

Reach the three million  
“A TB test treatment and cure for all”  
On World TB Day 2014



Advocacy, Communication &  
Social mobilization (ACSM) Unit



Ministry of National Health Services,  
Regulations and Coordination



National TB Control Program



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Regulations and Coordination



National TB Control Program

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# World TB Day, 2014

## BACKGROUND:

### Introduction to National TB Control Program:

WHO declared TB a global emergency in 1993. Since then efforts have been made to expand partnerships and bring all stakeholders on board in order to control this disease more effectively.

The National TB Control Program Pakistan (NTP-PK) is running as the largest health program in the public sector across Pakistan.

Pakistan, in alliance with provincial programs a TB control program is running. Government of Pakistan and other partners are supporting this programme. The most important supporter in this regard is the Global Fund. With the support of Global Fund and WHO around 1500 laboratories and 5000 treatment sites have been established where free of cost treatment facilities are provided.

The overall objective of NTP is to reduce mortality, morbidity and disease transmission so that TB is no longer a public health problem. NTP, Ministry of National Health Services Regulations & Coordination developed a comprehensive strategy for control of Tuberculosis in the country. The strategy focuses on expansion and consolidation of Directly Observed Treatment Short Course (DOTS) services in the country.

A well-coordinated surveillance system is in place for prompt response to drug or chemical shortages in these centers. As a matter of fact, in order to empower TB patients to demand their right to free treatment and diagnosis.

### Global Situation:

Tuberculosis (TB) is an ancient infectious disease caused by an organism Mycobacterium Tuberculosis, which was discovered by Robert Kochs in 1882. Although it can attack any part of the body, the organism mostly affects the lungs, causing pulmonary TB.

The highest incidence is seen in those countries of Africa, Asia, and Latin America with the lowest gross national products. WHO estimates that eight million people are infected with TB every year, out of those 95% live in developing countries. An estimated 3 million people die due to TB every year.

The emergence of resistance to first line anti-tuberculosis drugs, and particularly of multidrug-resistant TB (MDR-TB), has become a major public health problem in a number of countries, and an obstacle to effective global TB control.

### TB Situation in Pakistan:

Pakistan ranks 5th among the 22 high burden countries. The Number of TB cases diagnosed was increased from 20,707 in 2001 to 268,780 in 2010. Since the revival of the program in 2001, NTP has successfully treated more than 1.5 million TB cases free of cost. Current case detection rate of new smear positive TB cases is 75% and treatment success rate is 91%.

### Advocacy, Communication & Social Mobilization (ACSM):

ACSM is a key determinant of the outcomes of Pakistan's TB control Interventions. It is through the use of ACSM tools that agendas are set, public awareness on specific health issues is raised and communities are mobilized to adopt early health seeking behavior and treatment adherence.

ACSM Unit has demonstrated leadership in designing, planning and executing ACSM interventions and

further institutionalizing health communications for TB in the country. Vision of eliminating differential of quality of "health communication" products, services and information between public and private sectors has been introduced. NTP, Pakistan is being recognized as a leader on producing high quality advocacy, communication and social mobilization products.

Numbers of national strategic/policy documents have been produced under ACSM, including National ACSM Strategy and Operational Guidelines; National M&E Framework; Quality Assurance Manual (Trainer and Trainee guide) for IPC; Social Marketing Plan; ACSM Resource Center Development Guidelines; and National Logistic & Management Information System.

### WORLD TB DAY:

World TB Day is commemorated every year in the month of March. The day is designed to build public awareness that tuberculosis today remains an epidemic in much of the world, causing the deaths of several million people each year, mostly in the third world.

### National TB Control Program & World TB Day 2014:

Every year National TB Control Program (NTP) implements a number of activities to commemorate World TB Day in the month of March.

This year the campaign will focus on "Reach the three million": A TB test, treatment and cure for all. As highlighted in the WHO 2013 Global TB Report, three million people are missed every year by health systems. This has been the case for six years now.

We all strongly believe that no one should be left behind in the fight against TB if we want to move towards a ZERO TB deaths world. So for World TB Day 2014, we call for a global effort to find, treat and cure for people with TB and accelerate progress towards the bold goals we expect to see in TB strategies post-2015 and world with Zero TB deaths, stigma and infections.

We hope that this theme will act as a rallying call for us all; offering key stakeholders, national TB programs and community groups the opportunity to show how they will contribute to this global goal. The campaign challenges us to look at the fight against TB in an entirely new way: that every step we take should be a step that counts for people and will lead us towards TB elimination.

## HIGHLIGHTS OF THE ACTIVITIES CARRIED OUT IN CONNECTION WITH THE WORLD TB DAY 2014

### National Level

**Consultative Meeting with Partners:** In order to develop a national plan to implement special activities to commemorate World TB Day, a consultative meeting with partners including Mercy Corps, ASD, ACD and Provincial TB Control Programs was organized.

The objective of the meeting was to develop strategies for the implementation of activities on World TB Day. The meeting also helped in the development of uniformed message for the campaign, IEC material, development of a comprehensive work plan to commemorate World TB Day.

### A National Seminar on Tuberculosis

A national seminar to commemorate World TB Day was organized on **25th March 2014** at **Pakistan National Council of Arts**



Mrs. Saira Afzal Tarar State Minister for National Health services Regulations & Coordination was the chief Guest on the occasion. Dr. G. N Kazi National Professional Officer WHO, Dr. Warner Buehler Senior Fund portfolio Manager Global Fund, Ms. Nancy Estes Acting Mission Director USAID Pakistan, Dr. Ejaz Qadeer, National Manager, National TB Control Program, Mr. Ateeb Sadiq Assistant General Secretary Pakistan Red Crescent Society, were also present on the event.



Muhammad Arif of Boys Scout Association

Key stakeholders including bilateral and multi-lateral donors, National and International NGOs, policy makers, development partners, academia and media actively participated in the seminar.

The salient features of the event are as follows:

- **Recitation from the Holy Quran:** On the occasion of World TB day Seminar, 2014 at PNCA Islamabad Muhammad Arif of Boys Scout Association recites from the Holy Quran. In addition, he committed full support of national scouts in the fight against TB
- **Remarks by Chief Guest:** Hon. State Minister for NHSR&C Ms. Saira Afzal Tarar said that she is pleased to be part of World TB Day's commemoration today and glad to see so many young faces whose presence itself is the achievement of today's event. The Government of Pakistan is making concerted efforts to control TB in Pakistan. I believe that we as a nation can help in disseminating such information regarding tuberculosis among our communities. She also appreciated the efforts of the National TB Control Program in the fight against TB and said that she is very confident about the



Hon. State Minister for NHSR&C  
Ms. Saira Afzal Tarar

capabilities of the team leader.

- **Welcome Remarks by Dr. Ejaz Qadeer, Manager National TB Control Program:** Dr. Ejaz warmly welcomed all the participants and gave an overview of the disease and this year's theme "Reach the three million": A TB test, treatment and cure for all". To reach the three million and move towards zero TB deaths, infections, suffering and stigma, we must aggressively scale up TB programs, especially for the most vulnerable groups and in hotspots, while investing in research and development for the new tools that we urgently need. The campaign challenges us to look at the fight against TB in an entirely new way: that every step we take should be a step that counts for people and will lead us towards TB elimination.
- **Remarks by WHO Representative:** DR. G.N Kazi esteemed the efforts of NTP on appealing TB Patients and providing them a policy for communicating their views. He added that, TB is the leading cause of death for people living with HIV& AIDS. Dr. G.N Kazi highly valued the efforts of National TB control program Ministry of NHSR&C.
- **TB Patient highlighted his Success Story:** Ms. Zenat Bibi –A cured TB patient while narrating the story of her life told that she was encouraged and was given full support to complete the 6 months treatment when he was declared as a TB patient at PIMS hospital. She not only encouraged the TB Patients to complete the new 6 months treatment but at the same time extended her full voluntary services to National TB Control Program in the fight against TB.
- **Representative of the Global Fund:** Dr. Warner Buehler Senior Fund Portfolio Manager appreciated the efforts made towards the controlling TB. He added that, with support of international and national organizations the NTP soon will be able to reduce TB to a level where it is no longer a threat to the people of Pakistan :
- **Representative of the USAID:** Acting Mission Director USAID Pakistan Ms. Nancy Estes valued the contribution of the stakeholder in eradicating Tuberculosis. She further said that Pakistan ranks 5th amongst 22 high burden countries and it's a challenge for NTP and partners to stretch their arms to better cope with situation and make Pakistan a TB free country. She extended her full support from USAID in the battle in opposition to TB.
- **Representative OF Girls Guide Association:** A 9th class Student of Girls Guide Association Farah Noor expressing her views regarding the current situation of TB in Pakistan and the available free treatment mechanism. She promised full support at school level to engage students of different age group to generate awareness among the general community in the society.



