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The Union

International Union Against
Tuberculosis and Lung Disease

BRIEF CAMPAIGN REPORT



Yes! We Can End TB

75 CORPORATES @ 75 CITIES



A brief report on '75 Corporate@75 Cities' campaign spearheaded by Central TB Division, with extensive partnership and engagement from over 175 Corporates across 100 cities reaching out to over 10 Lakh population, thus bringing about mass movement in the fight against TB on the occasion of World TB Day 2023.

Background

Margaret J Wheatley aptly stated, “There is no power of change greater than a community discovering what it cares about.” The nation’s efforts towards combating Tuberculosis is governed by a complex set of challenges posed by social determinants such as malnutrition, poverty, poor housing conditions, co-morbidities, substance abuse etc. Such problems have often called for mass movements, with every individual, every group, every sector, every community contributing in their own capacities with a compassionate spirit of “WE” together in the fight to end TB!

World TB Day (WTBD), 2023 was seen as an opportune time for bringing about a mass movement aimed to reach out to the wider population and the unreached through varying stakeholders especially the corporate sector, that has extensive reach and resources to support and accelerate this movement.



The Central TB Division in association with the Union under USAID supported iDEFEAT TB project, with the aim of instilling the spirit of “We” and togetherness for the cause and encouraging widespread but meaningful engagement from different stakeholders, launched “Yes, We Can End TB: 75 Corporate @75 Cities” campaign on March 2, 2023. The Corporate TB Pledge secretariat, hosted by The Union, as part of USAID/India supported iDEFEAT TB Project, extended the technical support for implementation of the month-long campaign.

1. Objectives of the campaign

The campaign was viewed as an opportunity to harness the potential of varied stakeholders and catalyse their engagements toward TB elimination in the country.

The core objective of the campaign was:

- ✓ To promote the active participation of Corporates and other organizations for accelerating efforts towards TB elimination in the country
- ✓ Enhancing visibility and amplifying the voices of these partners through multiple forums and actions

2. Approach

The campaign was driven on three broad pillars – extensive reach, convergence of stakeholders, and amplification of the efforts.

In order to ensure that every corporate/partner is able to participate & contribute to the campaign, and there is convergence, regardless of their capacity, a banquet of activity options for the campaign was offered to the corporates to choose from and implement. These activities included high-level events, rallies, awareness and screening camps, CME's, tree plantation, expert talks, oath taking etc. These activities could be undertaken by the corporates anytime during the month (1st March – 31 March 2023) and reported to the CTP Secretariat.

The campaign was rolled out in 75 cities of the country simultaneously, bringing together varying stakeholders to perform varied activities together. It also ensured showcasing and amplifying the efforts of the partners through the campaign through social media engagement.

3. Implementation

Launch



The campaign, 'Yes, We Can End TB, 75 Corporates @ 75 Cities' was launched by Dr. Rajendra P Joshi Deputy Director General, Central TB Division, on March 2, 2023. Dr Mattoo and Dr Ravinder from CTD along with officials from WHO also attended the launch. The launch event also witnessed presence of representatives from USAID India (Ms. Sangita Patel, Director-Health Office) and The Union (Prof Guy Marks, President and Interim Executive Director and Dr K S Sachdeva, Regional Director). The event also had participation (virtually) from the government officials from different states including State TB Officer, Gujarat (Dr T K Soni). More than 300 participants from corporate, government, and other institutions across India joined the launch event virtually.

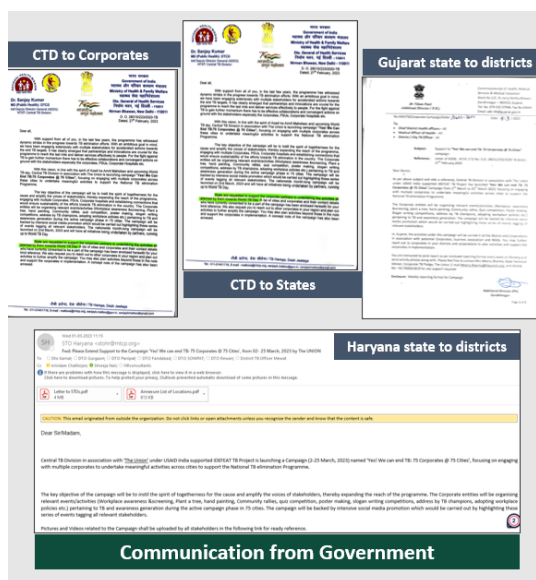
Campaign Tool kit

To ensure a smooth implementation and inclusivity from the corporates for the campaign, it was important to equip the stakeholders with collaterals to aid the effective implementation of the activities as part of the campaign. The Corporate TB Pledge secretariat as technical partner for the campaign, designed a campaign toolkit. The digitally available campaign toolkit consisted of digital products such as event banners, IEC posters, implementation guidelines, documentation guidelines, social media toolkit etc. which were offered to the corporate and other partners to be used for smoother implementation of activities.

