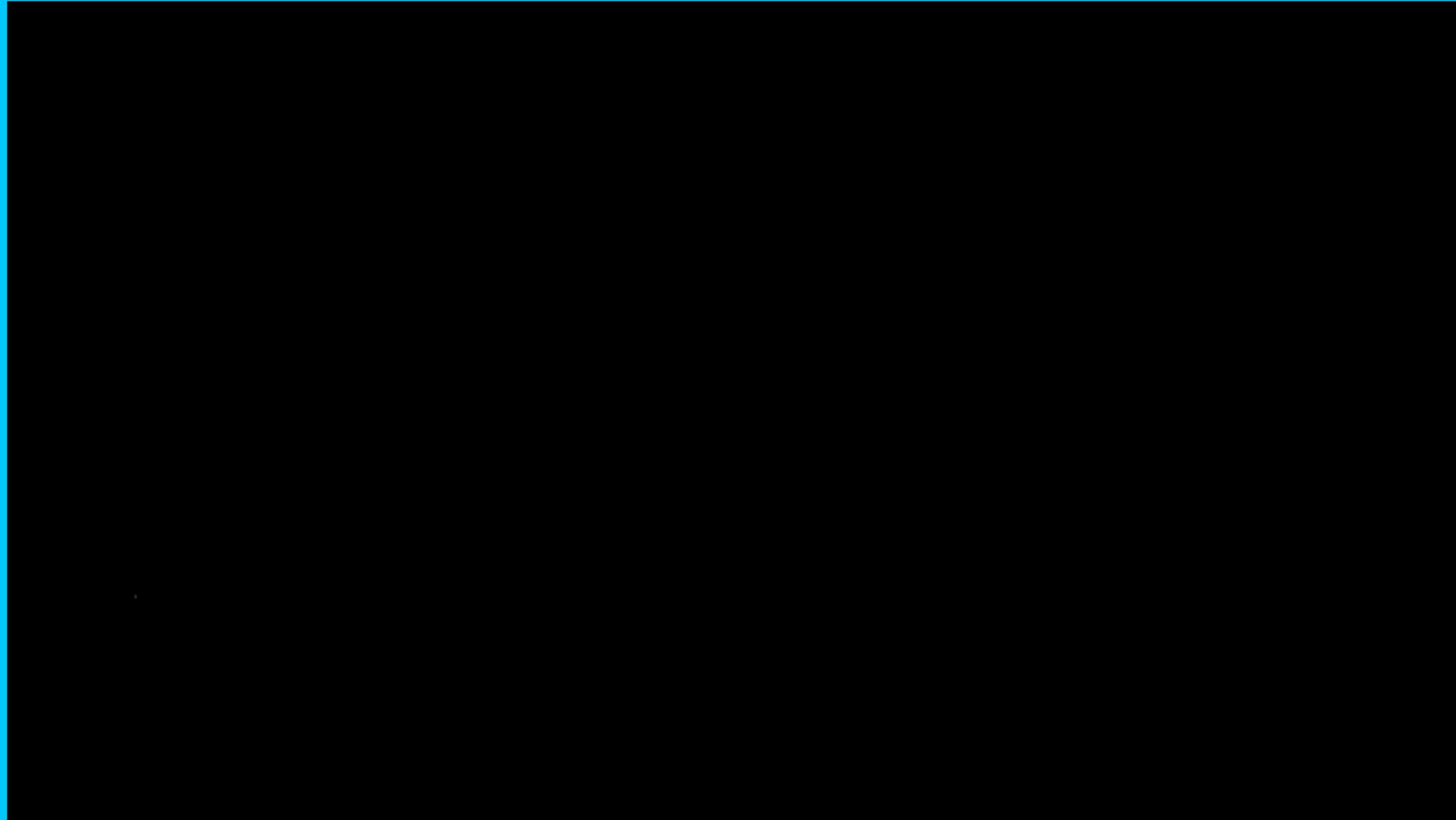


FIGHT CANCER

AIDS



GIRL POWER / AIDS



ARMSTRONG



UNITE

at LIVESTRONGArmy.org



LIVESTRONG GET HELP TAKE ACTION WHAT WE DO WHO WE ARE DONATE SHOP BLOG LOGIN

We fight to improve the lives of people affected by cancer.

OVER 340,000 VOTES CAST

WINNERS ANNOUNCED

93 ORGANIZATIONS WILL RECEIVE FUNDING TO BRING PROVEN CANCER SUPPORT PROGRAMS TO THEIR COMMUNITIES

[SEE THE WINNERS](#)

GET HELP

Need support for yourself or a loved one? We can help you handle the challenges and changes of cancer survivorship. Head on.

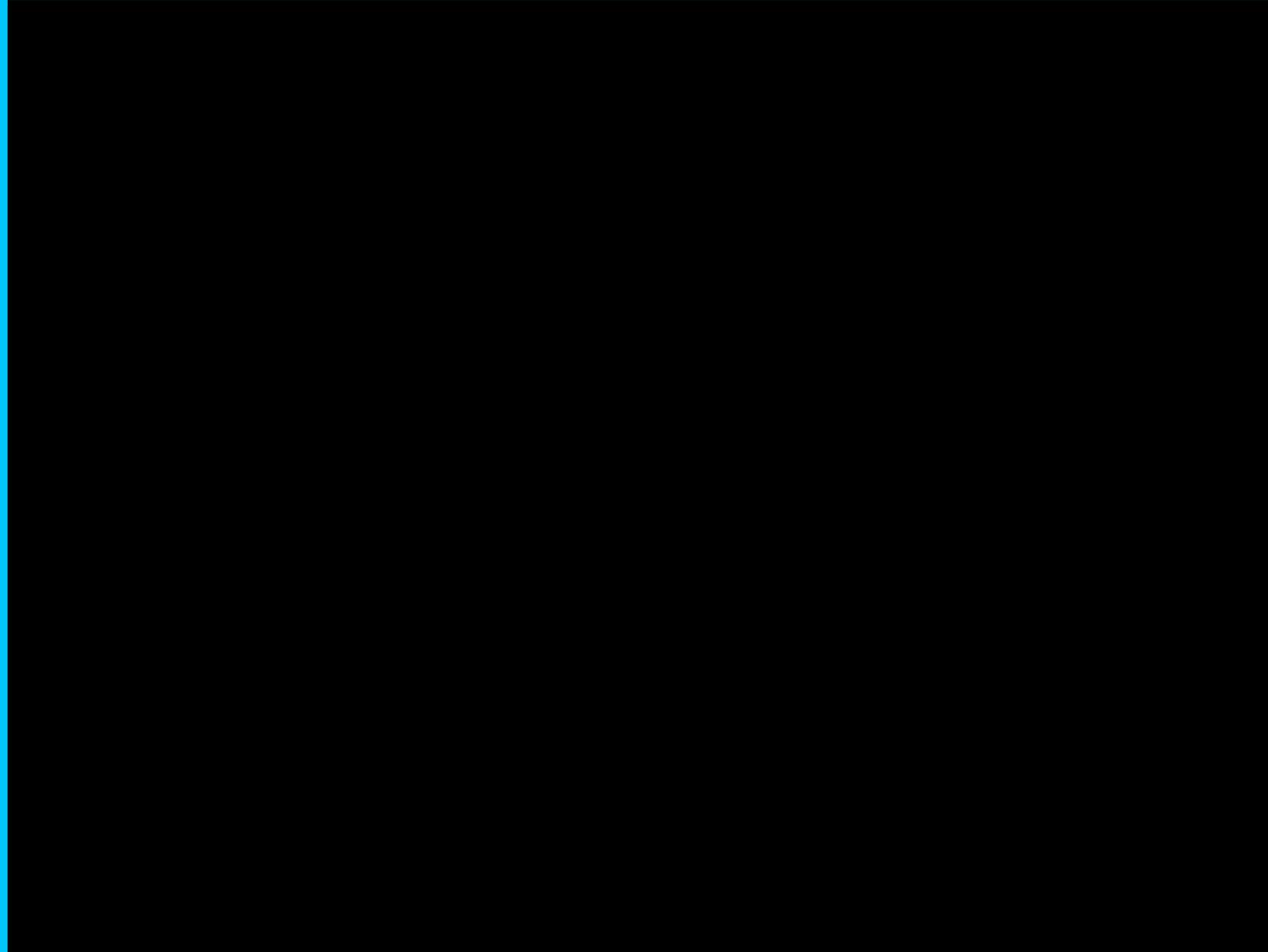
- GET ONE-ON-ONE SUPPORT
- LEARN ABOUT CANCER
- FIND MORE RESOURCES
- EN ESPAÑOL
- [SEE ALL >](#)

TAKE ACTION

Find out how you can get involved in the fight against cancer with LIVESTRONG -- online or on the streets.