Dr. Ejaz Qadeer, Manager  
National TB Control Program



Dr. G.N Kazi,  
National Professional officer WHO



Zenat Bibi- A cured TB patient



Dr. Warner Buehler, Senior Fund Portfolio Manager



Acting Mission Director USAID Pakistan  
Ms. Nancy Estes



9th class Student of Girls Guide Association  
Farah Noor

### Dissemination of ACSM Resource Material:

ACSM resource and promotional material including posters, writing pads, TB brochures, and leaflets were also distribute among Provincial programs and partners for dissemination among different target audience during World TB Day activities.

In addition, TB caps and tea shirts branded with logo were distributed among the participants of the TB Symbolic Walk on 26th March, 2014.

## MoU signing ceremony at McDonald's Fortress Stadium, Lahore

MoU signing ceremony was structured on 22nd March, 2014 at McDonald's Fortress Stadium, Lahore to launch a long term partnership between NTP and McDonalds. The MoU signed by the Assistant Managing Director McDonald's and the National Manager of the TB Control Program. The representatives of the PPM and ACSM were present at the occasion.

The Assistant MD McDonald's along with their team member warmly welcomed the NTP and appreciated the efforts and innovative idea of partnership. He added that NTP and McDonald's collaboration Pakistan could be an example for the rest of the world. NTP is the first and only program round the world heaving alliance with McDonald's in the fight against TB.

The Assistant MD McDonald's guaranteed full support in serving the program in their fight against TB. He committed that all the outlets of the food chain will be branded with TB messages during World TB Day campaign, and a special spot for placing information material on TB will also be provided. He added that the staff of McDonalds will be dressed in Stop TB badges during the campaign.

NTP in this regard afforded coupons containing questions related to TB and McDonalds agreed to have a lucky draw ceremony at Islamabad outlet and at least 20 free meals will be hand over to the winners on World TB Day.

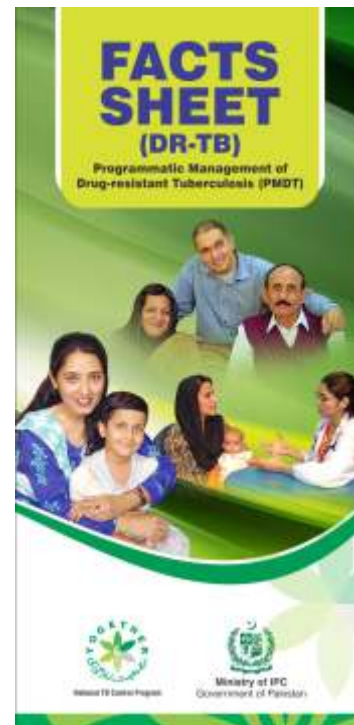
Dr. Ejaz Qadeer appreciated the support of McDonalds and said that this will be a unique partnership and will help in disseminating messages on TB especially among youth as TB mostly affects the individuals in productive age group.



## Quiz Competition at McDonald's Islamabad.

The National TB Control Program is making determined efforts to control TB in Pakistan with the support of different partners and actors.

National TB Control program in alliance with McDonalds launched a substantial campaign during World TB Day Campaign 2014. The contributions of McDonalds as partner in the fight against TB are valuable for the cause of TB awareness during the World TB Day Campaign in Pakistan





The objectives of the campaign/ quiz competition are

- To collaborate with McDonalds in creating awareness on TB among general population and
- Have a viable long term partnership with McDonalds in the fight against TB

The following activities were carried out at McDonalds, F9 Park, Islamabad

McDonald's outlet, Islamabad was branded with banners. In addition streamers/X stands have been displayed at various visible parts of the branch. For chain of awareness regarding Tuberculosis, information material (Having messages of TB) have been distributed among all the visiting customers and participants of the quiz competition.

While quiz competition, a questioner comprising questions related to symptoms and general information about TB has been developed and shared among the costumers at the branch. Those participants with correct answers have been provided with a free a meal. The outlet granted a total number of 15 free meals and supported NTP team with human resource while branding and distribution.



### Symbolic Walk:

On 26 March, 2014 at 12:00pm a Symbolic TB walk was held from Football Ground to Press Club F6 Markaz, Islamabad an effort to raise awareness of tuberculosis.

The foundation of TB Walk seeks to raise awareness on the tuberculosis burden in the country. This effort has offered the opportunity to mobilize the political, economic and social commitment for the prevention and control of TB in Pakistan.

The walk was headed by MNA Tariq Fazal Chaudhry, representative of the movement partners Green Star, Mercy Corps, ASD, Pakistan Girls Guide Association, Pakistan Scouts and Islamabad Traffic Police participated in the walk. In addition, the representatives from all the concerned units of the National TB Control Program also took part as fighters against TB worldwide.

All the participants of the Symbolic TB have been provided with TB caps and shirts with logo, streamers, banners and play cards.



### Islamabad Traffic Police as Partner in the Fight Against TB

Islamabad Traffic Police (ITP) as partner with National TB Control Program (NTP) in the fight against TB extended full support for the cause of TB awareness during the World TB Day Campaign.

On World TB Day, a special designed float containing messages on TB symptoms and treatment also moved all around the city to disseminate information on the issue.

A special Radio program was also on aired on ITPs official radio station on TB throughout the World TB Day on March 24, 2014. TB related messages were disseminated and a special interview of NTPs representative was also aired live on the channel. The interview covered all related information about the disease and the program interventions

Dr. Abdul Khaliq Ghauri from National TB Control Program in detail explained the causes and symptoms of TB and that TB is curable after 6 months of complete treatment. He also told that TB diagnosis and treatment is available free of cost throughout the country at health facilities established by the government.



## City Branding:

All major areas of the Federal capital city were branded with streamers and banners comprising of TB messages. The diverse streamers all around the city broadened the voice of National TB Control Program "join hands together for a TB free Pakistan".

Following are some snaps of the city branding:



## Provincial Level Activities

A series of activities planned for provincial level to commemorate World TB Day is enclosed within along with the highlighted activities held in the provinces.

### World TB Day KPK events:

#### Advocacy Seminar to Commemorate World TB Day

Peshawar, 25 March 2014 - An estimated 50,000 new TB cases occur in Khyber Pakhtunkhwa every year. This situation was discussed in an advocacy seminar conducted by the TB Control Programme, Khyber Pakhtunkhwa funded by the Federal Republic of Germany through KfW Development Bank. Among prominent speakers were Mr Shaukat Ali Yousafzai, Health Minister, Mr Ghulam Qadir Khan, the Secretary Health, Dr Abdul Waheed, Director General Health Services, Dr Ubaid Hussain, Project Director of TB Control Programme, Dr Arshad Javed, Chief Executive-Lady Reading Hospital, Peshawar addressing the participants to highlight the importance of World TB Day. The seminar was attended by Dr Masuma Zaidi, Project Coordinator, KfW Development Bank, Dr Abdul Ghafoor, Senior Project Coordinator Global Fund, Dr Hadi, Deputy Manager, National TB Control Program, the health department KP, Health experts from tertiary care and parastatal hospitals, donor agencies and implementing partners of the Provincial TB Control Program, experts on TB and chest diseases and civil society.



While commending the efforts of the TB Control Program, the Secretary Health appraised the forum by saying "though the Provincial TB Control Program has achieved a treatment success rate of 94% which is in line with the World Health Organization's recommendations, achieving the targets is not the end of the journey, rather a commitment that we still need to go a long way to control TB. The availability of anti-TB drugs and trained and motivated human resource at the diagnostic and treatment centers are encouraging but to sustain the achieved targets, we must continue with the same spirit and improve the quality of services". In 2013, TB Control Program Khyber Pakhtunkhwa was able to register 38803 patients with a 94 % treatment success rate. He also thanked the German Government for the support provided through KfW Development Bank for TB Control Program.



Dr. Ubaid Hussain, the Project Director, TB Control Program informed the audience that with the German Government support, free of cost provision of anti-TB drugs had been initiated to TB patients seeking treatment from private health clinics in selected districts.

The Secretary Health also distributed shields of acknowledgement among professionals for their contribution to control TB in the province. He acknowledged the support extended by National TB Control Program, KfW, WHO, GFATM and GIZ for their continued assistance and thanked other partners who contributed substantially in case finding and case holding of TB patients in the province.



Brief Summary of "World TB Day – March 24, 2014" Events in District Malakand.

Like previous year, District TB Control Program Malakand celebrated “World TB Day” with great pomp and show this year as well. World TB Day is an opportunity to raise awareness about the burden of tuberculosis worldwide and the status of TB prevention and control efforts. The Day is also an occasion to mobilize political and social commitment for further progress.

Two events were conducted for this purpose in the district:

STOP TB Football Match.

A friendly Football Match was played among Batkhela White Football Club Batkhela and Mubarak 11 Football Club Chakdarra, District Dir Lower on March 23, 2014 at Batkhela. The result was decided on Penalty shoot outs as it was ended as drawn in the stipulated time. Batkhela White Football Club won the Match by 4: 2.

