BRIEF REPORT ON INFORMATION, EDUCATION AND COMMUNICATION

WORLD TB DAY

The Information, Education and Communication (IEC) section was launched on 24th March 2003, the day observed as World TB Day. The programme began with lighting of the lamp by Dr Prahlad Kumar, Director National Tuberculosis Institute (NTI); Dr AK Chakraborty, Former Additional Director NTI, and 3 cured Tuberculosis (TB) patients lighted the lamp. Dr Seethapati Rao, Chairman; Dr VK Challa, Co-ordinator and the Executive members of IEC namely, Mr Siddhartan, Mr Joseph, Mr Mallikarjuniah, Mr V Magesh and Mrs P Suganthi were present.

The highlight of the programme was to involve cured TB patients for advocacy of TB. The theme for this year 2003 was "DOTS CURED ME, IT WILL CURE YOU TOO". This year's slogan emphasized TB patients and the importance of including them as advocates and participants for control of TB.

A Cured TB patient lighting the lamp on World TB Day 2003
Director suggested that the 3 partners would be rewarded on NTI Foundation Day.
Right to left: Dr VK Challa, Chairman IEC, Dr Prahlad Kumar, Director NTI, Mr Harry, Cured TB Patient, Dr AK Chakraborty, Former Additional Director NTI, Dr Seethapathi Rao, Additional Director NTI, Mrs P Suganthi, Executive Member IEC.

In this context, the IEC executive members contacted the Neelasandra TB Unit (TU) and got the addresses of cured TB patients. The executive members were accompanied by health workers from the TU to visit the cured TB patients (partners) at their homes. The team members spoke to them in depth in their respective houses and explained their importance and involvement as partners in the programme. The partners listened carefully and they very willingly accepted the invitation to participate in the programme and share their experiences while they were undergoing treatment. There were 3 partners who shared their success stories, which was truly a motivation to the TB patients who were present on the occasion and currently on treatment. Their presence on that day truly symbolized the slogan of this years World TB day.
Mrs Vijayalakshmi, a cured TB patient sharing her success story.
Director suggested that the 3 partners would be rewarded on NTI Foundation Day.

BUILDING PARTNERSHIP WITH SCHOOL CHILDREN

As part of the IEC activity a Joint partnership with school children as Student Ambassadors for advocacy of TB was developed. In view of this the Bethesda School students were invited to NTI on 30.6.03 to involve them as student ambassadors, the Project Director Dr Prahlad Kumar launched the project. The highlight of the days programme was to build partnership with school children, this was the first step in promoting awareness about TB among students in the country.

The programme commenced by lighting of the lamp by Dr Prahlad Kumar, Director of the Project, Mr Nainan, Director of Bethesda Education Society, Dr VK Challu, Co-ordinator and two students from Bethesda School.

The Honorary Director Mrs. Devraj from Bethesda School was invited to address the gathering. She spoke about the joint partnership and expressed that it was their privilege to be associated with NTI in this project which is first of its kind in the country.

To educate the children on the TB problem, there was a presentation by Co-ordinator on TB and its Current Scenario. The presentation was very lively, the students interacted and posed questions, in turn they were also asked some questions, to which many replied excellently. The presentation was educative and truly enriching not only to the students but also to the audience.

Finally, Dr, Prahlad Kumar, Director of the project addressed the gathering. He explained how children could bring in changes in the community and the country. He expressed that they are very special persons and their contribution towards TB control as student ambassadors is indispensable. His valuable advise and guidance on the Joint-Partnership with school children made the days event more worthwhile.

Later the students were taken around NTI to all the technical sections and library to brief them about the activities of each section. The students were very enthusiastic about the day’s event.

P. Suganthi
Executive Member, IEC
Dr Prahlad Kumar, Director of the project lighting the lamp. Seen with him is Mr Nainan, Director of Bethesda Education Society.

A student from Bethesda School lighting the lamp from Bethesda School, Dr VK Challu, Chairman IEC and Mrs Suganthi, Executive Member IEC.