- VISIT LIVESTRONG ACTION
- FIND TEAM LIVESTRONG EVENTS
- LEARN ABOUT LIVESTRONG LEADERS
- [SEE ALL >](#)

ARMSTRONG / PROUD ICON





WWF - HAPPY



TB

HOW TO BRAND IT

WHAT MESSAGE

3rd WORLD PROBLEM

AN AFRICAN DISEASE

ONLY BABIES IN POOR
COUNTRIES GET INFECTED

FROM BAD MEDICINE

I THINK IT IS A
MEDIEVAL PLAGUE

IT IS LIKE AIDS

IT STILL EXISTS
IN INDIA

LUNG CANCER

WHAT IS TB?

NEVER HEARD OF IT

NO CLUE...

EVERYONE CAN GET IT

3rd WORLD PROBLEM

A DEADLY VIRUS

ONLY OLD PEOPLE GET IT

FROM UNSAFE SEX

FROM DIRTY INJECTIONS

POOR COUNTRY DISEASE

A SKIN DISEASE

I DONT KNOW ANYONE
WHO HAS IT

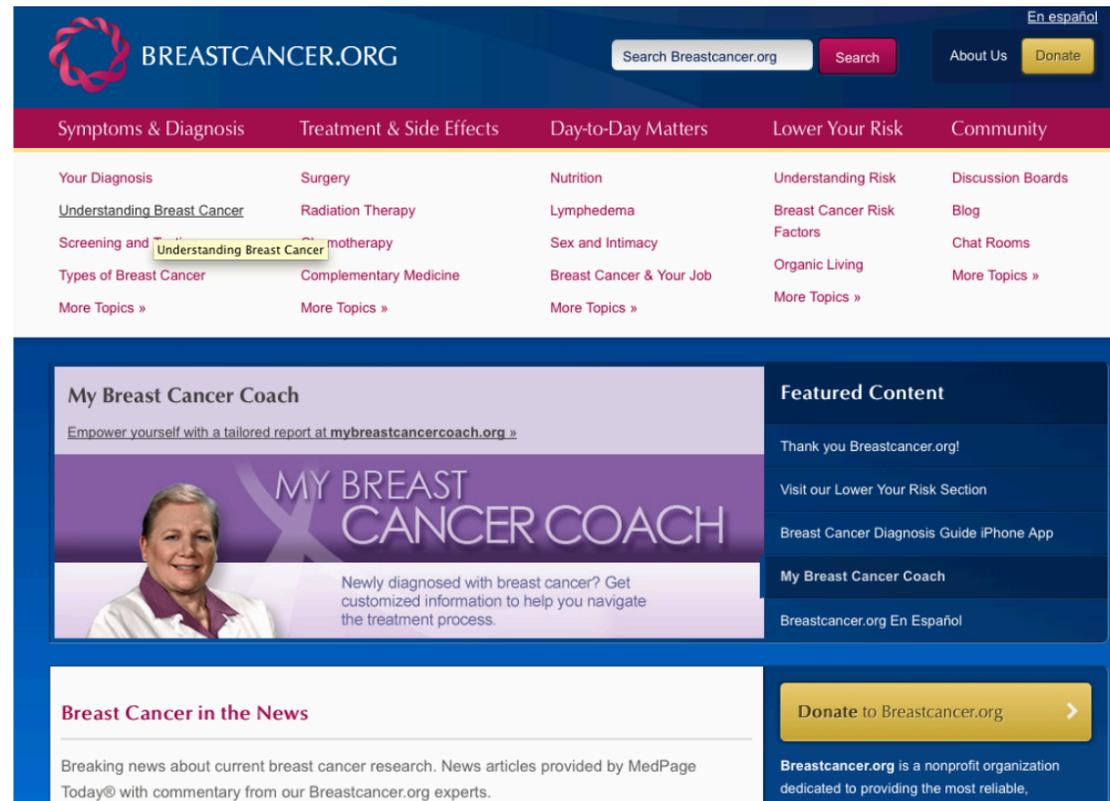
AN AIRBORNE DISEASE

IT EFFECTS YOUR
WEIGHT

TO GET IT ALL YOU HAVE TO DO
IS BREATHE IN THE BACTERIA

THE DRUGS DONT
WORK ANYMORE

Google search > Breast Cancer, AIDS and Tuberculosis



BREASTCANCER.ORG Search Breastcancer.org Search About Us Donate

En español

Symptoms & Diagnosis Treatment & Side Effects Day-to-Day Matters Lower Your Risk Community

Your Diagnosis Understanding Breast Cancer Surgery Radiation Therapy Screening and Understanding Breast Cancer Chemotherapy Types of Breast Cancer Complementary Medicine More Topics >

Nutrition Lymphedema Sex and Intimacy Breast Cancer & Your Job More Topics >

Understanding Risk Breast Cancer Risk Factors Organic Living More Topics >

Discussion Boards Blog Chat Rooms More Topics >

My Breast Cancer Coach
Empower yourself with a tailored report at mybreastcancercoach.org

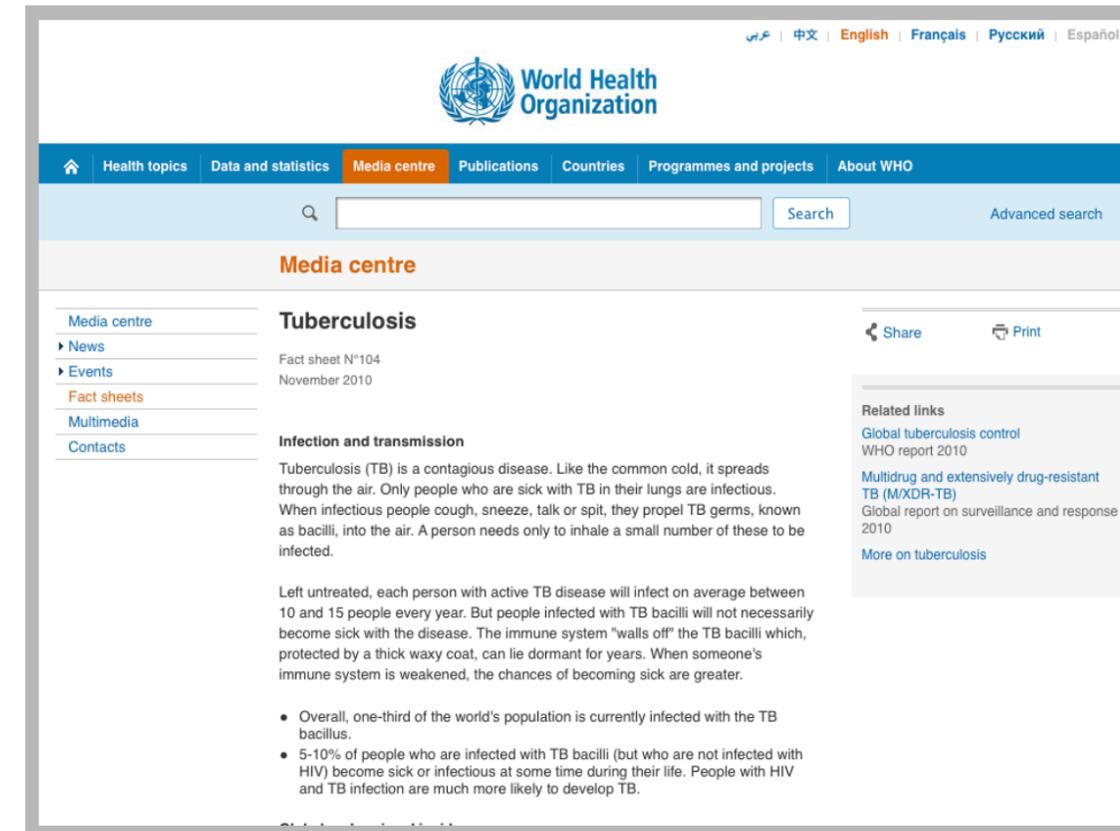
MY BREAST CANCER COACH
Newly diagnosed with breast cancer? Get customized information to help you navigate the treatment process.