Mohammad Imran Khan, Additional Assistant Commissioner Batkhela, was the chief guest on the occasion and both the teams were introduced to him. Banners and posters having awareness slogans were displayed in the ground. Leaflets/brochures were also distributed among all the players and spectators. Although it was a rainy day, but it was attended by a large number of people including elders of the area, students, social workers, football fans, media persons etc. Light Refreshment was also offered during half-time.

This whole activity was financially supported by a local Literary and Social organization “Mrastyal Likwal – MAL Malakand”. Trophies, Shields and Certificates were distributed among the teams and Match Management Committee.

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### STOP TB Seminar.

A Seminar by the name of “STOP TB Seminar” was also organized by District TB Control Program Malakand with the moral and financial support of International Human Rights Organization Malakand on April 1, 2014 at Rahman Paramedical Institute Batkhela. A large number of people including Elders of community, local political leaders, local religious leaders, members of civil society, Teachers, Students, press people and trade unions etc. attended the seminar. Banners and posters were displayed and leaflets and booklets having information and health messages were distributed among the participants.

Through simple presentation by multimedia, they were briefed by myself regarding current status of TB Cases globally and Nationally. They were also briefed about TB status in the district and services provided by the District TB Control Program. They were reminded their roles and responsibilities in combating this dreadful disease and supporting TB Control Program by disseminating these health messages and information about the network established in the district for free of cost services of investigations and treatment in the designated Health Facilities.

Mr. Mehboob-ur-Rahman, President International Human Rights Organization, also spoke on the occasion lauding the free of cost services provided by the Govt and re-iterated such like support from his organization. He also suggested provision of food packages and services of Psychiatrist for TB patients as mostly they are poor and debilitated and need counseling because of mental stress and lengthy treatment.

Honourable Mr. Nasrullah Khan, Assistant Commissioner Malakand chaired the seminar and appreciated the role of District TB Control Program Malakand in provision of Free Diagnostic and Treatment Services to TB patients. He urged the participants to support the Govt. in this noble cause by spreading these health messages and services provided so that all suspected TB cases can be identified, investigated and treated properly and well in time.

Seminar ended with vote of thanks and light refreshment for the participants.

## TB Awareness Campaign at Khyber Medical College (KMC) Peshawar:

TB Awareness campaign at Khyber Medical College was a joint venture by TB Control Program, Green Star and KMC which was arranged on 19th March 2014 at KMC. The students of KMC warmly participated in all the events with enthusiasm. A poster competition was arranged among students of the college. The students painted some thought provoking posters in relation to the plight of poor TB patients, their social and economical conditions as well as stigma and discrimination. TB Control Program distributed certificates of distribution among students who took part in the poster competition.



The poster competition was followed by an awareness session on TB which was attended by more than 150 students and professors of KMC, officials of TB Control Program and its partners. The awareness session was conducted by Provincial Manager-GFATM. Prof. Dr. Meher Taj Roghani (Special Assistant to CM, KPK for Social Welfare Department) was chief guest on this occasion who highlighted the importance of TB control among other key challenges to the field of public health in Khyber Pakhtunkhwa.



The students of KMC also conducted TB awareness walk in the vicinity of KMC. Students and officials of TB Control Program and its' partners displayed some key messages regarding TB on banners and posters to highlight the significance of Dr. Robert Koch's discovery of M. Tuberculosis, the bacteria that causes TB.



## ADVOCACY WITH PROVINCIAL POLICY MAKERS:

**Date:** 26th March 2014

**Venue:** Sheraz Hotel Peshawar

As part of the TB awareness campaign, the Provincial TB Control Program Khyber Pakhtunkhwa arranged an advocacy session for policy makers at Sheraz Hotel, Peshawar on 26th March 2014. The ACSM Coordinator and Social Scientist of TB Control Program facilitated the session.



Among key policy makers, the Additional Secretary Health (Dr. Anees Akhtar), Chief Planning and Development (Mr. Sher Gul Safi), Mr. Hafeez Ahmed (Planning Officer), Director General Health Services (Dr. S. Abdul Waheed Burki), Project Director (Dr. Ubaid Hussain), Provincial Manager GFATM (Dr. Maqsood Ali Khan), Provincial Technical Officer (Dr. Aamir Rafiq) and coordinators of TB Control Program attended the session for their valuable input and guidance.

The Project Director welcomed all participants for their presence. Dr. Maqsood Ali Khan presented an overview of the program and an introduction to TB in Khyber Pakhtunkhwa. The Project Director also presented bills of 'TB as notifiable disease' and 'over-the-counter sale of TB drugs' which was discussed at length by the additional secretary health. The additional secretary health advised to take up these bills with the Minister Health after preliminary work so that the bills could be presented for legislation.

Mr. Aftabullah Khan (Social Scientist) briefed the forum on the ACSM strategy which is developed to assist in the development, implementation, monitoring and evaluation of ACSM activities to influence behaviors and mobilize communities to create long term normative shifts towards desired behaviors. The strategy includes

practical guidelines which are being developed jointly by EPOS Health Management and the Provincial "Tuberculosis Control Program, Khyber Pakhtunkhwa supported by the Government of Pakistan and KfW (German Development Bank).



For uniform implementation of ACSM strategy across all districts of Khyber Pakhtunkhwa, the first part of the ToT workshop has been conducted with District TB Officers of all districts. One of the strong recommendations of the workshop expressed by the Director Health Services was to conduct a KAP survey for collecting baseline information on ACSM on urgent basis.

Mr. Bashar (ACSM Coordinator) presented an introduction to the ongoing KAP study on Knowledge, Attitude and Practice (KAP) for TB which is part of the Advocacy, Communication and Social mobilization (ACSM) strategy to collect baseline information on the subject.

RH-AID is a research firm assigned to conduct the said study in Khyber Pakhtunkhwa. The team of RH-AID has collected data in four districts of Khyber Pakhtunkhwa including Charsadda, D. I. Khan, Abbottabad and Lower Dir to estimate and gather baseline information on the knowledge, attitudes and practices of general and specified population related to TB. The data has been collected from general population through household questionnaire whereas for qualitative data, focus group discussions with both male and female TB Patients, healthcare providers/community based treatment observers, LHWs, District Health Authorities, NGOs/CBOs and community Influential (Political, Religious Leaders, Journalists, Teachers, Students).



A question and answer session was also conducted jointly by ACSM Coordinator and consultant for KAP which was followed by remarks of the Additional Secretary Health (Dr. Anees Akhtar). While highlighting the importance of research studies, the Additional Secretary Health appreciated the program for conducting KAP study for TB and assured of all possible support to the program for scaling up quality research studies in future.

The Director General Health Services stressed the need to maximize community awareness on TB. He directed the program to arrange a dissemination workshop to share findings of KAP study as soon as the final report is submitted. He also emphasized that the findings of KAP study should be properly incorporated to the ACSM strategy. The DGHS also appreciated the program for producing quality IEC material and branding the city with TB messages during World TB Day.

Towards the end of seminar, the Provincial Technical Officer (Dr. Aamir Rafiq) delivered vote of thanks to all participants of the seminar including partner organizations.

## Press Conference at Press Club Peshawar:

A press conference was conducted by the Provincial TB Control program, Khyber Pakhtunkhwa on 18th March 2014 with support of ACD to create awareness about the status of TB prevention and control efforts in Khyber Pakhtunkhwa. The press conference was arranged at press Club, Peshawar. Amongst the prominent speakers, Dr. Ubaid Hussain (Project Director), Dr. Maqsood Ali Khan (Provincial Program Manager-GFATM) Dr. Akmal Naveed & Dr. Abdul Latif (ACD) highlighted key issues about TB and new initiatives taken by the program.

While updating the gathering, Dr. Ubaid Hussain (Project Director) informed that during 2013, the program was able to register 38803 patients with 94 % treatment success rate for the registered TB patients. Quality assured anti-TB drugs and diagnostic facilities are provided free of cost. Since its inception in 2002, the program has registered and successfully treated approximately 331969 TB patients till December 2013.



The Provincial TB Control Program has laid the foundation of state of the art Bio Safety Level-III Laboratory at Hayatabad Medical Complex, Peshawar which is a vital initiative in health sector of Khyber Pakhtukhwa supported by German Government. Bio Safety Level-III Laboratory will be the most advanced diagnostic facility for TB in the province wherein wide range of tests including Drug Susceptibility Testing (DST), Culture and diagnosis through GeneXperts will be performed. Khyber Pakhtunkhwa is also the leading province in terms of functionalizing 10 GeneXpert sites. Sample transportation mechanism to these sites is ensured through OSC.

Programmatic Management of Drug Resistant TB (PMDT) is initiated at Lady Reading Hospital (Peshawar), Ayub Teaching Hospital (Abbottabad), Mufti Mahmood Memorial Teaching Hospital (Dera Ismail Khan) whereas, the 4th PMDT site has also been established at Saidu Teaching Hospital, Swat. Currently, 400 MDR patients are supported by Global Fund and 200 Patients are being enrolled through EPOS including SLDs (Second Line Anti-TB Drugs) and Social support.



