

STOP TB INDIA

Artist: Mythili Poojari at "The Human Face of TB" Exhibition, New Delhi



Stop TB India is a non-religious, non-political, not-for-profit organization involved in prevention, control, treatment and advocacy of Tuberculosis disease. It was founded on 27th, January 2011

VISION

- **TB-free India.**
- **That the future children never contract it, while the present do not succumb to it.**

Stop TB India was registered under the Trust Act at Bangalore, India on 27th January 2011.

We promote awareness of tuberculosis and the right to seeking a quality cure, by generating awareness about the burden of the disease.

We believe that the public health advocacy in this country is very much neglected either because of the lack of resources or due to sheer neglect from the government. We would like to bring in a small change in the area of public health advocacy to increase the awareness among the general public and policy makers. We plan to work in the treatment and prevention of Tuberculosis and HIV infection in the future. We are a group of volunteers who are passionate about bringing change in TB and HIV advocacy using social media. Our volunteers include professionals, students, lawyers, social workers.

We are a small NGO with no full-time employees presently and limited funds supported by friends and volunteers.

ADVOCACY AT IPRENUER

Location: Tata Institute of Social Sciences, Mumbai.

We conducted our first inaugural activity at Tata Institute of Social Sciences (TISS), Mumbai on 11th and 12th February 2011. We were privileged to have acquired space at *Annual Social Entrepreneurship Convention iPreneur* conducted by Centre for Social Entrepreneurship at TISS, Mumbai. The basic fundamental of the convention was to bring diversified and innovative social entrepreneurs across the country to share their views and experiences on their social venture. This was a great opportunity for a young organization like *StopTBIndia* to introduce itself to the large majority of social entrepreneurs who came from different regions of the country. We in fact made all the best possible efforts to reach out to the crowd in the convention. As a first major strategy, we displayed our banner in a particular stall and presented handouts about TB and its mammoth

impact on human life. We engaged in the stall for full 2 days from morning 10 am to evening 5 pm, while one of our volunteers demonstrated the future road map of *StopTBIndia* to the audience in a regular basis, other volunteers kept themselves busy giving away handouts and talking to resource persons from different organizations. In addition, some of our volunteers initiated network building with other suitable and potential organizations for future partnership. Importantly, we are happy with the kind of response we received from the participants. Their inputs are immensely useful towards developing our future action plan. For instance, one of the audiences in our demonstration viewed that *“mere information on TB alone (curative and preventive aspects) may not be a desired service package, unless it is coupled with information on availability of services including systems such as telephonic assistance and remote area services.”*



ADVOCACY AT MUSIC FOR HARMONY, KIRORI MALL COLLEGE NEW DELHI

DATE:10th March 2011

Location: Kirori Mall College, New Delhi

We conducted an advocacy event at the *Music for Harmony* organized by local NGO *Pravah* . The main theme was to depict the harmony through music and display of the work of the local NGO's and to reach the youth of the city. The event had music bands from all across the city and there were particular themes from various NGO's. There were also social theme based street plays. *StopTBIndia* had a advocacy and health education stall at this event to advocate about the World TB Day and also looking for potential volunteers who may help us in organizing the World TB Day. We talked to the students from different department of the college and gave information about our organization, about tuberculosis and any other questions raised by the visitors. Around 60- 65 students turned up at our stall for information and we supplied the pamphlets and information sheets about TB and its burden. We were able to get few volunteers who wished to help us during the World TB Day. We also interacted with the college student union representative for possible future events like health education for the students at Kirori Mall College

ADVOCACY AT STREET THEATER COMPETITION EVENT AT DESHBANDHU COLLEGE, NEW DELHI

DATE:10th March 2011

Location: Kirori Mall College, New Delhi

We got invitation to attend this event from our participation at the *Music for Harmony* event. The main activities at this was street theatre competition where various colleges were competing in socially relevant theatre. *StopTBIndia* had a information stall setup along with volunteers at this event to give information about the World TB Day and Tuberculosis. We gave information to students and participants of the competition .We interacted with the theatre participants their Directors and discussed about the possible theatre event based on TUberculosis as a theme in future. Our main target audience were the college students and the faculty of the college. It was a learning experience for us how to communicate and what to communicate to various segments of the community.