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My Breast Cancer Coach
Breastcancer.org En Español

Breast Cancer in the News
Breaking news about current breast cancer research. News articles provided by MedPage Today® with commentary from our Breastcancer.org experts.

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Tuberculosis
Fact sheet N°104
November 2010

Infection and transmission
Tuberculosis (TB) is a contagious disease. Like the common cold, it spreads through the air. Only people who are sick with TB in their lungs are infectious. When infectious people cough, sneeze, talk or spit, they propel TB germs, known as bacilli, into the air. A person needs only to inhale a small number of these to be infected.

Left untreated, each person with active TB disease will infect on average between 10 and 15 people every year. But people infected with TB bacilli will not necessarily become sick with the disease. The immune system "walls off" the TB bacilli which, protected by a thick waxy coat, can lie dormant for years. When someone's immune system is weakened, the chances of becoming sick are greater.

- Overall, one-third of the world's population is currently infected with the TB bacillus.
- 5-10% of people who are infected with TB bacilli (but who are not infected with HIV) become sick or infectious at some time during their life. People with HIV and TB infection are much more likely to develop TB.

Share Print

Related links
Global tuberculosis control WHO report 2010
Multidrug and extensively drug-resistant TB (M/XDR-TB) Global report on surveillance and response 2010
More on tuberculosis



Home Programma Projecten HIV/Aids Achtergrond Stages Sponsors Contact Sitemap English

GIVE MILK STOP AIDS

Geef Clara een kans

Nieuws
Bekijk een fotoselectie
Download jaerverslag 2010 (Nederlands - PDF formaat - 6.65 MB)
Is borstvoeding niet beter?
Live Build draagt een steentje bij in Kameroen
Volg het weblog van Mayke de Cock (stagiaire culturele antropologie)

Give Milk Stop Aids geeft kinderen van HIV-positieve moeders in Kameroen flesvoeding.

Give Milk geeft Clara flesvoeding. Haar moeder is 2 weken na de bevalling overleden aan de gevolgen van aids.

Flesvoeding kost geld. **Doneer** maandelijks, zodat wij meer kinderen kunnen helpen.

15 25 50



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home > infectious disease center > infectious disease a-z list > tuberculosis index > tuberculosis article

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Tuberculosis Related Articles
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Chest X-ray
Enlarged Spleen (Splénomegaly)
Low Testosterone
Neck Pain
Neutropenia
Night Sweats
Pneumonia
Swollen Lymph Nodes
Tuberculosis Skin Test (PPD Skin Test)

Tuberculosis (TB)
Strep or Sore Throat Slideshow Pictures
Take the MRSA Quiz!
Infectious Mononucleosis Slideshow Pictures

Medical Author: [George Schiffman, MD, FCCP](#)
Medical Editor: [Melissa Conrad Stöppler, MD](#)

- Tuberculosis facts
- What is tuberculosis?
- How does a person get TB?
- What happens to the body when a person gets TB?
- How common is TB, and who gets it?
- What are the symptoms and signs of tuberculosis?
- How does a doctor diagnose tuberculosis?
- Is there a vaccine against tuberculosis?
- What is the treatment for tuberculosis?

Adult Skin Problems Recognize These Skin Conditions? VIEW SLIDESHOW

Your Guide to Symptoms & Signs Pinpoint Your Pain

Nu gratis Samsung Galaxy S II
Bij een 2-jarig Personal Sim Bel-SMS-Web

Facebook search > AIDS, BREAST CANCER and Tuberculosis

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AIDS

Interest Like Create a Page



Description

From Wikipedia, the free encyclopedia

Signs and symptoms

The symptoms of AIDS are primarily the result of conditions that do not normally develop in individuals with healthy immune systems. Most of these conditions are infections caused by bacteria, viruses, fungi and parasites that are normally controlled by the elements of the immune system that HIV damages.

Opportunistic infections are common in people with AIDS. These infections affect nearly every organ system.

People with AIDS also have an increased risk of developing various cancers such as Kaposi's sarcoma, cervical cancer and cancers of the immune system known as lymphomas. Additionally, people with AIDS often have systemic symptoms of infection like fevers, sweats (particularly at night), swollen glands, chills, weakness, and weight loss. The specific opportunistic infections that AIDS patients develop depend in part on the prevalence of these infections in the geographic area in which the patient lives.

Pulmonary

Pneumocystis pneumonia (originally known as *Pneumocystis carinii* pneumonia, and still abbreviated as PCP, which now stands for Pneumocystis pneumonia) is relatively rare in healthy, immunocompetent people, but common among HIV-infected individuals. It is caused by *Pneumocystis jirovecii*.

Source

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- Karin Konijn 14 mutual friends Confirm Friend

People You May Know See All

- Donald Sosef 3 mutual friends Add Friend

Sponsored Stories See All

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- Philips Sound Like
- Victor Mulder used Samsung Notasso.
- Samsung Notasso Use Samsung Notasso

Info

- Friend Activity
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- Wikipedia

16,704 like this

250 talking about this

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Tuberculosis

Diseases Like Create a Page



Description

From Wikipedia, the free encyclopedia

Tuberculosis, MTB, or TB (short for *tubercle bacillus*) is a common, and in many cases lethal, infectious disease caused by various strains of mycobacteria, usually *Mycobacterium tuberculosis*. Tuberculosis usually attacks the lungs but can also affect other parts of the body. It is spread through the air when people who have an active MTB infection cough, sneeze, or otherwise transmit their saliva through the air. Most infections in humans result in an asymptomatic, latent infection, and about one in ten latent infections eventually progress to active disease, which, if left untreated, kills more than 50% of those infected.

The classic symptoms are a chronic cough with blood-tinged sputum, fever, night sweats, and weight loss (the last giving rise to the formerly prevalent colloquial term "consumption"). Infection of other organs causes a wide range of symptoms. Diagnosis relies on radiology (commonly chest X-rays), a tuberculin skin test, blood tests, as well as microscopic examination and microbiological culture of bodily fluids. Treatment is difficult and requires long courses of multiple antibiotics. Social contacts are also screened and treated if necessary. Antibiotic resistance is a growing problem in (extensively) multi-drug-resistant tuberculosis. Prevention relies on screening programs and vaccination, usually with Bacillus Calmette-Guérin vaccine.

Source

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Friend Requests See All

- Karin Konijn 14 mutual friends Confirm Friend
- Merle Waterman 3 mutual friends Confirm Friend
- Mels le Noble 4 mutual friends Confirm Friend
- Dirk Johan Klanker 3 mutual friends Add Friend
- Chimi Wangchuck 1 mutual friend Add Friend

People You May Know See All

Sponsored Story See All

- Sandra Krstic likes Philips Sound.

Info

- Friend Activity
- Related Posts
- Wikipedia

974 like this

21 talking about this

Create a Page
Add to My Page's Favorites
Report Page
Share

facebook Search Eugene Bay Find Friends Home

Fight Cancer

Company Like Create a Page



Basic Information

About <http://fightscancer.org/> *Dedicated to all those who lost a loved one to cancer and to those fighting bravely this horrible enemy*

Company Overview Dedicated to all those who lost a loved one to cancer and to those fighting bravely this horrible enemy.

Website <http://fightscancer.org/>

Likes and Interests

Likes STOP Smoking

People You May Know See All

- Astrid Prummel 16 mutual friends Add Friend
- Ellen Dosse 18 mutual friends Add Friend
- Sanne Braam 18 mutual friends Add Friend
- Steven van Noort 13 mutual friends Add Friend

Friend Requests See All

- Karin Konijn 14 mutual friends Confirm Friend

Sponsored Story See All

- Sandra Krstic likes Philips Sound.
- Philips Sound Like

Info

- Friend Activity
- Related Posts
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473,212 like this

6,252 talking about this

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Stop TB Partnership

Interest Like Create a Page



Description

From Wikipedia, the free encyclopedia

The Stop TB Partnership was established in 2000 to eliminate tuberculosis as a public health problem. Its 1000 partner organizations include international, nongovernmental and governmental organizations and patient groups. The secretariat is based in Geneva, Switzerland and administered by the World Health Organization.