The drug store/warehouse has been strengthened as a state of the art warehouse of the province which is the best warehouse among other provincial TB control programs in Pakistan. Warehouse and Drug Management Systems (TB-DMIS) are also launched.

The Project Director also shared that the Program has initiated a KAP survey on knowledge, attitude and practices of general population as well as of TB patients by using both qualitative and quantitative methods to find out the existing Knowledge, Attitude and Practices (KAP) of general population and TB patients. The Advocacy, Communication and Social Mobilization (ACSM) strategy is developed to assist in the development, implementation, monitoring and evaluation of ACSM activities to influence behaviors and mobilize communities to create long term normative shifts towards desired behaviors.

## WORLD TB DAY AJK 2014 EVENTS

24th March is World TB Day and it's a day that provides the opportunity for affected persons and the communities in which they live, governments, civil society organizations, healthcare providers, and international partners to call for further action to reach people who have been infected with TB. Azad Jammu & Kashmir (AJK) carried out various activities and seminars in full swing.

In order to create community awareness regarding T.B mission, T.B messages were sent through local T.V channels of Muzaffarabad (Capital and City channels) in which the messages were spread regarding treatment and curing of all TB cases which may eventually lead to elimination of this disease.

### Advocacy seminar

An advocacy seminar was arranged on 24th March 2014 at Sangam Hotel Muzaffarabad, to create mass awareness on this disease and to pay tribute to Dr. Robert Koch for his discovery of Mycobacterium Tuberculosis in 1882. Speaking on this occasion the Director CDC/ Provincial Manager AJK Dr Khawaja Shabbir Ahmed Dar briefly explained the present TB situation in AJK and gave presentation regarding the updates of TB activities in AJK. In his presentation he highlighted the point of zero deaths from TB through accomplishing targets by "DOTS" and discussed the strategy 2020. Basharat Mughal General Secretary Press club Muzaffarabad also addressed and emphasized on strong coordination among media and TB control program. The chief guest Dr Rasheed Director Administration Health AJK said that controlling TB is top priority of the Health Department AJK. The department is committed to combat this epidemic by devoting all resources to reduce the socio-economic burden placed by this disease upon families and communities. This can only be achieved with our full motivation and commitment.



### Media press Conference

Media press Conference was organized at the Press Club Muzaffarabad in which major journalists were invited. Director CDC / Provincial Manager AJK Dr Khawaja Shabbir Ahmed Dar chaired the conference along with Dr Najeebullah M&E Officer AJK, Shabbir Akhtar LFO & Shaikh Mehboob Senior Scientific Officer AJK. He briefed the present situation of TB in AJK and measures been taken to control it with the support of National TB Control Program Pakistan. He suggested that there should be a strong coordination between TB control Program AJK and Media Personnel. In the end question & Answers session was conducted.



## Branding at AJK:

Rickshaw branding was also carried out through placing banners at the back of rickshaw through which all TB messages were conveyed for community awareness.



City branding was made through banners which were displayed at city's major entry and exit points i.e. Kohala Bridge, Quaid-e-Azam Bridge and DG health complex in which all TB messages were conveyed.



## World TD, 2014 Punjab

### 1. District Bahawalpur

A TB Seminar was organized at District Bahawalpur in which large No of family heads participated and clarified their concepts about TB. Detailed description of disease along with prevention and treatment methodology was shared with participants. Questions raised by audiences were responded by presenters.



### 2. District D.G.Khan:

Various activities were conducted on World TB Day in District D.G.Khan. A TB Walk was arranged and fruit baskets were distributed in TB patients.



### 3. District Faisalabad

A walk was arranged from TB Hospital PATA. A large number of people from health Dept and local notables especially famous industrialists ( Donors of PATA Hospital) participated in this walk. TB awareness information interview given at Health TV Channel.



## 4. District Gujranwala:

District Gujranwala celebrated the WTD in collaboration with Mercy Corps. Major activities include briefing sessions, tablo and TB awareness walk.

## 5. District Lahore

World TB Day was celebrated in District Lahore with arrangement of briefing sessions, fun fair, candle light event and auto rickshaw awareness campaign. Fun fair of jellani park was very interesting and knowledge full about TB prevention.



## 6. District Jhelum

District Jhelum celebrated the day with conduction of seminars at local government school and college levels. Students participated the sessions with great interest and raised questions to clarify their concepts about TB. A session was conducted for awareness.



## 7. District Nankana

World TB Day was celebrated in District Nankana with arrangement of briefing sessions. Local government School students were given introduction on TB symptoms and prevention at their institution. A briefing was given to the health care providers.



## 8. District Sargodha

World TB Day was celebrated in District Sargodha with arrangement of briefing sessions. Madrassa students were given introduction on TB symptoms and prevention at their institution.



## 9. District Sahiwal

World TB Day was celebrated in District Sahiwal with arrangement of briefing sessions. In Madrassa ,were given introduction on TB symptoms and prevention at their institution. TB awareness Walk also arranged in District Sahiwal.



## 10. District Gujrat

District Gujranwala celebrated World TB Day. Major activity is, s briefing seminar conducted by DTC and NPO.



## 11. District Hafizabad

District hafizabad celebrated the WTD . Major activities include TB Walk and a awareness session in school.



## 12. District Vehari

World TB Day was celebrated in District Vehari with arrangement of briefing sessions. In these sessions introduction on TB symptoms and prevention at their institution remained the core focus. Community gatherings were also arranged in which large No of family heads participated and clarified their concepts about TB.



## World TB Day Sindh

### Hyderabad

#### Community Gathering at Thatta, by ASD

The Provincial Tuberculosis Control Program Sindh has observed this event of "WORLD TB DAY 24 March", in this regard a TB Walk and a Seminar was arranged at Hyderabad Sindh.

T.B WALK HYDERABAD  
On 24th March 2014

For this purpose, Directorate TB Control Sindh, with the collaboration of Anti TB Association Hyderabad has conducted a Walk to aware general public regarding Tuberculosis. The Walk Started from Hyderabad Gymkhana and ended at Press Club Hyderabad.

At Press Club at the end of the walk the prominent participants i.e Dr. Mazhar Ali Hisbani, Additional Director TB Control Sindh, Dr. Aijaz Talpur, Deputy Director T.B Control Hyderabad, Dr. Muhammad Sharif National Program Officer and Dr. Abdul Samad Shaikh, President Anti TB Association Hyderabad talking with participants of the walk highlighted the importance of the Knowledge regarding Tuberculosis Diagnosis, treatment and Preventions. They informed about symptoms of TB and the treatment. They said that the Diagnosis and Treatment of TB Patients is free all over the Sindh.

Talking to the participants of the Walk Dr. Mazhar Ali Hisbani, Additional Director T.B Control Sindh briefed that Tuberculosis is one of the high burden infectious diseases in the country. Keeping in view the high burden of TB, the WHO has declared it as global emergency in 1993 and it has also been declared as National Emergency in the country in 2001. The Government is fully committed to control this disease and Health Department, Government of Sindh is taking great efforts through Provincial T.B Control Program Sindh.

Dr. Aijaz Ali Talpur, Deputy Director TB Control Hyderabad briefed that the Directly Observed Treatment Short-Course (DOTS) strategy which is being applied in all the districts of the Sindh Province to fight against this killer disease.

The walk was participated by people from all walks of life in which Doctors, Paramedics, Social workers, Staff of TB Control Program Sindh, District T.B Association Hyderabad and education department Social welfare Department, Police Department, Print Media, Electronics media etc participated in this walk



## SEMINAR ON TUBERCULOSIS

On 24th March 2014

After the Walk a Seminar was arranged at the Dial Das Club Hyderabad which was attended by all the participants of walk including general public.

At the Seminar the following prominent Officers delivered their speech regarding Tuberculosis, its diagnosis and treatment and prevention of disease:

Dr. Mazhar Ali Hisbani, Additional Director TB Control Sindh,  
 Dr. Aijaz Talpur, Deputy Director T.B Control Hyderabad,  
 Dr. Muhammad Sharif National Program Officer Hyderabad  
 Dr. Abdul Samad Shaikh, President Anti TB Association Hyderabad.

Talking to the Seminar Dr. Sharif briefed the Global, National and Sindh Province Data regarding Tuberculosis incidence rate, prevalence, deaths. He further said that there were 05 lacs patients in Pakistan and 298000 were detected while 202000 are missing we need to diagnose and treat these 0202000 TB Patients to save the infected and healthy community.

Dr. Abdul Samad Shaikh said that Tuberculosis is curable diseases and Directly Observed Treatment Short Course has minimized to the duration of 6 months.

At the end of Seminar Dr. Aijaz Talpur Deputy Director T.B Control Hyderabad paid vote of thanks to the participants and ended the Seminar.



### Seminar at DHO office Badin on 21-03-2014.

The Seminar was participated by members from NGOs, General practitioners, paramedics and public. It was chaired by District Health Officer Dr. Aijaz Hussain Ursani who activity shared the views, the ADHO Dr. Kausar Ali Mendharo, D.C National program for F.P and PHC DR. Mahboob Ali Khowaja, DTC Badin and Mr. Suhail Abbass Khowaja from Bridge consultants foundation took active part in delivering the awareness to participants.

