



Engagement and Mobilization of Elected Representatives in the Field

State Name: Himachal Pradesh



Background



Background :- Tuberculosis remains a significant public health challenge in India, particularly in Himachal Pradesh, which has a high TB burden. Despite ongoing efforts under the National TB Elimination Program, gaps persist in active case finding, early detection awareness, and community engagement. To accelerate TB detection and ensure timely treatment, the **100-day Nikshay Shivr Campaign** was launched as a focused intervention. This campaign emphasizing a **multi-sectoral approach** involving government departments, community leaders, and public participation

Challenges:-

- **Competing Priorities** – Elected representatives often have multiple responsibilities, including governance, infrastructure, and social welfare, which may limit their focus on TB awareness efforts.
- **Limited Technical Knowledge** – Many representatives may not have adequate knowledge about TB, its transmission, and treatment, leading to misinformation or ineffective communication.
- **Political Sensitivities & Stigma** – TB is often associated with poverty and poor living conditions, making some leaders hesitant to publicly engage due to concerns about public perception.



Objectives



- Leverage Leadership for Community Participation: Utilize elected representatives to encourage TB screening and early diagnosis through active community engagement.
- Normalize TB Conversations & Reduce Stigma: Promote TB as preventable, treatable, and curable by having representatives address misconceptions publicly.
- Advocate for Early Detection & Treatment: Ensure representatives emphasize the importance of timely diagnosis and treatment to reduce TB transmission.
- Strengthen Policy & Resources: Mobilize leaders to advocate for improved TB infrastructure, including X-ray machines, diagnostics, and trained staff.
- Encourage Jan Bhagidari: Engage Panchayat leaders, SHGs, and local influencers in community-driven TB elimination efforts.
- Enhance Inter-Departmental Coordination: Facilitate collaboration between health, education, and rural development departments for integrated TB awareness.
- Recognize & Support TB Champions & Nikshay Mitras: Encourage representatives to honor TB survivors, Nikshay Mitras, and frontline workers to boost campaign motivation.



Interventions



Intervention:

- High-Level Commitment: Sensitize the Chief Minister (CM) and Health Minister (HM) to urge all elected representatives to actively participate in the 100-day campaign.
- One-on-One Sensitization: The CMO/DTO to conduct individual sensitization sessions with elected representatives at the district level, informing them about the campaign and inviting them for its launch.
- Encourage Field Visits: Following the campaign launch, the district team will encourage representatives to visit the field and observe campaign activities firsthand.
- Field Engagement: Elected representatives will visit the field to interact with the community, felicitate TB Champions, and recognize Nikshay Mitras for their active support.
- Press Briefing: Representatives will hold press briefings to update the media on the progress of the 100-day campaign and highlight Himachal Pradesh's achievements in TB elimination.



Hon'ble Chief Minister and Health Minister, Himachal Pradesh and other Dignitaries launching the 100 days campaign in Shimla, HP



100 campaign launch and Pledge Taken by Education Minister under Jan Bhagidari Campaign in Shimla



During the field visit Felicitation of Nikshay Mitra By Hon'ble Health Minister Himachal During 100 days campaign



Hon'ble education minister attended the Jan Bhagidari activity in the field and aware community for ending TB



The 100 days Campaign activity Reviewed by Hon'ble MLA Shri Ajay Solanki in Sirmaur District



100 days Nikshay Shivir and Jan Bhagidari activities briefing to MLA Lahual & Spiti by DTO



Outputs/Achievements



- Elected Representatives Sensitized the Public about TB during their public gatherings.
- They Reviewed 100-Day Campaign Activities during their district visits.
- Public Participation Increased, with people openly discussing TB and joining hands for the campaign.
- Youth Mobilized in the Field due to high-level commitment to TB elimination.
- Active Support from Line Departments, organizing approximately 400 TB pledge events and adopting 400 PwTB during the campaign.
- Departments Displayed 100-Day Campaign IEC Materials on their platforms.
- Media Houses and Communities Actively Supported the TB-Free Panchayat initiative.
- Active Support from CSR got 8 Hand held X-ray in the state through this active engagement



Budget Allocation through High Level Commitment



- Allocated a Budget of 7.5 Lakh from the state scheme for distributing nutritional kits to PwTB during the 100-day campaign.
- Mobilization of ASHA Workers and Field Staff received additional incentives from the state budget for the 100-day campaign.
- General Health System and Other Departments conducted IEC and ACSM activities for the 100-day campaign using their own budgets, through buses, hoardings, TV channels, and radio channels.