History

The Stop TB Initiative was established following the meeting of the First Session of the Ad Hoc Committee on the Tuberculosis Epidemic held in London in March 1998. In March 2000 the Stop TB Partnership produced the Amsterdam Declaration on Stop TB, which called for action from ministerial delegations of 20 countries with the highest burden of TB. That same year the World Health Assembly endorsed the establishment of a Global Partnership to Stop TB.

Global Plan to Stop Tuberculosis

In 2006, at the World Economic Forum in Davos, Switzerland the Global Plan to Stop Tuberculosis was launched. The plan sets forth a roadmap for treating 50 million people for TB and enrolling 3 million patients who have both TB and HIV on antiretroviral therapy by 2015. It aims to halve TB prevalence and deaths compared with 1990 levels by 2015. A revision of the Global Plan will be released before the end of 2010, covering the final five years of the plan's duration.

Main activities

The Partnership's activities focus chiefly on raising awareness about TB and for greater commitment to and funding for TB prevention, treatment and res

Source

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Friend Requests See All

- Susan Werff 4 mutual friends Confirm Friend
- Maurice Ajanaku 9 mutual friends Confirm Friend
- Sonja de Ridder 9 mutual friends Confirm Friend
- Karin Konijn 14 mutual friends Confirm Friend
- Yaron Navon 11 mutual friends Confirm Friend

Info

- Friend Activity
- Related Posts
- Wikipedia

133 like this

1 talking about this

Create a Page
Add to My Page's Favorites
Report Page
Share

GOAL

**HOW TO CREATE MOMENTUM, WHICH
FOCUSES ON BUILDING AWARENESS AROUND
THE ALARMING IMPACT OF TB.**

ROBUST BRAND IDEA

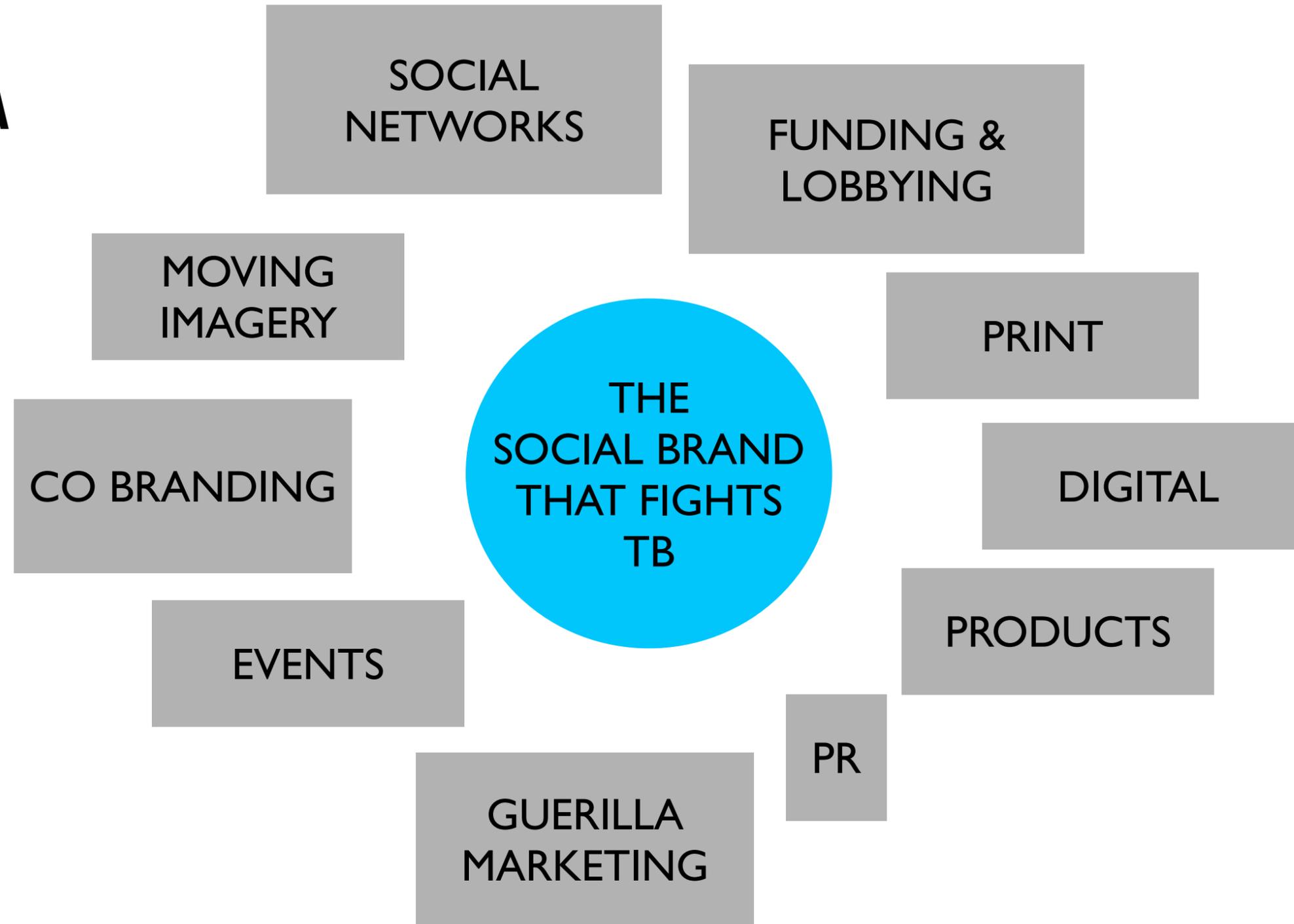
- ONE CENTRAL IDEA TO BE LAUNCHED GLOBALLY.**
- ORCHESTRATED AND ART DIRECTED CENTRALLY.**
- LOCAL TRANSLATION IMPORTANT.**
- BUDGET IS NECESSARY.**

BRAND PERSONALITY

- CREATING A UNIQUE BRAND VOICE.**
- DEFINE THE WAY IT ACTS.**
- DESIGN ITS UNIQUE VISUAL APPEARANCE.**
- USE CONSISTENTLY.**

ORCHESTRATING BRAND CHANNELS

**ONE CENTRAL IDEA
APPLIED ACROSS
MANY CHANNELS**



AN EXAMPLE

- not a proposal to choose
- just to show the process

THE CONCEPT

IN JUST ONE BREATH WE CAN BECOME

TB PATIENTS

BUT ...

IN ONE BREATH WE CAN ALSO HELP THOSE

WHO HAVE TB.

THE NAME STUDY (EXAMPLES)

IBREATH

ONE BREATH

AIRTIME

CLEAR

BALLOON

♥AIR

LOVE AIR

HIT (HELP IMMOBILIZE TB)

ONE AIR

ZERO

CONCEPT A / 1 BREATH



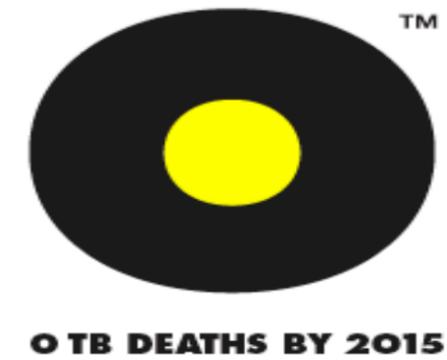
CONCEPT B / JOIN AIR



CONCEPT C / LOVE AIR



CONCEPT D / ZERO



CONCEPT E / BOLD



Now, imagine a bold **symbol** unique to the TB cause, like a handkerchief, **WORN** in pockets,

TB²
Think **Bold**
against **TB**



And **walking** between the Petronas Towers in Kuala Lumpur, Malaysia, to **call attention** to TB's sky-high global **impact**.

With **decision** makers and leaders in key nations **inspiring** others to take **bold** actions against **TB**.



AN EXAMPLE CONCEPT / BROUGHT TO LIFE

Breath™

B™

In one breath
we can
change life.

Breath For Life.

Life is in the air we breathe and share.
Tuberculosis is a deadly airborne disease
and therefore a threat to us all.

