



ACTION (Advocacy to Control TB Internationally) is an international partnership of civil society advocates working to mobilize resources to treat and prevent the spread of tuberculosis (TB), a global disease that kills one person every 20 seconds.

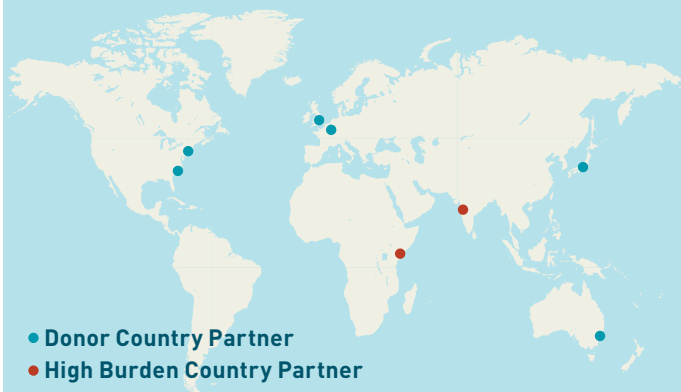
## ACTION'S IMPACT

- ▶ Played a critical role in mobilizing over US \$554 million in new resources to fight global TB from ACTION's targeted countries, since 2005
- ▶ Successfully advocated for the creation and approval of a US \$63 million World Bank regional public health lab strengthening initiative in Africa
- ▶ Secured Canada's global leadership and CAD \$127 million over five years for the TB Reach Facility – a new multilateral mechanism intended to increase the reach of TB prevention, diagnostics, and treatment around the world
- ▶ Educated U.S. legislators about the critical need to boost efforts to fight TB; as a result of ACTION's continuous efforts, with the support of other partners, Congress authorized US \$4 billion for TB over 5 years
- ▶ Pushed for the National AIDS Control Organization in India to provide TB treatment and care for 2.5 million people living with HIV/AIDS who face an increased risk of TB
- ▶ Led in the creation of the Stop TB Partnerships in Japan and Kenya and the first-ever UK All-Party Parliamentary Group (APPG) on TB
- ▶ Helped form the first TB patient activist group in India and MDR-TB patient activist group in Kenya
- ▶ Continuously engaged top-level media outlets including the Wall Street Journal, New York Times, Guardian, Financial Times, Times of India, BBC, CNN International, and The Huffington Post

## ACTION'S GOALS

- ▶ Mobilize resources to fight the TB epidemic
- ▶ Improve TB policy and ensure that TB is integrated into current policy frameworks
- ▶ Build awareness and support advocates to fight TB

## ACTION ▶ A Network of Civil Society Advocates



ACTION is a partnership of: AIDES, Global Health Advocates France, Global Health Advocates India, Indian Network for People Living with HIV/AIDS (INP+), Kenya AIDS NGOs Consortium (KANCO), RESULTS Australia, RESULTS Canada, RESULTS Educational Fund (US), RESULTS Japan, and RESULTS UK.

ACTION partners utilize synergies between countries to promote TB within the global agenda. The ACTION secretariat is housed within RESULTS Educational Fund in Washington, D.C.

## HOW WE GET RESULTS

1. ACTION partners develop relationships with officials in their countries, educate leaders about TB, promote sound policies, and mobilize funding.
2. ACTION partners work with international institutions to move TB to the top of the agenda.
3. Through strategic research and outreach, ACTION partners educate civil society about the importance of TB, global health, and the role of government.
4. ACTION partners promote news stories, place op-ed pieces, write letters to the editor, and translate new media efforts into effective advocacy.
5. ACTION partners work to cultivate and support TB champions to speak out on issues related to TB.

## FAST FACTS ABOUT TB

- ▶ TB is an airborne infectious disease spread by coughing, sneezing, laughing, or even singing
- ▶ One-third of the world's population is infected with the bacteria that causes TB
- ▶ There are 9.4 million new cases of TB each year and 1.8 million deaths
- ▶ TB is the leading cause of death for people with HIV/AIDS in developing countries
- ▶ Only 4.1% of people living with HIV/AIDS are screened for TB each year
- ▶ TB is the third leading cause of death for women in developing countries
- ▶ Nearly half the world's TB cases are not receiving treatment
- ▶ Last year there were an estimated 440,000 cases of multidrug-resistant TB (MDR-TB)
- ▶ Extensively drug-resistant TB (XDR-TB) has been reported in 58 countries
- ▶ While a course of standard TB drugs cost approximately \$20, MDR-TB drugs can cost up to \$5,000, and XDR-TB treatment is far more expensive

## WHY TB?

**THE HEALTH OF PEOPLE LIVING WITH HIV/AIDS** ▶ TB is the leading killer of people living with HIV/AIDS in the developing world, killing one in four people with HIV/AIDS worldwide. People are now living with HIV/AIDS, but dying from TB. Because of the fatal link between TB and HIV/AIDS, ACTION partners work to increase the resources dedicated to TB within HIV/AIDS programs across the globe.