Social Media & Influencers Engagement

State Name: Himachal Pradesh



Background



Background :- Himachal Pradesh, like many regions in India, faces significant challenges in tackling tuberculosis (TB), especially regarding awareness, stigma, and early detection. To enhance the effectiveness of the 100-day TB campaign, the State TB Cell partnered with popular influencers to leverage their wide-reaching platforms and engage the public. Influencers from various fields recorded and shared TB awareness messages to amplify the campaign's outreach. By using influencers who resonate with a broad audience, the initiative aimed to break the silence surrounding TB and foster active participation in the Jan Bhagidari initiative for a TB-free Himachal Pradesh.

Challenges:-

- **Lack of Awareness Among the General Public:** Despite ongoing efforts, TB awareness remained low, with many misconceptions and stigma surrounding the disease.
- **Misinformation Spread:** Influencers needed to ensure the correct messaging to combat the myths and misinformation about TB.
- **Engagement of Non-Digital Communities:** Although influencers have a wide reach, some rural and remote communities may not have full access to social media, limiting the campaign's impact.
- **Demand of money:** Influencers demand the money for recording the awareness message and posting from their official social media handles.



Objectives



- **Raise Awareness About TB:** Use the influence of prominent local figures to spread accurate information about TB, emphasizing that it is treatable, preventable, and curable.
- **Encourage Public Participation in the Campaign:** Engage influencers to motivate their followers to actively participate in the Jan Bhagidari initiative and TB screening activities.
- **Reduce Stigma Around TB:** Break the social stigma surrounding TB through influential voices, encouraging open dialogue and reducing fear associated with the disease.
- **Promote TB Mukh Himachal Pradesh:** Mobilize the public toward the goal of a TB Mukh Himachal Pradesh through awareness, early detection, and treatment adherence.
- **Felicitation of Influencers:** Felicitate the influencers at the state and district levels for their consistent engagement and continued support in spreading TB awareness



Interventions



Intervention:

- **Identify Influencers:** Identify suitable influencers from various fields such as sports, politics, music, news media, and other categories who have a strong following and can contribute to generating awareness about TB.
- **Approach and Counsel Influencers:** Approach these influencers, counsel them, and encourage them to participate in the 100-day campaign activities to raise awareness about TB.
- **Script Preparation:** Prepare personalized scripts for each influencer based on their background (e.g., sports, politics, music, news media) to ensure the message resonates with their audience.
- **Review and Redesign Video Content:** Check the content of the videos received from the influencers, and redesign the raw files to fit the standard format for TB MukT Bharat Highlights.
- **Select Key Topics:** Choose specific topics for the influencers to address, such as early diagnosis, stigma, the role of Nikshay Mitras, and treatment adherence.
- **Video Upload and Collaboration:** Upload the finalized videos on the influencers' social media platforms and collaborate with NHM or the TB Cell's social media platforms to maximize reach and impact.



Activity pictures



Screenshots of the influencers video's which they have uploaded on the social media plate farms to generate awareness about TB which is reached more than 10 millions



Outputs/Achievements



- **Expanded Reach:** The influencer videos reached over 10 million people, significantly enhancing the campaign's visibility and educating a wide audience.
- **Increased Engagement:** The videos sparked greater community participation, with many followers expressing interest in getting involved in TB awareness activities and screenings.
- **Behavioral Change:** The campaign led to a shift in perceptions, with many individuals becoming more open to discussing TB and seeking early diagnosis.
- **Strengthened Public Support:** The influencers' efforts helped mobilize public support for the Jan Bhagidari initiative, contributing to a more collaborative approach toward TB elimination.
- **Recognition of Influencers:** The involvement of influencers generated significant media attention, boosting awareness and encouraging others to join hands for end TB in Himachal Pradesh.



Multisectoral Collaboration for 100 days campaign

State Name: Himachal Pradesh



Background



Background :-The State TB Cell Himachal Pradesh initiated the 100 Days Campaign to raise awareness about TB and promote early detection, prevention, and treatment. A key aspect of the campaign was the collaboration with various government departments, non-governmental organizations (NGOs), and other stakeholders to amplify efforts across sectors. This engagement was designed to involve different segments of the population through multisectoral actions and collaborations, ensuring a broader reach and greater impact in tackling TB in Himachal Pradesh.

Challenges:-

- **Coordinating Multiple Stakeholders:** Engaging numerous departments and organizations with different priorities and working styles required extensive coordination.
- **Resource Limitations:** Some departments faced challenges in mobilizing adequate resources for TB awareness activities, including manpower and logistical support.
- **Cultural and Community Barriers:** Despite the wide-reaching efforts, some rural areas had cultural barriers to openly discussing TB, which hindered awareness efforts.
- **Sustained Engagement:** Maintaining continuous participation from all stakeholders throughout the 100-day campaign was a challenge, as some departments had competing priorities.
- **Geographical Barriers:** Reaching remote areas of the state for screenings and awareness activities presented logistical challenges, especially in mountainous terrains.



