

Best Practice: Himachal Pradesh

Title: Meri TB Ki Kahaani

1. Background

Tuberculosis (TB) continues to face challenges of stigma, low awareness, and delayed treatment-seeking behaviour. To address this, Himachal Pradesh adopted the “**Meri TB Ki Kahaani**” campaign, a storytelling-based social and community engagement initiative launched on **22nd March 2024** ahead of World TB Day.

The campaign was formally rolled out offline in **Shimla on 18th September 2024** in the presence of the Hon’ble Chief Minister. It leveraged both **digital platforms and on-ground activations** to normalize TB conversations and amplify voices of TB survivors.

2. Objective

- To normalize conversations around TB and reduce stigma
- To provide a platform for TB survivors to share their stories
- To increase awareness and encourage early diagnosis and treatment
- To engage youth and communities through digital and offline channels

3. Intervention:- Himachal Pradesh implemented a multi-channel, high-impact intervention strategy combining digital, community, and on-ground approaches. The campaign was actively run across platforms such as Instagram, Facebook, X (Twitter), ShareChat, Moj, and Public, with a focus on youth (18–30 years) and community engagement through real-life TB survivor stories and user-generated content. To further amplify reach, 22+ influencers were onboarded and 22 influencer videos were created, helping spread awareness through relatable storytelling. Offline activation in Shimla included the placement of 15 interactive billboards at key locations, enabling QR code-based engagement, which resulted in 1,232 scans within just 13 days, reflecting strong public participation. Additionally, a WhatsApp community of 513 members was established, leveraging a 90%+ open rate for deeper engagement, while SEO strategies improved organic traffic and platform visibility. A dedicated web platform was also developed to facilitate easy uploading and sharing of TB stories, seamlessly integrated with social media for wider amplification.

4. Outcome:- The campaign in Himachal Pradesh achieved significant reach and engagement, with a total reach of **20.04 million (2.04 crore)** and **13.5 million (135 lakh) video views**, along with **35.6K+ social media engagements** and **3,500+ shares** across platforms. A strong organic performance was observed, with **65% of reach (13.41 million)** and **87% of views (11.74 million)** coming organically, compared to **35% paid reach (7.07 million)**. The web platform also performed effectively, attracting **55,000+ visitors** and generating **30,068 page views**, with **75% of traffic driven through social media**. Influencers played a key role, contributing **20–34% of overall reach, views, and engagement**. Additionally, community engagement remained high, with **1,232 QR code scans within 13 days** during offline activation and the creation of a **513-member WhatsApp community**, reflecting strong public participation.

5. Impact / Conclusion :- The “Meri TB Ki Kahaani” campaign in Himachal Pradesh stands out as a high-impact and scalable best practice by effectively integrating storytelling, digital media, and community engagement. With over **20 million reach** and **13.5 million views**, the initiative significantly contributed to reducing stigma, normalizing TB discussions, and empowering TB survivors to become advocates. The strategic combination of offline innovations such as QR-enabled billboards and strong digital amplification through influencers, social media, and a dedicated web platform created a powerful ripple effect across the state. This model clearly demonstrates how leveraging community voices alongside digital innovation can strengthen TB awareness efforts and offers a replicable approach for other states across India.