Refreshment was served to all participants by bridge consultant's foundation.



### Seminar and Rally was conducted at BMU, RHC Khoski.

It was attended by Notables of town, LHWS, Health staff and public, DR. Saeed Ahmed Focal person TB Dots Shared the Knowledge in strong and simple way among participants.

Rally was also held by participants to raise awareness in community.



### Seminar at BMU, RHC Kadhan.

It was also attended by journalist notables, GPs, Health staff, NGOs, and Community members.

DR. Zakir Hussain Khowaja focal person TB DOTS, M.S DR. Rasheed Ahmed Arain, Chest specialist DR. Zulfiqar Bhurgari and Mr. Rafique Ahmed Facilitator imparted awareness to participants regarding topic.



### Seminar was conducted at BMU Civil Hospital Badin.

It was attended by doctors, paramedics, NGOs and public. The awareness speeches were given by DR. Shankar Lal District chest specialist, DR. Srichand Batra NPO Badin and DTC. It was followed by questions, answer session and participants took active part and DR. Srichand Batra gave informative answers in simple way.



### A walk was held on 24-03-2014 from Madersa Darululoom Majdadta Al-Naemia Civil Hospital road Badin to Seerani Bus Stop Badin.

It was participated by students of Madersa, Pesh Imam NGOs, Merchants of locality and public. It was attended by DR. Srichand Batra NPO Badin, DTC and Mr. Jamal Hyder from Bridge consultants foundation. The Brochures were distributed among participants. The refreshment in the form of juice packets was served to all participants by Bridge Consultants foundation.



### Tando Mohammad Khan

World T.B day was celebrated in District Head quarter(DHQ) Hospital Tando Muhamamd Khan on 22-3-14. District Health Officer (DHO) Dr. Karim Bux Burdi, Civil surgeon DHQ TMK Dr. Bashir Ahmed Rajput, Additional M.S Dr. Muhammad Thaheem, DTC TMK Dr. Hafeez Pasha, NPO Dr. Muhammad Sharif, medical officers, LHV's, LHS's, LHW's, community midwives, hospital staff participated in this walk. There were around 100 participants in this walk. Dr. Karim Bux Burdi, Dr. Hafeez Pasha and Dr. Muhammad Sharif addressed in this walk and through light on the importance of WORLD T.B DAY. The walk started from DHQ hospital and ended at Fateh chowk TMK.



### Press Conference at Karachi Press Club on the Occasion of World TB Day 2014



### Tando Allahyar

#### World TB day was celebrated at Tandoallahyar on 24th March 2014 to commemorate the day,

The day was observed by a rally organized by Doctors, paramedics and clerical staff of health facilities of Tandoallahyar, in collaboration with Pakistan Medical Association Tandoallahyar. NGO's like Abbasi Kalhora welfare organization & members of School TB club also participated.

Rally was lead by District Health Officer Health Tandoallahyar Dr Waseem shaikh. Dr. Moeen, Dr Ibrahim Parhyar, DrTariq Hussain, Dr. Arif Soomro, Dr Rajesh Rrathi were also present. Walk started at 10-30 am and marched through the main Mirpurkhas Road and came back to Civil Hospital. During walk different anti TB slogans were raised and handbills carrying awareness messages about TB were distributed.

Rally was warmly welcomed by general public who appreciated the efforts of district health department for awareness about this disease. Several people joined the rally when it passed near them. At the destination speeches were delivered.

**Dr. Arif Soomro (chest Specialist, C.H.Tandoallhyar)** as a moderator started the proceedings by recitation of Holly Quran and spoke about the world Tb day theme. He said 2 lac people who develop TB do not reach any health facility for diagnosis and treatment in Pakistan which is a big cause of spread of disease. We have to reach these two lac people.

**Dr. Moeen Qureshi (AMS & senior vice president PMA)** highlighted the importance of early Diagnosis and early treatment to ensure complete cure. He emphasized on complete 6 month course to cure the disease. Dr. Moeen also throws light on the dangers of in complete therapy and the emergence of MDR TB which is very very expensive and lengthy to treat.

**Dr. Ibrahim Parhyar (District TB coordinator)**, very comprehensively elaborated the history of Tuberculosis its burden in our country and sign and symptoms to diagnose and preventive expect of the diseases. After that **Dr. Tariq Hussain (PTP NPO Mirpurkhas)**, in his speech explored the facts and figure and magnitude of the disease. He said TB is 100% curable provided complete 6 month therapy is ensured. He requested public to take advantage of free of cost diagnostic and treatment facilities from your near health Facility all over Tandoallahyar

**Dr. Waseem Shaikh (DHO Tandoallahyar)** in his final remarks thanked the audience who spared their valuable time for the cause. He requested the people of Tandoallahyar to bring the TB suspects to their nearby health facility and get free of cost Tb treatment. He also reassured to arrange these types of awareness seminars in future for public awareness



Cricket Tournament, World TB DAY 2014, 24TH March, Dadu.



## Summary

Dadu health forum meeting was held on March 11, 2014 at HANDS office Dadu, participated by all the NGOs and focal persons of all vertical program of Ministry of health, chaired by EDO health Dadu. It was decided as an action point to celebrate TB week from March 17 to 22, 2014 in District Dadu followed by world TB Day on March 24, 2014. The celebration constitutes organizing seminars, health awareness sessions regarding Tuberculosis and guide the known cases and vulnerable peoples of the area to seek management of their illness

The health team of PRCS Dadu planned the activities in the operation area of BHU Jhallo as under;

Date	Activity	Place/village
18.3.2014	Health session on "Prevention of Tuberculosis"	Bambiya
19.3.2014	Health session on "DOTS Program"	BHU Jhallo
	Health session on "DOTS Program"	Adam Panhwar
20.3.2014	Health session on "Treatment of Tuberculosis"	Abdul Hakeem
21.3.2014	Health session on "Diagnostic & Treatment centers of Tuberculosis in Dadu"	BHU Jhallo
22.3.2014	Health session on "Misperceptions about Tuberculosis"	BHU Jhallo
24.3.2014	World TB Day	BHU Jhallo



Seminar at Jamshoro on World TB Day 2014



TB WALK WAS ARRANGED ON 24TH MARCH 2014, By ICD Kotri District Jamshoro



TB Walk on World TB Day 2014 at Sukkur



TB WALK ON WORLD TB DAY 2014 AT LARKHANA



TB Walk and Seminar on World TB Day 2014, at Shikarpur



TB WALK AT DISTRICT THARPARKAR ON WORLD TB DAY 2014



Awareness Session at School in Shikarpur



**Distribution of TB Awareness hand bills at Mirpurkhas**



**TB WALK ON WORLD TB DAY AT BHALANI TOWN NAUSHAHROFEROZE**



On 24 March 2014 at 10 am a walk was held from District Head Quarter hospital umerkot to the PATA TB CLINIC Moti Chowk umerkot.

The walk was leaded by Dr. Capt Mohammad Umer Rind DHO Umerkot, Dr. Abdul Aziz Civil Surgeon, CIVIL Hospital Umerkot Dr. Capt: Mohammad Soomar Bhayo DTC Umerkot, the doctors from PMA umerkot, The District Manager HANDS umerkot with his staff, Medical officers and other pera-medical staff of DHQ hospital umerkot and medical and other staff of EDOH office umerkot and staff of the Bridge Consultant Foundation umerkot and Staff of Sami Foundation Umerkot also participated in this walk.

At Patients Waiting Shed Hall Civil Hospital umerkot, Dr Capt Mohammad Umer Rind DHO Umerkot, Dr Abdul Aziz Civil Surgeon Civil Hospital Umerkot, Dr: Capt: M. Soomar Bhayo DTC. Umerkot, Dr: Muiz Ali Shah Focal person for Hepatitis program umerkot, Dr Dharmo Chest Specialist DHQH umerkot, and Mr.Bansi Malhi District Manager HANDS Umerkot, given the awareness about TB on loud speaker to the public participants. We also appreciate the cooperation of Bridge Consultant Foundation umerkot on this occasion.



## Activity Report of World TB Day 2014 at District Jacobabad

### Public Walk:

Under the kind supervision of Dr. Abdul Karim Shaikh (Deputy Director TB control program Larkana division) & Dr. Channa (DHO, Jacobabad) a public rally was arranged at District Head Quarter Hospital Jacobabad on 29th March 2014. Around 200 participants from various walks of life gathered in early hours of the day at the entrance ground of DHQ Hospital & started to move at 10:00 am from DHQ Jacobabad. Having walked for approximately 500 metres all the participants finally reached at Town Hall Jacobabad. Doctors, paramedics, media workers, teachers, students of Male nursing school, laborers, patients, social workers participated in a very huge number.

Dr. Wajid led the walk at very front with a megaphone in his hands. Throughout the entire route he was repeatedly announcing that TB is a completely curable disease. National TB control program is providing all the diagnostic & treatment facilities to the residents of district Jacobabad at Public & private hospitals with no cost.