1BreathForLife.org

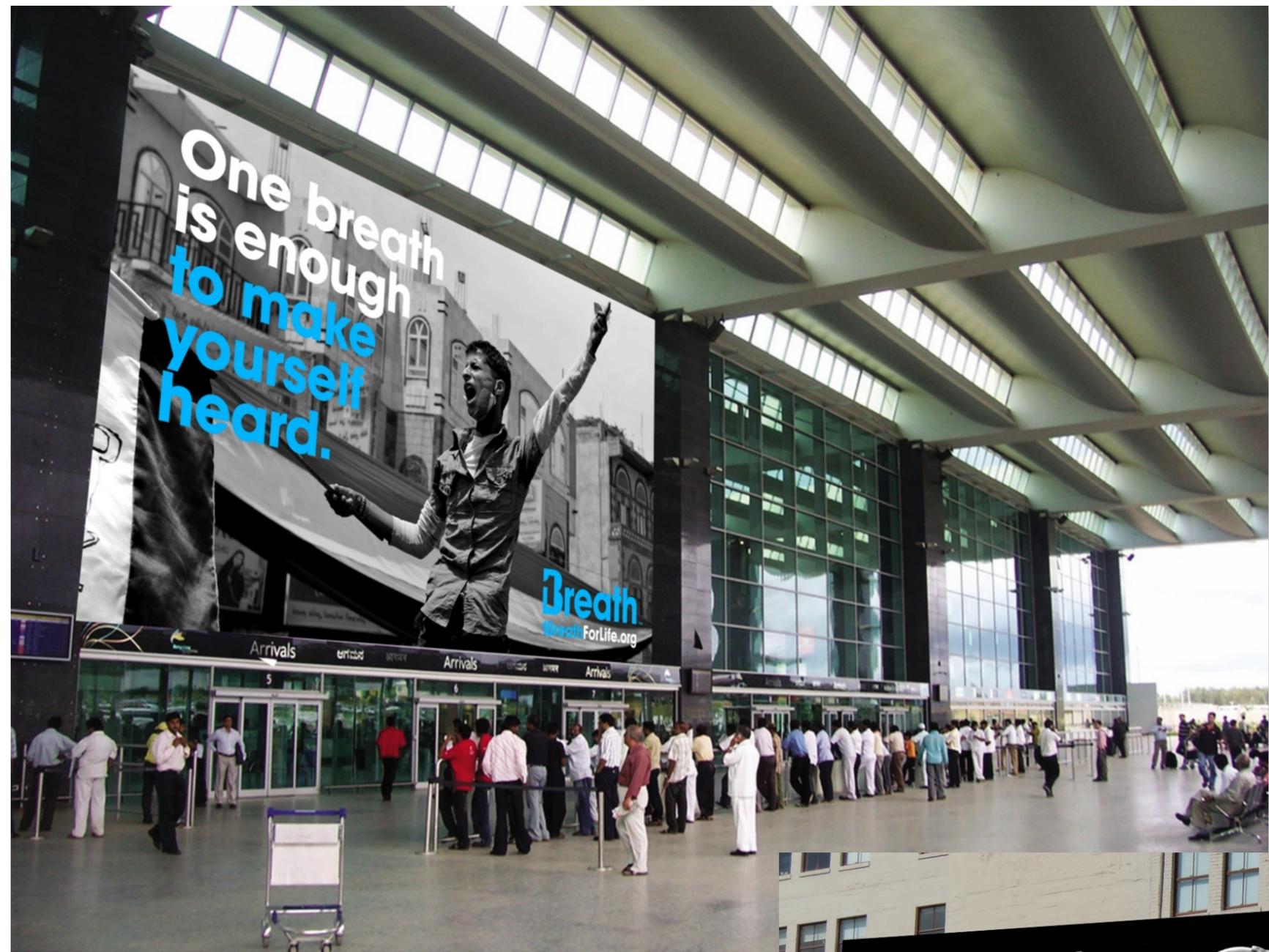
In one breath
we can
change life.

Breath For Life.

1BreathForLife.org

1510

Van Wagner

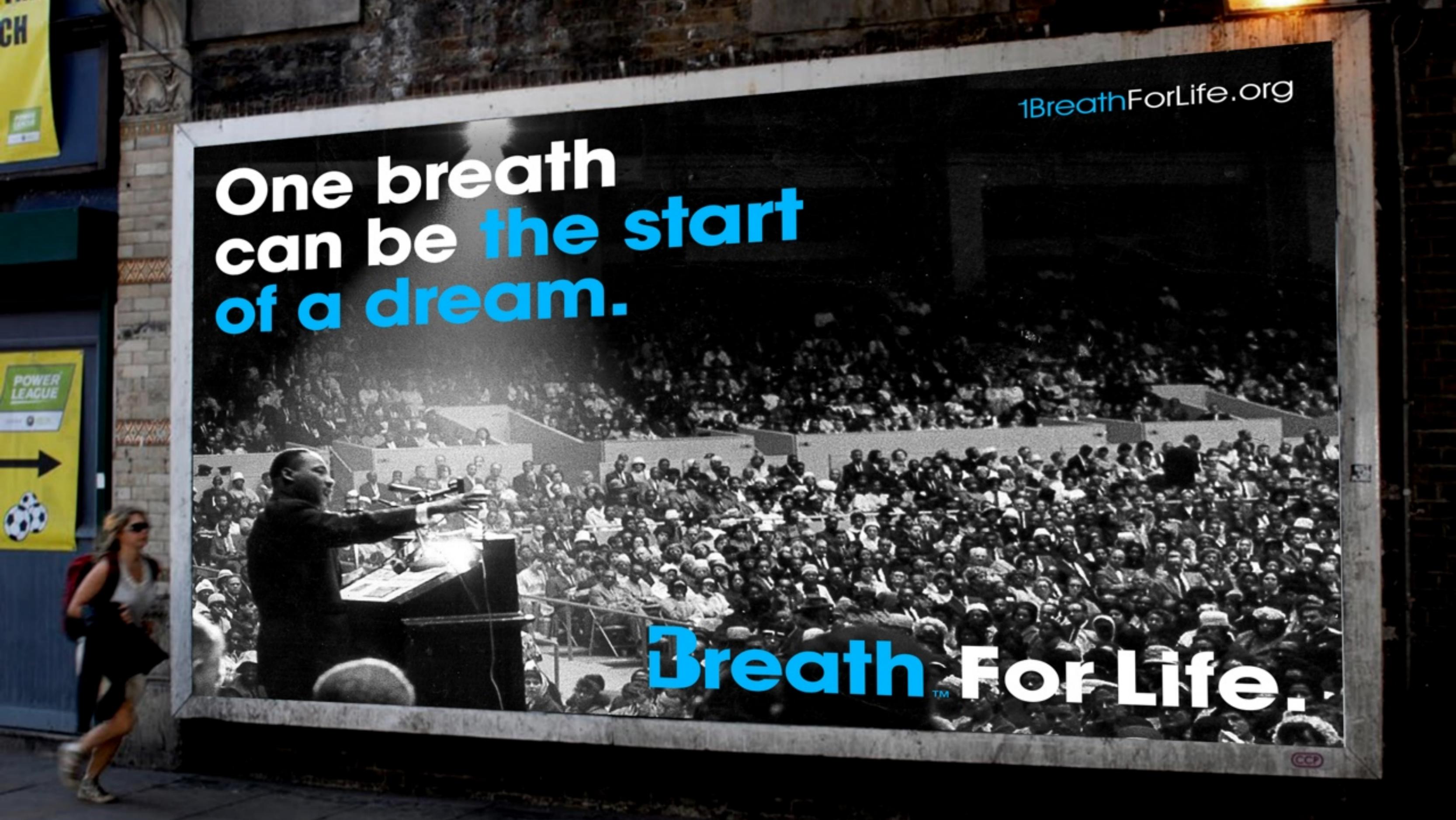


1BreathForLife.org

One breath
can be **the start**
of a **dream.**

Breath™ **For Life.**

CCP



BRAND APPLICATION



BreathTM For Life.

DIGITAL ACTIVATION

1BREATH Connects

By using **FACEBOOK CONNECT** we hook interested people to join our movement.

