



Stop TB Partnership

SUMMARY SHEET		
AGENDA NR. 1.11 - 9.0A	SUBJECT	Strengthening the Strategic Approach to TB advocacy - OVERVIEW
FOR INFORMATION <input type="checkbox"/>	FOR DISCUSSION <input checked="" type="checkbox"/>	FOR DECISION <input checked="" type="checkbox"/>
<p>BACKGROUND (INCLUDING PROBLEM STATEMENT): At the last Coordinating Board meeting, members expressed deep concern that the 'TB message' was not being heard globally and that advocacy needed to be strengthened as a matter of urgency. Strengthening global TB advocacy in the Partnership requires evaluating existing advocacy mechanisms and tools, agreeing on the main objectives for their use, and exploring new approaches to messaging.</p>		
<p>SUMMARY/OUTLINE OF THE SESSION: Recognizing the importance of strengthening the strategic approach to TB advocacy, this will be a 90-minute session with 4 distinct parts:</p> <ol style="list-style-type: none"> 1. Renovation and Renewal - 20 minutes 2. Advocacy Advisory Committee (AAC): Evaluation results - 20 minutes 3. VIPs / Ambassadors - 20 minutes 4. TB messaging - 30 minutes 		
<p>DEPENDING ON THE TYPE OF SESSION (FOR DISCUSSION OR FOR DECISION): Board members will be presented with clear areas of discussion and decision points for each session in the following sub-sections.</p>		
<p>FINANCIAL IMPLICATIONS:</p>		
<p>EXPECTED SOURCE(S) OF FUNDING:</p>		
NEXT STEPS		
<p>ACTION REQUIRED: None</p>		
<p>RESPONSIBLE AGENCY/OFFICER: Team Leader, Strategic Planning, Advocacy, and Communication, Secretariat</p>		
<p>TIMEFRAME: Immediately</p>		