



Stop TB Partnership

SUMMARY SHEET	
AGENDA NR. 1.12 - 12.0	STOP TB PARTNERSHIP: INITIATIVES PART 4: ADVOCACY
IS THIS SESSION FOR:	INFORMATION <input type="checkbox"/> DISCUSSION <input type="checkbox"/> DECISION <input checked="" type="checkbox"/>
<p>BACKGROUND (INCLUDING PROBLEM STATEMENT): The Stop TB Partnership Secretariat worked with the Private Sector Constituency (PSC of the Board) and catalysed a “Think Tank on TB messaging” meeting at Harvard with selected private sector communication and public relations (PR) professionals and key global health advocate veterans. The time and expenses of private sector experts at vice president or director level was donated towards this effort. The primary objective of the Think Tank was to generate options or “seeds of campaign” that were then developed into campaign briefs through a private sector led process. During the meeting, the collective interest and expertise led to an additional discussion on the “identity” of TB. The need for an integrated communications and advocacy approach, that included branding TB, was identified. As a follow up to the Think Tank, the PSC and Secretariat reached out to professional PR, advertising, branding and marketing agencies and five leading agencies provided proposals for campaign roll out.</p>	
<p>SUMMARY/OUTLINE OF THE SESSION: Presentation (by the PSC), on the private sector led process and outcomes; a presentation (by an invited branding agency) on identity development of TB. There will be 30-40 minutes for feedback and discussion by the Board.</p> <p>Supporting Documents:</p> <ul style="list-style-type: none"> • Think Tank meeting report (1.12 – 12.1) 	
<p>MAJOR DISCUSSION POINTS OR DECISION POINTS REQUESTED: The Coordinating Board members are requested to:</p> <ul style="list-style-type: none"> • Provide guidance on the presented concept of pursuing an integrated communications and advocacy approach that includes “branding TB”. • Provide feedback on the presented campaign ideas from the Think Tank. • Identify ways to take this process forward, including resource mobilisation and roll out. <p>FOR DECISION:</p> <ul style="list-style-type: none"> • The Board recognizes the leadership of the PSC in guiding the process of professionalizing the approach to communications and advocacy that is aimed to attract additional resources for TB. • The Board endorses the PSC to continue leading this process with the support of the Secretariat to advance development and roll out of campaigns. • The Board endorses the PSC to drive the process of identifying and mobilising required resources and agrees to work with the PSC to finance this work. 	
<p>Is this a Special Project? <i>(i.e. Should be undertaken for strategic reasons and is currently partially or completely unfunded?)</i> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>	
<p>If so, what funding is already available? USD 0 (Zero).</p>	
<p>What is the funding gap? Based on budgets received from PR companies, the estimated gap to further advance an integrated communication platform through branding and to roll-out a branded campaign (in a selected setting) is estimated at USD 1 million.</p>	
<p>Are there HR implications? Yes <input checked="" type="checkbox"/>. No <input type="checkbox"/> If so, what? Secretariat staff time</p>	



NEXT STEPS
ACTION REQUIRED: Secretariat /PSC to advance this work following board guidance and pending identification of funding.
RESPONSIBLE AGENCY/OFFICER: Joel Spicer, Stop TB Partnership Secretariat
TIMEFRAME: Begin following Coordinating Board Meeting