The screenshot shows the Facebook interface for the 1BREATH community page. At the top, the Facebook logo and login fields are visible. The page header includes a 'Sign Up' button and the text 'Facebook helps you connect and share with the people in your life.' The main content area features the 1BREATH logo, a 'Like' button, and a 'Community' label. A large black post with white text and a large '13824' counter is the central focus. The post text reads: 'PEOPLE ARE CURRENTLY EFFECTED 120 OF YOUR FRIENDS COULD BE INFECTED WITH TB. WITH ONE BREATH YOU CAN HELP WITH ONE BREATH YOU CAN CHANGE THE WORLD HELP US STOP TB BY 2015'. The URL '1Breathforlife.org' is displayed at the bottom of the post. On the right side, there is a 'Create a Page' button and a 'Similar Facebook Pages' section listing 'Jiyo Life', 'Speak For Change', and 'Incredible India'. A navigation menu on the left includes 'Wall', 'Info', 'Welcome', 'Choose Your Finish.', 'Photos', 'Questions', and 'What You Can Do'. The 'About' section states: 'We are committed to ending tb and saving millions of lives through child...'. Engagement statistics show '18,250 like this' and '3,014 talking about this'.

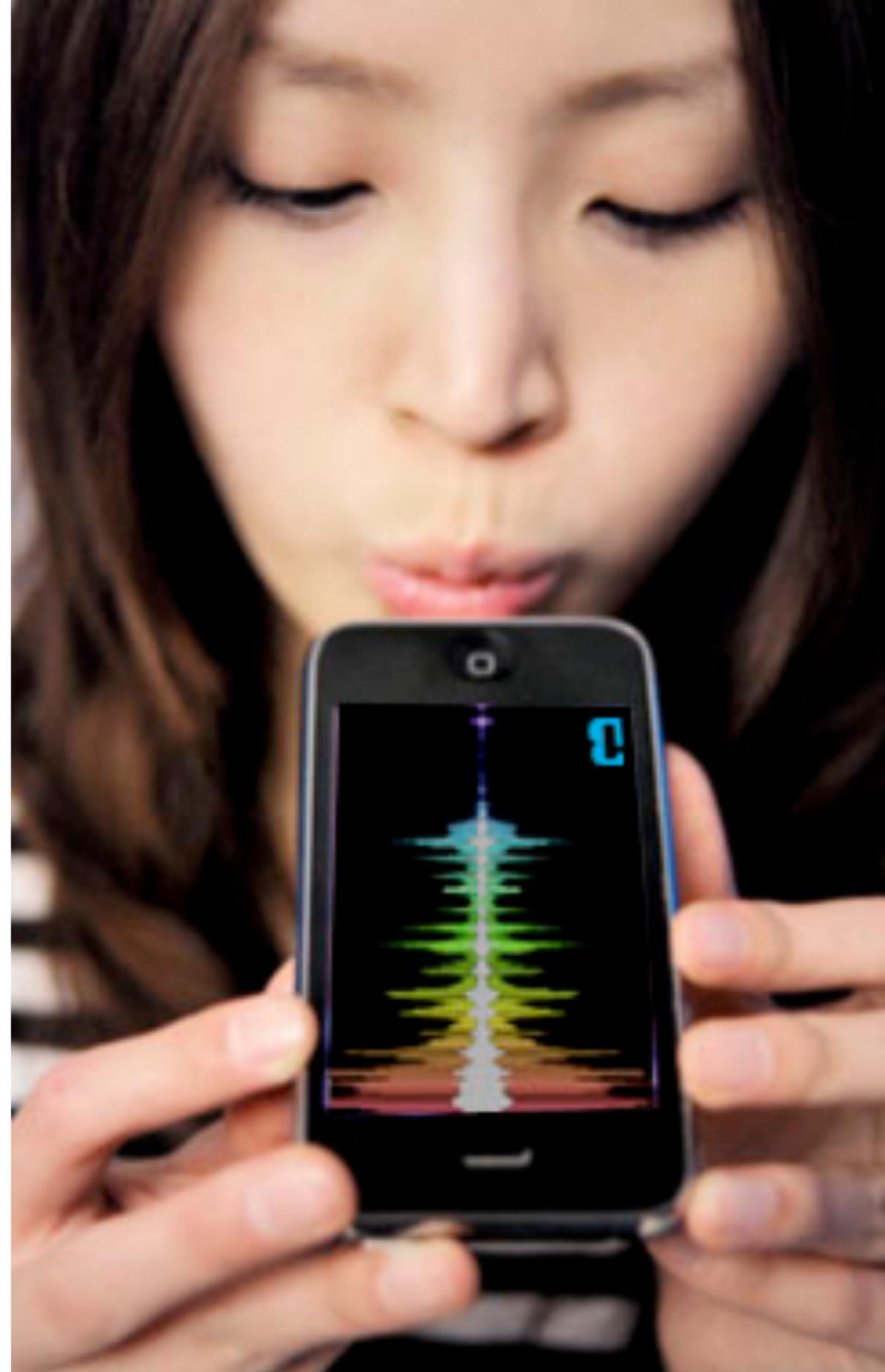
MOBILE ACTIVATION

1 BREATH Composes

ONE BREATH can start a song.

This APP. enables everyone to add a breath or note to a series of notes that are brought together to create a the 'BREATHING' song.

SHARE ON FACEBOOK AND TWITTER.



LOCATION ACTIVATION

**Setting;
A busy station**

**Action;
Actors will cough and sneeze
creating an uneasy mood.
The performance ends dramatically
with the actors pointing to the
screens / now showing the clue.**

SHARE ON FACEBOOK AND TWITTER.



LOCATION ACTIVATION

**Setting;
A Business Class Airport Lounge**

**Action;
Members will be invited into the special 'clean - non TB' pod to breath fresh unpolluted air. They have to donate and sign up to the cause before entering.**

SHARE ON FACEBOOK AND TWITTER.



EVENT ACTIVATION

**Setting;
Out door events**

**Action;
Whistles used to raise
awareness for growing TB**

SHARE ON FACEBOOK AND TWITTER.



PR ACTIVATION

Setting;
The high profile Art world

Action;
1BREATH ART EXHIBITION
Various Artists create 1BREATH
art pieces for a traveling art
exhibition.

Example;
'ONE FROZEN BREATH' / Damian Hirst
'A CAPTURED BREATH' Swarovsky



CO-BRAND ACTIVATION

Setting;

**Create added awareness together
with other world class brands**

Action;