After the walk finished at Town Hall, all the participants gathered inside the hall where a Seminar was arranged.



### Seminar:

The seminar started at 11:00 am. It was chaired by honourable Dr. Ismat Ara Khurshid (Director TB control programme, Sindh) with guest participants; Dr. Amanullah Ansari (PTO, Sindh), Dr. Ghulam Muhammad Channa (DHO), Dr. Gul Muhammad Buriro, Dr. Saleem Hassan Kazmi (NPO), Dr. Muzafar Ali Khooharo (NPO), Capt. Dr. Shahid Hussain Khokhar (NPO). Among other dignitaries were, Principal Midwifery School, Principal Male Nursing School, DSM-PPHI, District president PMA, District coordinator National program etc. The worthy Deputy Commissioner Jacobabad Mr. Shah Zaman Khuhro graced the event as Chief Guest.

The seminar started with recitation of verses from Holy Quran & a Na't Sharif was also recited by one of the participant. This was followed by the welcome speech of Dr. Gul Muhammad Buriro (Chest Specialist). Later on Dr. Amanullah Ansari gave a detailed presentation to the forum over multimedia. He presented the data of TB cases currently present globally, nationally with a special reference to district Jacobabad. He also put a brief comparison of prevailing situation of TB in Pakistan with its comparison in early 90s. He further discussed all the challenges being faced by Provincial TB control Program & suggested that fighting TB is only possible with dedicated & selfless team efforts. He concluded his session by saying that eradicating TB is no more a dream & that day is not very farther when we shall have not a single person diseased with TB.

Other respected guest participants were also called over the dais to share their valuable ideas & suggestions for a smooth & efficient running of TB control program in district Jacobabad. Worthy Deputy Commissioner also praised all the human resource inside district Jacobabad who are putting their best at fighting TB. He also appreciated the commitment & devotion of DHO & his colleagues for their best work at making Provincial TB control program a successful program in district Jacobabad. The honorable chief guest apologized to the hosts & guests for leaving a bit earlier in the mid of such an important event as he had to move hurriedly for some other urgent official task.

All the participants raised from their seats when honorable Director TB control program, Dr. Ismat Ara Khurshid was requested to deliver her speech. She thanked the organizers & all the participants for organizing such a big event at district Jacobabad. She appreciated the efforts of all the stakeholders of Jacobabad for playing their part in reaching the poor & unaware patients suffering from Tuberculosis. However she also showed her grave concern over the number of patients in district who unfortunately somehow discontinue the course of their treatment & become a challenge for the team to trace them back (lost to follow up). Such patients are the real threat to entire society as they may transmit such infection to others who live or work very close to them. Such patients are more likely prone to be converted into Multiple Drug Resistant (MDR) TB which takes almost 2 years to get these cases completely cured. She told the forum that gone are the days when a bulk of people used to die from TB. It's a completely curable disease which unlike Hypertension & Diabetes does not require a patient to take medicines for life long. She again thanked the house & said that together we can defeat TB in our society.

At the end of seminar, all the guests were served with Lunch packs & juices.



## Activity Report of World TB Day 2014 at District Kamber Shahdadkot

### Public Walk:

A rally was arranged at Rural Health Centre Nasirabad on 24th March 2014. The walk started at 11:00 am from rural health center Nasirabad & having crossed main streets of Nasirabad finally reached at Press club Nasirabad. Doctors, paramedics, media workers, teachers, students, labours, patients, social workers participated in a good number.

ACSM material was distributed by Mr. Manzoor Brohi (field officer) and Mr. Ayaz Ali Qambrani. The participants were told that TB is a curable disease. If not treated properly one positive TB patient can transmit the disease to 10 to 15 household/ workplace contacts in a year.



### Press Conference:

This activity was followed by a Press conference at Press club Nasirabad. Dr. Habibullah Shah briefed the reporters about TB facts in Pakistan, Sindh & District Kamber for year 2013. He also put figures of the burden, incidence of TB, district position, core issues regarding TB control program. At the end, all the participants were served with juices and bottles of mineral water.

## Activity Report of World TB Day 2014 at District Kashmore at Kandhkot

### Public Walk:

A rally was arranged under the kind supervision of Dr. Abdul Wahab Mahar (DHO) at Civil Hospital Kandhkot on 19th March 2014. The walk started at 10:00 am from Civil Hospital Kandhkot & having crossed court road of finally reached at Press club Kandhkot. Doctors, paramedics, media workers, teachers, students, labours, patients, social workers participated in a good number.

The participants were told by Dr. Abdul Fatah (DTC) that TB is a completely curable disease & it's treatment does not cost a single penny to patients who need to seek proper treatment for TB. He further more told the participants that if not treated properly one positive TB patient can transmit the disease to 10 to 15 household/ workplace contacts in a year.

At the end, all the participants were thanked by DHO & DTC for standing for this noble cause. All the guests were served with juices and bottles of mineral water.



## Federally Administrated Tribal Arias (FATA)

### TB Supplements

After the approval of honorable Governor Khyber Pakhtunkhwa and competent authorities of FATA Secretariat, Special Supplements including the messages of Governor Khyber Pakhtunkhwa, Secretary Social Sectors Department FATA Secretariat and Director Health Services FATA to create awareness amongst the community in FATA, were published on 23rd, 24th & 25th March 2014 in the leading News papers .

### FATA Secretariat

TB Control Program DHS FATA displayed Banners and Posters regarding TB messages at FATA Secretariat. The purpose of the activity was to create awareness amongst the staff of FATA Secretariat and general public of FATA visiting the various Departments in FATA Secretariat.

### City Branding

Billboards were displayed at different locations i.e. main entry points to all Agencies/FRs of FATA as part of the World TB Day 2014 activities.

## ACTIVITIES AT AGENCIES/FRS LEVEL

**World TB Day 2014 commemorated at all Agencies/FRs of FATA, following activities were performed:**

- Program Manager TBCP FATA visited Mohmand agency, IDPs Camp at Jalozaï and IDPs Center Peshtakhara (Bara Khyber Agency), and addressed the public gatherings including (Maliks, Religious leaders and health staff) and highlighted the Importance of WTD & role of all stakeholders in combating the TB and to create awareness at community level.
- Political Administration, Agency Surgeons, Agency TB Officers, Religious leader and elders from community participated in World TB Day activities at Agencies/FRs.
- Messages regarding diagnosis treatment & Prevention of TB were highlighted and ACSM materials were distributed amongst the general public.
- WTD 2014 was also celebrated at schools and college level with the support of Education Directorate FATA.
- Messages were also delivered through FM radio and AVT Khyber.



### AGENCY HEAD QUARTER GHALLANAI MOHMAND



### TB CENTER JAMRUD KHYBER AGENCY



## World TB Day 2014 Commemoration at Baluchistan

Provincial TB Control Program Baluchistan has commemorated the World TB Day on 24th March, 2014 at provincial as well as at district levels in close collaboration with Partners in the possible formats and under the available resources. The Provincial Manager emphasizing on the major targets set by WHO and other authorities to stop this disease and produced a hope to stop TB in their lifetimes. The components of major targets are as follow:

- Every TB patient has access to effective diagnosis, treatment and cure;
- Transmission of TB is stopped;
- Inequitable social and economic toll of TB is reduced;
- All relevant partners in health, social and economic development are involved in TB control activities.
- Focusing on the slogan of "Reach the three million, A TB test, treatment and cure for all"

Following are the activities that were performed:

### 1. Press Conference

Dr. Ghulam Murtaza Shah (Provincial Manger PTP) with his team included Dr Ahmad Wali Provincial Technical Officer, Dr Irfan Ahmad Raisani Deputy Manager, Dr Ashraf Chuadry Uncharged PRL, DR Azam Babar provincial MDR Coordinator, Dr Farooq Sarawr PTP Medical officer addressed the media personals on account of world TB day commemoration of the annual event venerates the date in 1882 when Dr. Robert Koch got through his discovery of Mycobacterium tuberculosis and issued a press release, with briefing for effort done by PTP intend to raise awareness about the global and National epidemic of tuberculosis (TB) and efforts to eliminate the disease. World TB day 2014 theme is "Reach the three million, A TB test, treatment and cure for all"



(Photo graph & News paper Clips are attached in picture gallery of report on page No: 12 to 17)

### 2. Walk for Community Awareness

PTP Balochistan in collaboration with partners, Doctors, Paramedical Staff and nursing association has arranged a provincial level walks at Quetta. Participants of the walk were DG Health, MS SPH Quetta, Doctors, and leaders of the partner's organization, Paramedical Staff, Nurses, Medical College Students, and Staff of the partners' organization, PTP Staff, team and social workers from genera community. Walk was initiated from the Office of MS Sandaiman Provincial Hospital Quetta and ended in Officers Club Quetta. That was truly representative response in communicating the messages to the social locality and creating awareness that will help us in stopping this sever deadly disease.