Objectives



- To increase Case Detection Through intensified IEC Campaign on community awareness and screening & Testing of Vulnerable Population
- To Reduce death among people with TB by implementing a differentiated TB care approach with nutritional support intervention
- To preventive occurrence of New TB Cases in the community by providing TB preventive treatment to household contact PLHIV & Vulnerable population
- Organized Jan Bhagidari and TB Pledge activities across all departments to encourage public participation in the 100 Days Campaign and normalize TB conversations within the community



Interventions

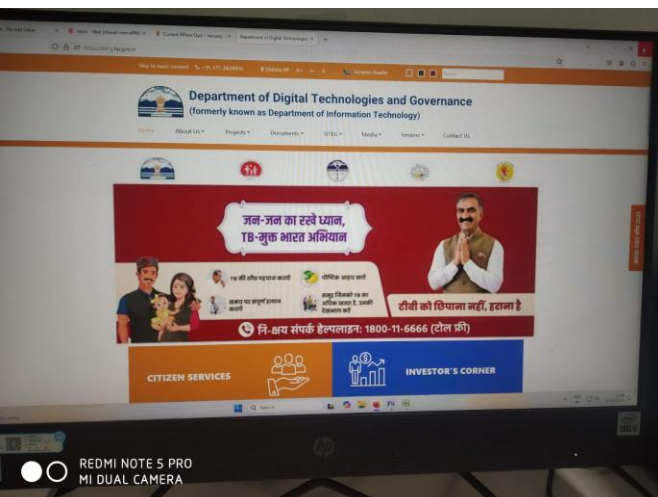


Intervention:-

- The intervention included collaboration across various sectors, including tribal development, health, education, labor, prisons, and media. The following actions were taken:
- Tribal Development Department: Support for TB awareness and screening in tribal areas.
- Prison Department: Over 400 Nikshay Shivirs were organized in prisons to screen inmates for TB and provide education on TB symptoms and treatment.
- Labor & Employment Department: Conducted TB screening for workers and administered the Nikshay Pledge within the workforce.
- Education Departments: Engaged youth through awareness activities, rallies, and TB pledges. Over 1 lakh youth participated in TB sensitization.
- Industries Department: Hosted more than 100 Nikshay Shivirs for workers, distributed IEC material, and conducted Jan Bhagidari activities.
- Media & Information Departments: Collaborated to generate awareness through press briefings, media partnerships, and IEC materials across platforms.
- Health Departments: Organized TB screening camps, including handheld X-ray screening, and conducted Nikshay Shivirs across various sectors.
- Youth & Sports Department: Mobilized youth to support TB awareness campaigns and organized events such as Parakram Diwas.
- Social Welfare & NGO Support: NGOs like Hansh Foundation and HelpAge India supported the campaign by mobilizing mobile vans for TB screening and engaging communities directly in TB awareness.
- HPSACS:- Displayed TB IEC material at all government departments, installed IEC hoardings, and printed bags with TB and HIV IEC, distributing over 20,000 bags to taxi drivers and the community
- Tourism Department: Conducted TB screenings at tourist hotspots and placed IEC materials in high-traffic tourist areas.



Activity pictures



The Department of Digital Technology displayed TB IEC on their official website



Hans Foundation Sensitized and mobilized community for X-ray Based Screening



Helpage India Sensitized and mobilized community for X-ray Based Screening



HPSACS Distribute TB & HIV IEC Bags to Taxi Drivers



Youth engagement session held in collaboration with education department



Youth Department held Cricket match for TB awareness in collaboration with health Department



PRI Department held Special Gram Sabha for TB awareness



Nikshay Shivar held in the Industry in collaboration with industry Department



Outputs/Achievements



- **Widespread Engagement:** More than 2200 Gram Sabhas were organized to sensitize over 5 lakh people across Himachal Pradesh.
- **Increased Screening and Awareness:** Over 400 Nikshay Shivirs were conducted in prisons, industries, and rural areas, and more than 100,000 youth were sensitized about TB.
- **Public Commitment:** More than 500,000 individuals took the Nikshay Pledge across various sectors, including government departments and communities.
- **Enhanced Media Outreach:** The media played a key role in amplifying the campaign's reach, generating awareness through hoardings, TV channels, and radio broadcasts.
- **Improved Infrastructure Support:** The provision of handheld X-ray machines and mobile units for screening helped enhance access to TB screening in remote areas from the CSR.
- **Sustained Community Mobilization:** NGOs and the community rallied behind the cause, with mobile vans spreading awareness and facilitating TB screening in areas where access was limited and HPSACS distributed more than 20000 TB and HIV IEC Bags to the community and Taxi Drivers