**Join with NIKE 'AIR'
to spread the word and message**



EXAMPLE / POWERFUL EXECUTION



AGENDA

1. INTRODUCTION (10 minutes)

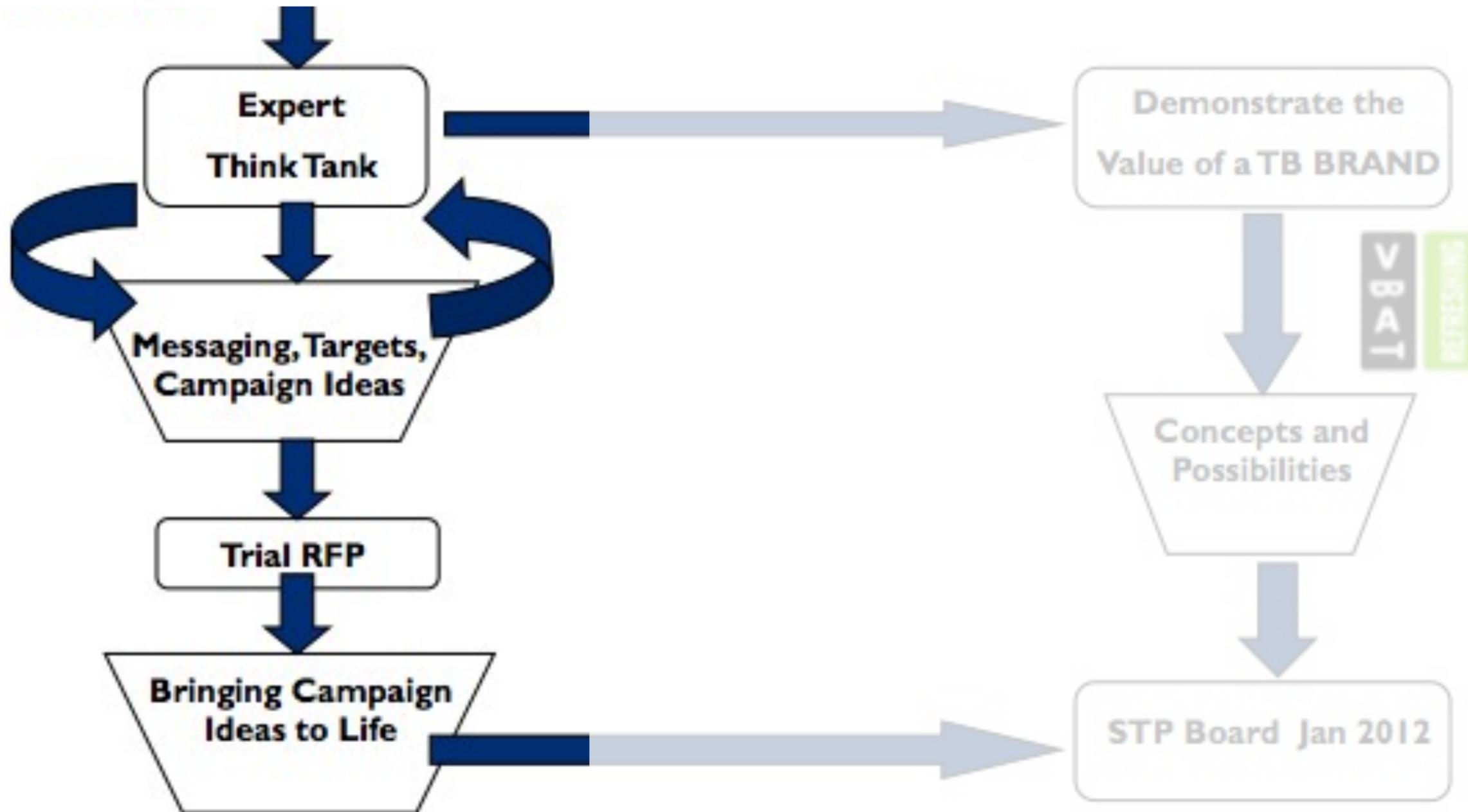
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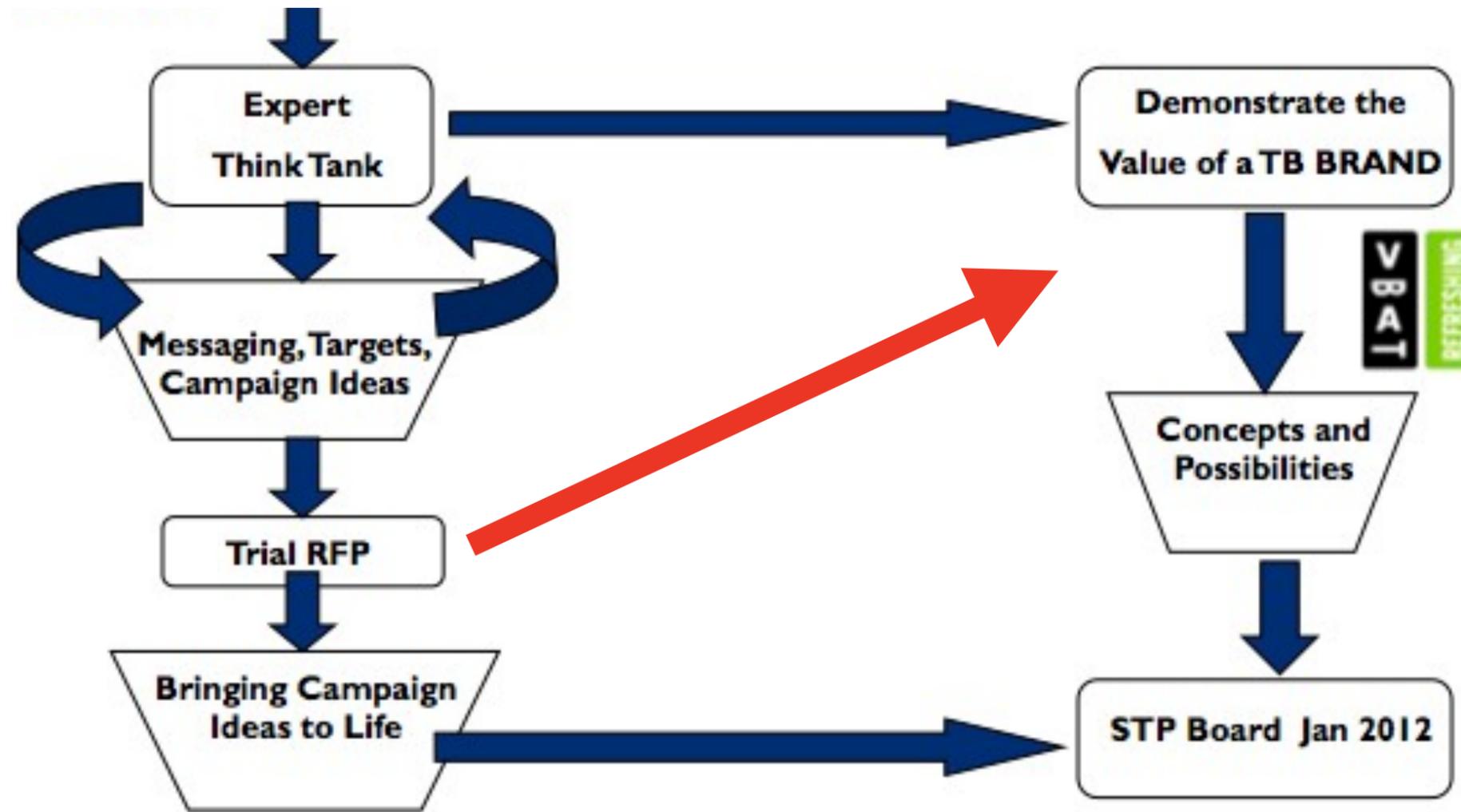
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PSC REFINED PROCESS / AFTER THINK TANK



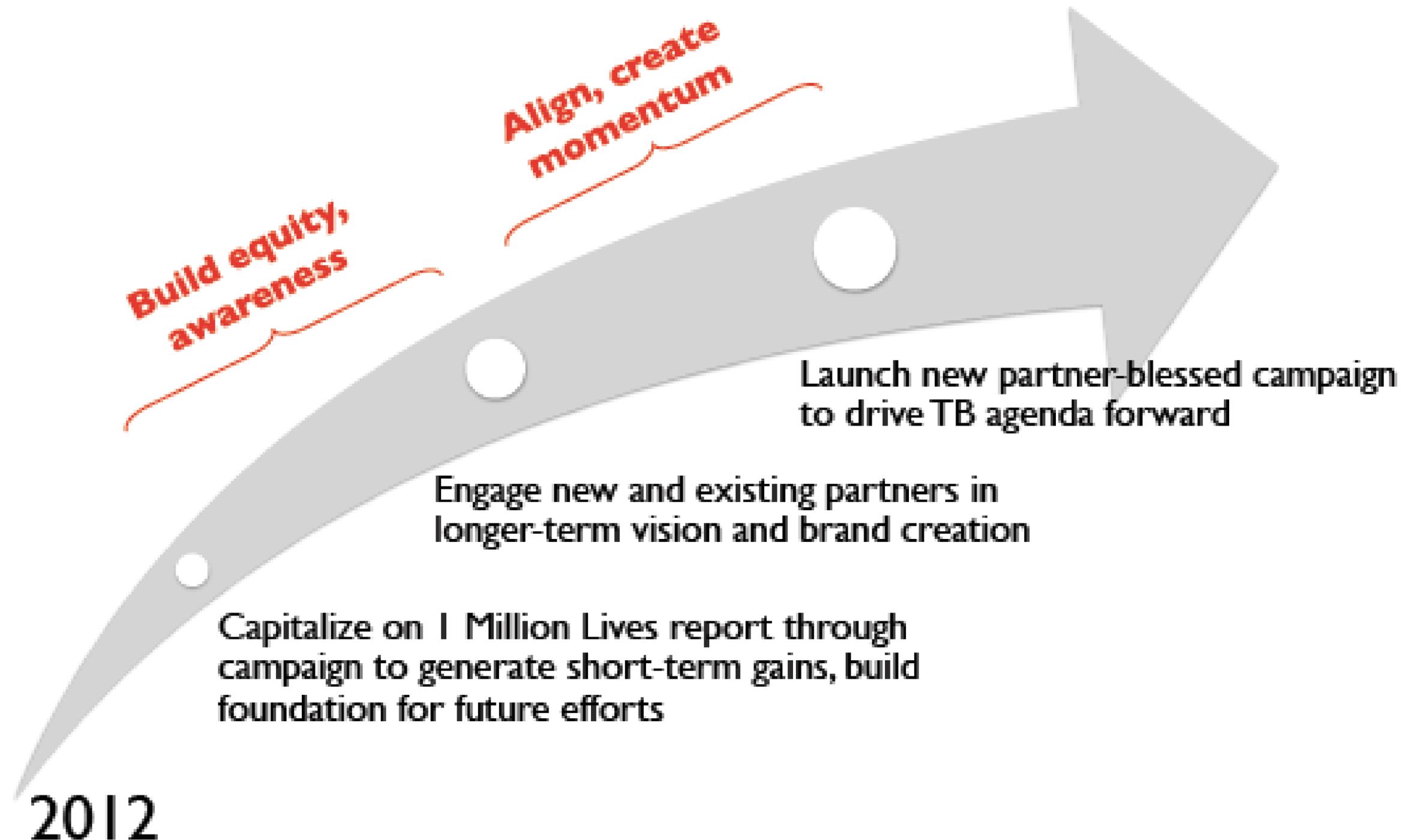
ALL RESPONDENTS - 'NEED FOR STRONG BRAND'