### 3. City Branding

PTP has installed banners and streamers in various street, Health facilities buildings and pools of the roads



around the city. Theme awareness massages and slogan are clearly displayed in national language with precaution to prevent the spread of TB infection, initial symptoms of TB, from where TB can diagnosed and treatment services availed and request from community to join hands with TB control program for fight against this deadly disease by early diagnosis and treatment of TB patients from our community and ensure the implementation of DOTS strategy.

### 4. Mobile Branding (Rickshaw, Bus and, Vans)

PTP has impressive task of pasting TB slogan stickers on Auto Rickshaw in 2X1 feet Size, on Buses in 2X4 feet size and on vans in 2x2 feet size was carried out. The event was inaugurated in the open space of the PTP office by Provincial Tb control program Baluchistan Manager, staff of PTP with partner's representative. More than 100 rickshaws, 20 buses and 30 vans have approached for display of stickers and banners. The rickshaw association, Bus union and school van association are cooperated in a impressive manner for proper implementation of the event. The impact of mobile branding is expected for more than one month on various roads and streets across the city.



### 5. Wall Chalking

PTP office had to work out the task of Wall chalking around the city with prior special permission from Metropolitan Corporation of Quetta city. Special massages were designed and provided to the hired painter for wall chalking on pre-selected points of the city. Wall chalking is seemed to be the source of awareness for general community. The massages written in wall chalking are highlighting purpose and target of the theme for world TB day 2014 by WHO in local language in simple words to be very easily communicate the basic purpose of the task.



### 6. Cable TV and FM Radio Advertisement and SMS Blast.

PTP designed and executed of the Cable TV scrolls on various cable networks, and SMS ballast, much focused, concise and for maximum coverage with clear massages.



### 7. Advocacy Seminar for Parliamentarians

PTP Baluchistan has organized an advocacy seminar for the parliamentarians of Provincial Assembly at Assembly auditorium on account of World TB Day 24 March, 2014. This seminar was organized for advocacy and to prioritize the program at the assembly forum. Chief Guest of the seminar was Mr. Rehmat Salah Baloch Minister Health Govt of Balochistan. The event started from recitation of Holly Quran. Key participants were Mr. Hameed Khan Achakzai Minister P&E, Dr Shama Ishaq Technical advisor CM Balochistan MR. Asim Kurd Gillu MPA, Prince Agha Zahir MPA. A detail and comprehensive presentation was given by Dr Ghulam Murtaza

Shah Provincial Manager; he highlighted the scope of work of provincial TB control program Balochistan with issues and challenges faced in the field and provincial level. He requested the participant to play their role for influences in their respective constituency and at assembly level for legislation. Honorable guests asked very important and technical questions during question answer session, basic required information regarding TB, its spread; prevention and problem faced by TB control program in the field with their legal resolutions are discussed in depth.



### 8. Seminar at Provincial Level

PTP Baluchistan in collaboration with Mercy Corps has organized a Provincial level seminar at Officers Club Hall Quetta on account of World TB Day on 24 March, 2014. This seminar was of central focus for media and community of the specific social locality and political commitment. Following are the guests on stage;

Chief Guest:	Dr Shama Ishaq Baloch	MPA Provincial Assembly Balochistan
CM representative:	Dr Ishaq Baloch	Technical advisor CM Balochistan
Preside by:	Mr. Sabbor Kakar	Secretary Health Govt of Balochistan
Technical Lead:	Dr Naseer Ahmad Baloch	Director General Health Department
Host by:	Dr. Ghulam Murtaza Shah	Provincial Manager PTP
NTP Representative:	Dr Zia Dawar	National Coordinator Drug Management
Partners Representative:	Dr. SaeedUllah Khan	Team Leader Mercy Corps

The event started from recitation of Holly Quran. The Secretary Health, the DG Health, the key government officials, Provincial program coordinators, the Health care providers, representatives from national and international NGOs, religious leaders, communities' representatives and community elders Nurses and medical students attended the seminar.

### 9. Seminar at Provincial Level

#### Dr. Shama Ishaq Baloch, MPA Provincial Assembly Balochistan,

Has addressed the gathering on various prospective and have requested the participants in particular the Health Care providers to play a role in the ever possible fashion to stop this deadly disease. She further argued on adapting the supportive behavior for poor patients and stressed over the participants to ensure sympathy for the TB patients. She assured his full cooperative support in his turn over regarding approach to all possible and required beneficial rights of the community and poor TB patients with assures their party and government's support at any forum.



#### Mr. Abdul Saboor Kakar, Secretary Health Government of Balochistan,

Has addressed the gathering on different potential and brief the participants for policy establishment regarding preventive programs with support of integrated programs at district level, he stress on the PTP for spreading their efforts at operational level and assured their technical support for district health authorities. He requested the participants for joining hands with TB control program for maximum coverage and utilization of services at gross root level, particular the Health Care providers to play a role in possible fashion to stop this deadly disease.



#### Dr. Ishaq Baloch, Technical Advisor CM Government of Balochistan,

Has addressed the gathering on various prospective and shows his concerned after the devolution he said that the devolution has take his place but resources are remain with center. He assured the participants about the performance of new provincial government and deliver the message of CM on this special occasion for TB control program requested the participants in particular the Health Care providers to play a role in the ever possible fashion to stop this deadly disease. He assured his full cooperative support in his turn over regarding approach to all possible and required beneficial rights of the community and poor TB patients.



#### Dr. Naseer Baloch, Director General Health Services Government of Balochistan,

Has addressed the gathering on implementation of the programs and new interventions at peripheral level, he brief the guests and participants that we should keep in mind the ground realities and different scenario of Balochistan and remain the flexibility for utilization of resources, he further elaborate that with good planning and broad vision we can halt this disease and develop maximum awareness in community in near future. We should support the new vision of TB control program the "Vision 2020" in contest of devolution he assured his complete support for implementation and sustainability of TB control program Protocols.



#### Dr. Ghulam Murtaza Shah Provincial Manager TB Control Program Baluchistan,

Described the importance and sprite behind the commemoration of World TB Day and has praised Dr. Robert Koch for his discovery of bacilli that he discovered the TB Bacillus on March 24, 1882 and then TB become curable. He precisely explained the overviewed the targets of achievements of PTP Baluchistan along with the role of partner organizations, the overall scenario for the major list of disease that the Provincial Government is combating with its available resources, and stressed over the youth to play their role in Stopping TB in their life time. He further stressed over the print and electronic media to play an important role in creating awareness about TB in the region.



#### Dr. Zia Dawar National Coordinator Drug Management NTP,

Discussed the TB related new research and innovative planning of National TB control Program Pakistan, he highlighted the achievements of TB control program at world regional, National and provincial level with enlisting the major successfully achieved targets by provincial TB control program Balochistan. He assured the guest and participants for continuity of supportive guidance of national TB control program to the provinces after the devolution. He requested the



participants for spread of TB messages to the community all possible ways and fight against this deadly disease. He paid vote of thanks to the participants and host of the event for their great hospitality during his visit for event.

**Dr. SaeedUllah Khan  
Team Leader Mercy Corps South.**

Presented the overall scenario for the major list of disease and role of Partner organizations are combating with the disease within its available resources. He highlighted for the better media coverage and everlasting efforts from PTP team members in order to control TB in the region. He appraised the efforts of PTP Provincial Manger and its partner contribution. He assured complete support from partner's organization in fight against TB. He briefs the support of donor agencies and future plan in the field of TB control program in Pakistan and Balochistan. He highlights the role of partners and their supportive thoughts for support of health department.



**District Level Seminars and Walk**

PTP have supported the district level seminars at selected district level on account of World TB Day 2014. Following are some descriptions of district's celebrations.

**a. District Lasbella**

NPO, PTP Balochistan in Leader of District health authorities, and partners (Bridge and Green Star) organized the community awareness street walk and Seminar at district head Quarter of Lasbella. Doctors, Paramedical staff, school children's and key opinion leaders have attended the walk and seminar. The speakers highlighted the event in a technical and social need manner to raise the maximum awareness to stop the spread and eliminated this deadly disease from our community, district, province and country by joint efforts



**b. District Jaffar Abad**

NPO PTP Balochistan in leader ship of DHO, and DTC have organized the community awareness Seminar at district head Quarter of Jaffar Abad. Doctors, Paramedical staff, school children's and key opinion leaders have attended the walk and seminar. Brief about the TB and World TB day is delivered by NPO and DTC Jaffar abad, participants are requested to maximize their efforts for spread of TB awareness messages to stop the spread of TB in community. They have aware about maximum suspect referral for timely investigation, diagnosis & treatment from the TB control program outlets free of Cost.



**Partners Contributions in Organizing the World TB Day, 2014**

**1. Mercy Corps Quetta**

Mercy Corps Quetta is one of the key partners who plays a significant role not only in stopping TB in the region both at provincial and District level at Baluchistan and has always raised hand in cooperation and

coordination with the Provincial TB Control Program. MC management team has always performed assignments as directed and as per specifications as Provincial Seminar.