**HEALTH IN AFRICA** ▶ Global incidence rates of TB have stabilized in all regions of the world, except in Africa, where the situation continues to worsen. In fact, TB has ravaged the population to such a degree that in 2005 the World Health Organization and Africa's Ministries of Health declared TB to be a continent-wide emergency.

**THE HEALTH OF WOMEN** ▶ TB is the third leading cause of death for women in developing countries. Women experience different risk factors, social and economic

consequences, and barriers to treatment than men. Little has been done to address the biological differences and gender disparities that present a unique challenge to the diagnosis and treatment of TB in women.

**THE SPREAD OF DRUG-RESISTANT STRAINS** ▶ As a result of inadequate treatment, drug-resistant strains of TB are emerging that are much more difficult, and sometimes impossible, to cure. Cases of multidrug-resistant TB (MDR-TB) and extensively drug-resistant TB (XDR-TB) have been found in almost every country of the world.

**RESEARCH & DEVELOPMENT** ▶ Despite a steady increase in funding over the past decade, TB research and development (R&D) continues to face a financial shortfall. No new TB drugs have been introduced in the last 40 years; no effective vaccine exists to prevent TB; and a simple, rapid, inexpensive point-of-care diagnostic test is urgently needed.



## RESOURCE MOBILIZATION

ACTION's goal is to increase the resources available to fight TB worldwide and to ensure the effectiveness of those resources toward reaching the Global Plan 2015 targets and achieving universal access to TB treatment. To accomplish this, ACTION partners work to:

- ▶ Build political support in donor countries for increased investment in the global fight against TB
- ▶ Build political support in select endemic countries to increase their investment in the fight against TB domestically
- ▶ Increase contributions to the Global Fund to Fight AIDS, Tuberculosis and Malaria
- ▶ Achieve significant new financing for TB by the World Bank and ensure it is spent effectively
- ▶ Garner support for Innovative Finance Mechanisms, such as the Currency Transaction Levy, Financial Transaction Tax, and debt-to-health programs

- ▶ Increase integration of TB within HIV/AIDS programs to ensure no one living with HIV/AIDS dies of TB
- ▶ Mobilize resources for R&D and promote the partnership between governments, regulatory agencies, and pharmaceutical companies in the discovery of new TB drugs, diagnostics, and vaccines

## CREATING POLITICAL WILL

ACTION works to increase awareness of critical issues by seizing media opportunities and by cultivating champions.

### GENERATING POLITICALLY RELEVANT MEDIA

ACTION partners educate the media about TB and other global health issues through one-on-one briefings, media teleconferences, editorial board meetings, and press conferences. Partners also place op-eds, write letters to the editor, and work to expand new media efforts into effective advocacy.

### CULTIVATING & ENGAGING CHAMPIONS

Active development of TB champions is one of ACTION's core strategies. ACTION partners educate and train policymakers, patient activists, technical experts, and grassroots constituents through a variety of tools including expert/advocate trips to donor countries, policymaker trips to endemic countries, the creation of parliamentary TB groups, and media skills workshops. Through ongoing engagement, development, and training, these champions are better equipped to create the political will for TB policy change and resource mobilization commitments.

## ACTION'S MISSION

To build support for increased resources for effective TB control, especially among key policymakers and other opinion leaders in both high TB burden countries and donor countries. With effective policy advocacy and greater political will, rapid progress can be made against the global TB epidemic.

To learn more about ACTION's advocacy strategies and tactics, go to: [www.action.org](http://www.action.org)

You can also access ACTION's Best Practices for Advocacy at: [www.action.org/best\\_practices](http://www.action.org/best_practices)

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### ACTION PARTNERS ▶

AIDES

Global Health Advocates France

Global Health Advocates India

Indian Network for People Living with HIV/AIDS (INP+)

Kenya AIDS NGOs Consortium (KANCO)

RESULTS Australia

RESULTS Canada

RESULTS Educational Fund (US)

RESULTS Japan

RESULTS UK



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