Ogilvy Public Relations Worldwide



EXAMPLE 1 / BUILD FROM CURRENT ASSETS

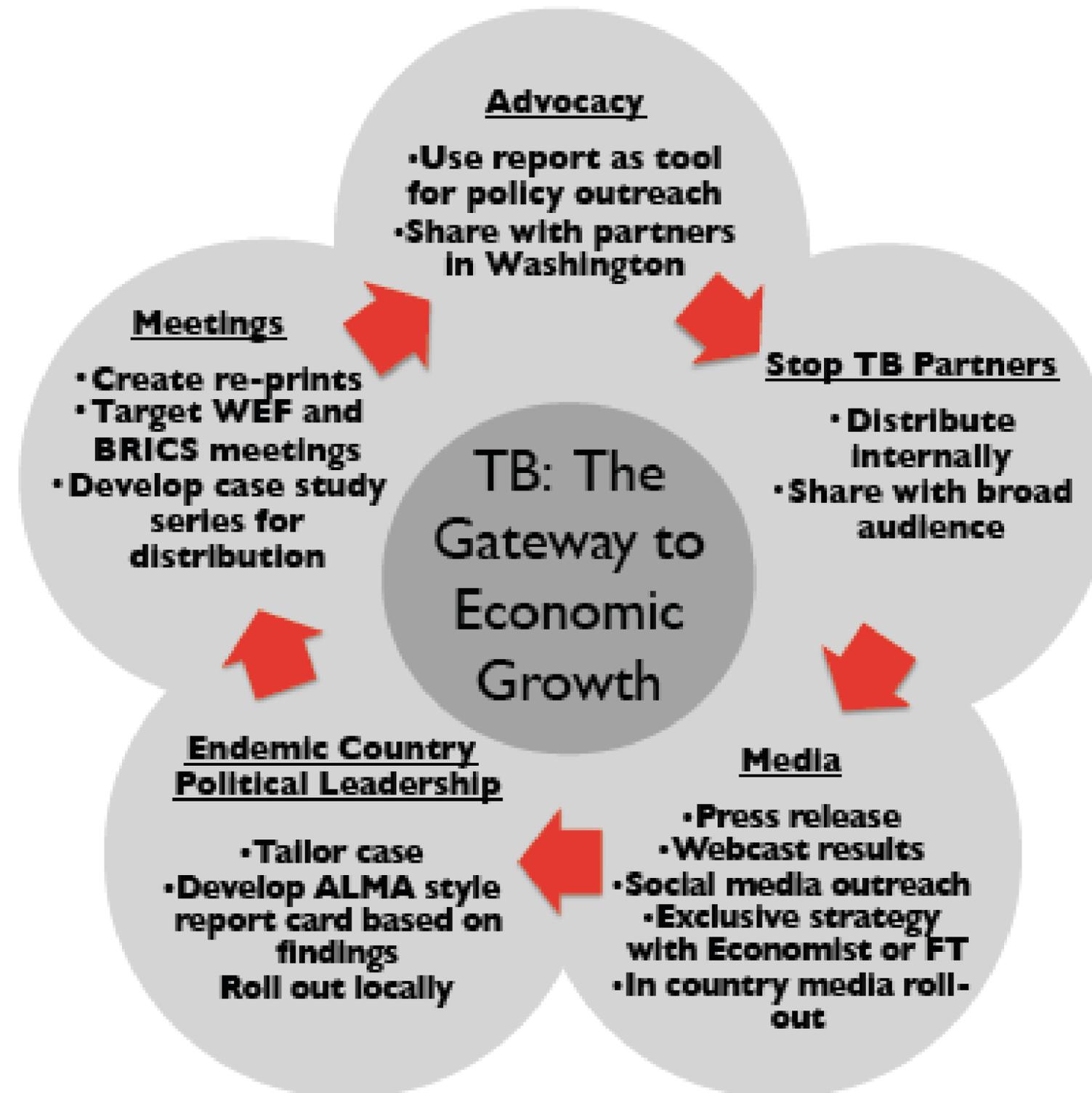


EXAMPLE 2 / PROGRAM STRUCTURE

Program Goal:
Make TB a
Global Priority



EXAMPLE 3 / CAMPAIGN FRAMEWORK



EXAMPLE 4 / LEVERAGING ALL MEDIA

Traditional

Hybrid

Owned

Social



EXAMPLE 5 / CREATIVE JOINT CAMPAIGN



A campaign to connect the TB and HIV communities and their supporters, in a collaborative effort to make real progress against two major public health challenges and save one million lives by 2015

SAMPLE TACTIC / COUNTDOWN



Breath™

SAMPLE TACTIC / THOUGHT LEADER EVENT

Stopping TB Starts Here

Breath™



BUDGET PROPOSAL

All RFP participants provided budget estimates to design and execute campaigns

- Branding (\$ 150,000 - 175,000)
covering Brand Identity development, grids and guidelines
- Campaigns (range from \$ 1.4 - 1.6 million)
Integrated activities to ensure campaign effectiveness
- Media and application roll out (\$ 300,000 - 500,000)
- Total \$2million

ROI / A proven approach

- Share of voice = Share of funding**
- Market research quantifies the strength of the brand options**
- Market research provides tangible data on the effectiveness of the communications**

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RECAP

PSC Process helped:

- clarify why TB is overlooked**
- identify a way forward**
 - brand identity development and awareness campaign**
 - targeted resource mobilization campaigns**
- estimate launch costs / \$2million**

PROCESS GOING FORWRD

- Intake / **complete**
- **Debrief / to seek funding for brand and campaign development (\$2million)**
- **Define structure (HR) to manage process**
- **Issue RFPs / for market research, brand development and campaign implementation**
- **Select partners and proceed**
- **Overall Brand choice based on market research**

RECOMMENDATIONS FROM THE PSC

- **Advocacy and resource mobilization for TB requires focus and dedicated resources**
 - **consider a separate organization from the Partnership (similar to the Malaria model / see next slide)**
- **Seek major donor to fund the \$2million required for the program**
- **Invite PSC to own and drive the process**

MALARIA



DEPLOYING RESOURCES



AWARENESS & ADVOCACY



RESOURCE MOBILIZATION CAMPAIGNS

SUGGESTED DECISION POINTS

- 1. Board recognizes the leadership of the PSC in guiding the process of professionalizing the approach to communications and advocacy that is aimed to attract resources for TB.**
- 2. Board endorses the PSC to continue leading this process with the support of the Secretariat to advance development and roll out of the campaigns.**
- 3. Board agrees to identify potential donors to which the PSC can present the business case to invest an initial \$2million.**

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