WORLD'S
BIGGEST
CINEMA
DAY



Artist :B Kiran Kumari

Health education for Kitchen workers at Tata Institute of Social Sciences, Mumbai

As our second program at TISS, we conducted health education camp for Kitchen workers on World TB Day (24th March 2011). We had volunteers (three) from *School of Health Administration and Public Health Masters Program* at TISS. We had ten participants who work in TISS's hostel Dining Hall Kitchen as cook, cleaner, dish washer and etc. Prior to our demonstration, we took necessary permission from the concerned authorities. Importantly, we also consulted our potential audience on 22nd March 2011 to take their consent. Overwhelmingly, there was a positive reaction from the participants towards taking part in TB related health demonstration on 24th March. We started our first round of interaction with the target audience by 6.45 pm on 24th. After the first

round of introduction, our volunteers initiated demonstration on Tuberculosis covering both curative and preventive aspects of it. Presentation completed in 30 minutes. Thereafter, our audience raised questions that how to identify that a person is having TB? How to tackle social stigma or stereotype attached to TB? Our volunteers answered these questions and also provided them information on possible health check up centers where one can avail treatment for TB. Indeed, there was a demand from the audience to conduct such health camps in near future. It points out that there is a need of interventions of this kind through which small to large population can be provided with information on most pressing disease, TB.