[Toolkit link](#)



Roll out



Post the launch of the event, the Central TB Division issued a communication to selected states and to selected corporates, encouraging participation for the month-long campaign. Few states such as Gujarat and Haryana had further sent out a communication to their District TB Officers to ensure the engagement of corporates and partners from their districts.

The Corporate TB Pledge (CTP) secretariat continued to reach out to corporates and partners encouraging and supporting them to participate in the campaign. The secretariat also continued to support the states and the districts to engage with corporates in their districts.

CTP secretariat also backed the process with a social media support ensuring visibility for the partners undertaking the various activities as part of the campaign.

4. Campaign snapshot

First-of-its-kind campaign aligning to the 75th year of independence, not only brought the corporates under one umbrella, but also gave them a platform to display their potential, vigour, and enthusiasm to eliminate TB. The varied set of activities under this campaign brought flavours, convergence, collaboration, and commitment to prolong this campaign beyond this month-long occasion.

Impact of the campaign

Corporates from across the country, from varying sectors including tea, mining, textile, academic, corporate hospitals, business associations, etc. actively participated in the campaign. They undertook diverse set of activities including organizing CMEs, community rallies, workplace awareness and screening, active case finding, nutrition support, plant a tree, signature campaign, seminars, youth sensitization, panchayat engagement, etc. Corporate

hospitals engagement stood out and evolved as the emerging sector bringing on board and demonstrating commitment at significant scale for the cause.

- ✓ More than **175 corporates across over 100 cities** successfully engaged in the campaign
- ✓ **Four national level events were organised by Corporates under the campaign within a span of one month, ensuring extensive visibility and mass engagement.** The events witnessed commitment from highest leaderships including the presence of Hon'ble Minister of Health and Family Welfare, Dr Mansukh Mandaviya, at the launch of initiatives by Apollo Tyres Foundation.
- ✓ **215+ varied sets of activities were** undertaken by corporates and partners at varying levels including more than **7 CMEs, over 60 awareness cum screening camps, oath-taking, tree plantation programmes, state & district level consultation events, health melas etc.**
- ✓ **Over 25,000 patients** were committed to be provided nutrition support and **25 plus new projects were initiated** during the campaign.
- ✓ In terms of infrastructure support, **over 5 NAAT machines & X-Ray machines and mobile vans were provided** by corporates to support the programme.
- ✓ A large number of resources was leveraged through the corporates and new partnerships emerged through this campaign.
- ✓ **20 lakh population and over 80,000 social media impressions** were reached out during the campaign



The campaign marked the initiation and launch of many innovative projects led by corporates to support the National Programme. These included launch of Interactive Voice Response System (IVRS) by Jubilant Bhartia Foundation, TB Free Panchayat across states, Private-private partnership screening for TB, IGRA testing by Aster DM Healthcare, Diabetes reversal program by BEST Mumbai, Community signature campaigns for awareness generation etc.

Visibility

The outreach of the campaign was tremendous both in terms of focussed outreach through rallies, awareness programmes, events and on the other side amplified outreach through social media, print media and digital media. During the campaign period,

- ✓ The project team was able to reach approx. 80,000+ organically via Twitter, LinkedIn, social media houses, etc.
- ✓ The digital imprint and the regional newspapers also contributed at par in ensuring that the hard work by the corporates were recorded and was known among the larger audience.

- ✓ For the very first time, a corporate hospital conducted a press-conference with the national media on the successes of the campaign, their contribution and the larger intervention on March 24, 2023.

5. Conclusion

The campaign successfully demonstrated the three pillars of reach, convergence and amplification, showcasing a model where with minimum resources, stakeholders making joint efforts can reach the last mile and producing the multi-fold impact.

As India aspires to eliminate TB, it is crucial to emulate the successful strategies implemented during the Covid-19 pandemic in the fight against tuberculosis. Collaborative efforts from the government, corporates, public health organisations, business organisations, civil society groups are necessary as was evident in the campaign.

It is essential that we continue to adopt similar innovative solutions tailored to India's unique circumstances to fight the disease effectively. The states can organise such focussed campaigns to engage partners on regular basis. The campaigns offer platforms for convergence and building partnerships. The amplification of the efforts will ensure better and meaningful support from the stakeholders to support the programme in meeting its challenges.

