



# Stop TB Partnership

<b>SUMMARY SHEET</b>		
AGENDA NR. 1.11 - 9.0 E	SUBJECT	Strengthening the Strategic Approach to TB advocacy - part 4: Messaging
FOR INFORMATION <input type="checkbox"/>	FOR DISCUSSION <input checked="" type="checkbox"/>	FOR DECISION <input checked="" type="checkbox"/>
<p><b>BACKGROUND (INCLUDING PROBLEM STATEMENT):</b>            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. Part 4 will be a presentation on TB messaging - a critical component for transforming the conversation the world is having about TB. Part 4 provides an update and builds on previous Board discussion.</p>		
<p><b>SUMMARY/OUTLINE OF THE SESSION:</b>            Part 4 will be a 10 minute presentation followed by 20 minute discussion:</p> <ul style="list-style-type: none"> <li>• Brief summary of challenges to TB messaging</li> <li>• Progress since last Coordinating Board</li> <li>• Next steps</li> </ul> <p>To take this work forward, the Secretariat will organize a retreat on strengthening TB messaging prior to the next Coordinating Board. The objective of the retreat is to bring together expert professionals from technical disciplines, advocacy, public relations, communications, and representatives from civil society, donors, government, other disease initiatives, and the corporate sector. These diverse participants will serve as a focus group and bring fresh ideas to the challenge of how to transform the world's conversation about TB.</p>		
<p><b>FOR DECISION:</b></p> <p>a) The Board endorses Secretariat's plans for a retreat on strengthening TB messaging to take place following the Washington Board meeting. The proceedings of the meeting will serve for the further development of the advocacy and communications strategy of the Stop TB Partnership.</p> <p>b) The Board endorses the 2011 Framework approach to strengthening TB advocacy which is to strengthen efforts to:</p> <ul style="list-style-type: none"> <li>• optimize the TB advocacy architecture</li> <li>• transform the conversation</li> <li>• Open new avenues of engagement</li> </ul>		
<p><b>FINANCIAL IMPLICATIONS:</b> \$100,000 estimated for 2011  <b>EXPECTED SOURCE(S) OF FUNDING:</b> Available</p>		
<b>NEXT STEPS</b>		
<b>ACTION REQUIRED:</b> Organize retreat		
<b>FOCAL POINT:</b> Joel Spicer, Stop TB Partnership Secretariat		
<b>TIMEFRAME:</b> Begin planning following Board		