***Chehera*; The human face of tuberculosis. visit and interaction with the artists**

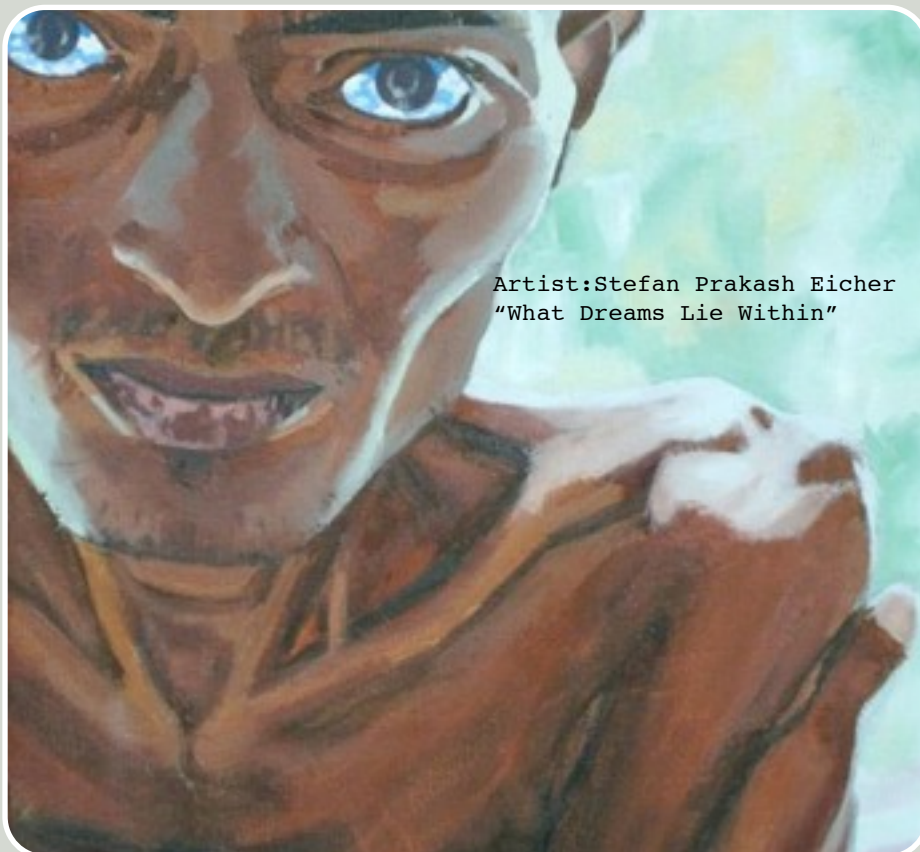
Date: 24 March 2011

Location: Religare Art Exhibition, New Delhi

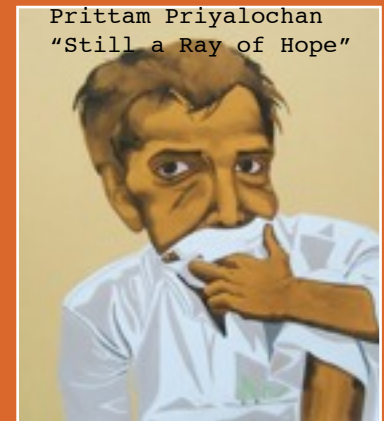
This was an art exhibition organized by the Global Health Advocacy India and Reflection Art Studio which is group of artists who are involved in creating art for social causes. It was an exhibition showcasing the human face of Tuberculosis from the artists' perspective. The artists visited a TB hospital in New Delhi and interacted with the TB patients and understood their social problem, treatment and discrimination in the society. These artworks were produced by 23 artists from this studio.

StopTBIndia visited this exhibition to understand and support the artists who had captured the human face of the Tuberculosis. We interacted with various artists and discussed about their art work and its meaning and interpretations. We did interviews with few artists and also discussed about how events like this could be used to conduct advocacy and also fundraising activities in the future. The artists were able to capture all this on the canvas in a powerful way. Some of the arts were very powerful in conveying the problems of the Tuberculosis.

Please visit our YouTube page (www.youtube.com/stoptbindia) for interview and related videos.



Artist: Stefan Prakash Eicher
"What Dreams Lie Within"



Prittam Priyalochan
"Still a Ray of Hope"



Artist: Soni Singh



We thank all the artists, Global Health Advocacy India & Reflection Art Gallery & Studios for the exhibition. For more info visit www.reflectionart.com

Apna Ghar: Health education at a shelter home.

Location : New Delhi

Date:24th March 2011

Apna ghar is a shelter home which provide shelter to the homeless who spend their nights on the lonely streets and on the footpaths in the night.

The purpose of our visit was to make people aware of the disease, educate them about the causes, the symptoms and the precautions they can take against Tuberculosis. We had also prepared a video for the purpose which we had planned to show the people there. We thought it to be a bad timing as it was an India Australia world cup quarter final cricket match and we were thinking why would they be interested in our boring video when a whole lot interesting match watch was going on. But we were really surprised to see how much they were keen on

learning about the disease as soon as we started the video. We intentionally had kept it short and to the point. After the video was over, there were a lot of questions in their minds which they asked us and we were glad to see this kind of curiosity coming from them.

After the session we went to the small staff room and sat there talking about the other day to day problem that they face and how difficult it is for them to run the place. So all in all, the life and the work there is not easy.

Himanshu Aggarwal,Volunteer

"There you will find people who have no families, who are alone in this world with no one to care for. There are also people who in spite of having families are homeless"



Nishant Sharma, Volunteer

"On the whole it was a very good experience for me. It was also a kind of an eye opener for those of us living in the urban areas to the problems faced by the rural India"



Health Education about Tuberculosis at 49 villages(*panchayats*) at Chhatisgarh.

Location: Shirli village, Korba District, Chhatisgarh.

Date:24th March 2010

StopTBIndia contacted the village leader at one of the village to conduct activities for the World TB Day. This place is very remote and the local *panchayat* leader(Mr. Raghuraj) is known for his social and development work in this area. The leader has got the best youth locally elected representative from the Government of India. Using his local resources , volunteers from the village conducted health education.He gathered support from the local government official and student to conduct health education with posters and banners.We could make this possible by networking and collaborating with people who are willing to bring in change in advocacy and community education.

Delhi Twestival Event

Location: Twestival Delhi, Hotel Ramada

Date:24th March 2010

Twestival is an annual global event to raise funds for an identified NGO. One of our volunteer visited the event to understand the concept of the Twestival and future replication of the event locally in India. It was a good experience and we learnt about fundraising and organizing events and concept of twestival.

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