

NTEP BEST PRACTICES ON

ACSM(Advocacy, Communication, and Social Mobilization) & TB Muqt Bharat campaign (Rampurhat HD)

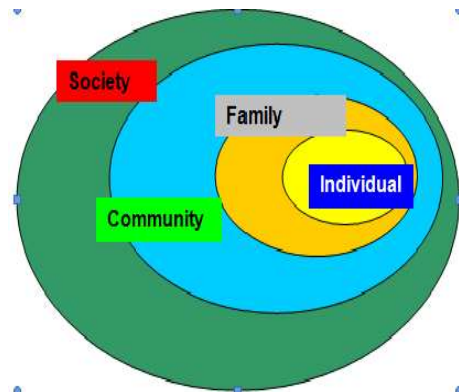
ACSM is an important component of the TB-control strategy to ensure long-term, sustained impact. **Advocacy** seeks to ensure strong commitment to TB control, awareness of the problem and its possible solutions. **Communication** aims to favorably change knowledge, attitudes, and practices among various groups of people. **Social mobilization** brings together community members and other stakeholders to strengthen community participation for sustainability and self-reliance. The key objective of ACSM in NTEP is to generate demand for quality TB diagnosis and treatment and increase treatment adherence, leading to cure of all diagnosed TB cases.

ACSM's goals for TB control are:

- Mobilizing political commitment and resources for TB
- Improving case detection and treatment adherence
- Widening the reach of services ,combating stigma and discrimination
- Empowering people affected by TB and the community at large



SOURCE: Adapted from McKee, N. Social Mobilization and Social Marketing in Developing Communities (1992)



ACSM - Program Implementation Plan

To achieve the objectives enquires a targeted Advocacy & Communication approach at the Block level, a month wise calendar has been developed with earmarked themes for each month activities with Jan Andolan on TB as a routine ACSM activity at TU/PHI level other than regular month wise Patient provider meeting, Community meeting & School awareness programme.

The key aspects of organizing sensitization programme are briefly described below:

- Involving the Rampurhat Govt Medical college in sensitization programme on ACSM activity.
- Involving the undergraduate medical students in NTEP programme so that they are aware about Tuberculosis symptoms and overall treatment procedures.
- Different groups are created within the undergraduate medical students.
- Each groups prepared a PPT and presented the PPTs in the sensitization programme.
- After the presentation a question-answer session were organized in the programme.
- Counseling session organized with the TB patients by the undergraduate medical students in different groups.
- Counseling session organized with the TB patients in each group.
- Each team/group facilitated by the Mentor from Faculty members of Community Medicines , RGMCH
- After the counseling session discussion done about the TB disease among the medical students and mentors.
- The overall activities are made from the NTEP wings , Rampuraht HD.

Conducting ACSM activities(as a part of Jan Andolan Activity)

So,for the above purpose sensitization programme arranged at Rampurhat-I TU(Chakmondal BPHC) on **August 2021** and Murarai-I TU(Murarai BPHC) on **September 2021** involving the undergraduate students, Faculty members of Community Medicines of Rampurhat Govt Medical College. The main theme of the ACSM activity held on August 2021 was "TB Prevention & Lung Health". In this sensitization programme the undergraduate students of RGMCH prepared various PPTs(Group wise) on TB disease and infection and presented the PPTs in presence of other students, TB patients, community members, TB champions to aware about TB in presence of Principal RGMC,MSVP RGMCH, mentors from dept of Community Medicine, DTO,MOTC of concerned TU.

Also after the presentation the undergraduate medical students are divided into five groups with one TB patient in each group for collecting information from the TB patient about their problems/experiences before initiation of ATD treatment and after ATD treatment thus providing counseling in presence of mentors.

In Sept 2021 the main theme of the ACSM activity was "TB & National Nutrition Week". Therefore the orientation on tit bits of TB including TB patient Provider meeting, assessment of Nutritional status in children & relationship of TB & Malnourishment in the community involving the Nutritionist , NRC Rampurhat Govt Medical College and in this orientation programme a health camp for screening SAM child was organized by the Nutritionist. After the programme a "Nutritional Kit" was provided to the SAM children who are present in the programme.



Observation of Jan Andolan Activity as a routine ACSM activity at Rampurhat-I TU on August 2021



Observation of Jan Andolan Activity as a routine ACSM activity at Murarai-I TU on September 2021