**2. Green Star**

Green Star has utilized all the capabilities at all possible grounds, their effort for the provincial level press conference in a well dressed manner to support the PTP and has made possible the media coverage which plays a key role in public awareness related to TB diseases. Green star is always on contact where need is felt.

**3. BRIDGE Consultancy**

As District Lasbella has a transitory location between Balochistan and Sindh, BRIDGE consultancy is as per title of the organization is also playing a key role as Bridge here. BRIDGE consultancy had an assignment of ensuring a TB Walk and Community Gathering at District Lasbella that were performed as per assignment. The local press media has also highlighted the programs with proper representation.

**4. Association for Community Development (ACD)**

Association for Community Development (ACD) has areas of special consideration where it has always coped with the tasks in a professional manner. During the current World TB Day ACD had to arrange School functions focusing youth and the social community where tasks were performed with utilization of all possible and available resources

## World TB Day Activities Report Gilgit-Baltistan

A meeting was held between honorable secretary health and PTP manager to finalize various activities to celebrate the World TB Day in all the districts of Gilgit-Baltistan. The activities planned were as follows;

1. Statements in leading local newspapers of GB about the importance of World TB Day by PTP Manager GB and DHOs of various districts of GB.
2. Branding of the Gilgit City and hospitals with TB Awareness Banners
3. Awareness walk by the students and teachers of Public School and College along with local community leaders and Journalists from print and electronic media.
4. Press Conference by DG Health Gilgit and PTP Manager at Provincial TB Control Program Office GB
5. Live Talk show on Radio Pakistan and FM 99 Radio Station by PTP Manager and NPO

### Statements in Local Newspapers:

On the occasion of World TB Day, statements from Secretary Health, DG Health Gilgit and Baltistan and PTP Manager GB were published in all the leading newspapers of GB.



Statements in all the leading newspapers of GB on World TB Day

### Branding of Gilgit City and hospitals with Banners:

Gilgit city, Secretary Health Office, main Gilgit City Park and hospitals were branded with World TB Day and TB Awareness banners. Also in other districts of GB, main cities were branded with banners and posters.



Banner displayed at Amphy TB and Leprosy Hospital

### Awareness Walk by teachers and students of Public school and College:

An Awareness walk was held by the Public school and College administration Gilgit. Teachers and students of the Public school and college along with officials of the Provincial TB Control Program GB, community leaders and journalists from print and electronic media participated in the walk. The walk started from School and went through the main Gilgit Bazaar. Local Police also supported the walk. The walk was followed by the speech to the students by PTP manager and Principal of the school regarding TB Disease and World TB day.



Awareness walk starting from Public School and College



Awareness walk passing through the main Gilgit B



Students raising Banner "Stop TB in my Life"



PTP Manager GB addressing students

### Press Conference by Honorable Director Health Services GB and PTP Manager on World TB Day:

Press conference was held at the Provincial TB Control program Office by Director Health Services Dr Ghulam Ali and PTP Manager Dr Abdul Mubeen. The press conference was attended by number of journalists belonging to electronic and print media. Also PTP Manager and NPO has given an interview to ARY News channel on the occasion of World TB day.



Press conference by DG Health along with PTP Manager

### Live Talk Show on Radio Pakistan and FM 99 Radio Station on World TB Day:

A live talk show was arranged at Radio Pakistan and FM 99 Radio Station by the PTP Manager and NPO GB on the occasion of World TB Day and awareness lecture about TB disease was delivered. After talk show, PTP Manager Dr Abdul Mubeen answered the live questions asked by the people in local Sheena language and clarify their queries about TB disease, sign and symptoms, treatment regimen and preventive measures.



A Live Talk show by PTP Manager and NPO GB at FM Radio Station on World TB Day

# Picture Gallery



# PRESS CLIPPINGS

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Press Release

Daily Times  
**ISLAMABAD**

**Minister calls for raising awareness about TB**

Staff Report

ISLAMABAD: Minister of Health, Mr. Ijaz ul Haq, has called for raising awareness about Tuberculosis (TB) among the general public. He said that TB is a curable disease and the government is providing free treatment to all patients. He urged the media and civil society to play a key role in spreading awareness about the disease and its prevention.

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Staff go without salary at TB Control Programme

Health workers at the National Tuberculosis Control Programme (NTCP) have gone on strike, demanding their salaries. The workers, who have not received their wages for several months, are protesting against the government's failure to pay them. They are demanding that the government should pay their salaries immediately and also provide them with the necessary facilities to carry out their duties.

Press Release

روزنامہ پاکستان  
THE DAILY PAKISTAN  
RAWALPINDI

پریس ریلیز

24 مارچ 2014ء

**"National Seminar with S in connection with WORLD TB D"**

پاکستان میں عالمی سطح پر ٹی بی کے خلاف مہم کا آغاز

اساتذہ کی قیادت میں

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Press Release

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اساتذہ کی قیادت میں

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Press Release

Choices of the Nation  
**The Patriot**

Monday, March 24, 2014, Amritsar 1414

Press Release

PRAYER TIMINGS

24 March 2014

**TB patients surge**

Health workers at the National Tuberculosis Control Programme (NTCP) have reported a significant surge in TB patients. The surge is attributed to the lack of awareness about the disease and its prevention. Health workers are urging the government to take immediate steps to increase awareness and provide free treatment to all patients.

**TB is a curable disease, govt providing free treatment**

Health workers at the National Tuberculosis Control Programme (NTCP) have reported a significant surge in TB patients. The surge is attributed to the lack of awareness about the disease and its prevention. Health workers are urging the government to take immediate steps to increase awareness and provide free treatment to all patients.

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Press Release

الشرف  
Daily ASH-SHARD

پریس ریلیز

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Press Release

Daily ASAS

روزنامہ اساتذہ

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Press Release

DAILY EXPRESS

پریس ریلیز

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پٹی کے علاوہ ملک میں پاکستان کا چیمبر آف کمرس اور انڈیا کے ساتھ...

Press Release



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Press Release



ISLAMABAD: Minister of State for National Health Services, Regulation and Coordination, Saira Aftab Tahir, addressing a seminar in connection with World TB...

Press Release



پٹی کے علاوہ ملک میں پاکستان کا چیمبر آف کمرس اور انڈیا کے ساتھ...

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Press Release



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Text block below the newspaper clipping, likely a press release or article snippet.

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Press Release



Text block below the newspaper clipping, likely a press release or article snippet.





FOUNDED BY QUAID-I-AZAM MOHAMMAD ALI JINNAH

# DAWN

## Number of TB patients increasing in Balochistan

Doctors call for creating awareness about Tuberculosis

By Our Staff Correspondent

QUETTA: About 24,000 people are suffering from Tuberculosis in Balochistan, said Dr Ghulam Mustafa Shah, manager of the TB Control Programme in the province.

Addressing a press conference here on Sunday, he said the disease was spreading fast in the province and stressed the need for creating awareness about it. Several doctors were present on the occasion.

In Balochistan, Dr Shah pointed out, 276 people out of every 100,000 were suffering from Tuberculosis.

He said TB patients coming to Balochistan from abroad were the major cause of its spread in the province. Afghan refugees coming to Balochistan and Pakistani TB patients returning from Iran, Afghanistan, Qatar and other Gulf countries were the main contributors, he added.

Dr Shah said that Balochistan TB Control Programme would soon launch an awareness campaign in 30 districts of the province about the dangers of the disease.

Dr Farhan Anjum said that lack of hygienic environment was also one of the key factors behind the spread of TB in Balochistan.





## Linkages for press clippings and TV interviews on World TB Day, 2014

### Programs aired on PTV World

[http://www.dailymotion.com/video/x1jlsqv\\_world-this-morning-world-t-b-day-ed](http://www.dailymotion.com/video/x1jlsqv_world-this-morning-world-t-b-day-ed)

### World TB Day 2014 being observed

[http://www.app.com.pk/en/\\_/index.php?option=com\\_content&task=view&id=273274&Itemid=2](http://www.app.com.pk/en/_/index.php?option=com_content&task=view&id=273274&Itemid=2)

#### 1. The Daily Times, March 26, 201

<http://www.dailytimes.com.pk/islamabad/26-Mar-2014/minister-calls-for-raising-awareness-about-tb>

#### 2. Tuesday, 25 March 2014

<http://pakobserver.net/Islamabad.asp>

#### 3. Nation, 27-mMarch-2014

<http://www.nation.com.pk/national/27-Mar-2014/awareness-stressed-to-fight-tb>

#### 4. The News International, Monday, March 24, 2014

TB control and care: a collective responsibility

#### 5. The News International, Tuesday, March 25, 2014

With three million missed cases, effective TB detection remains a far cry  
By Shahina Maqbool

#### 6. The Express Tribune, March 25, 2014, Peshawar

World Tuberculosis Day: Control targets achieved but eradication requires more, health officials

#### 7. The News International, Tuesday, March 25, 2014, Islamabad

Tobacco doubles risk of recurrent TB, informs new study

#### 8. The News International, Tuesday, March 25, 2014 PESHAWAR ,

KP faces 50,000 new TB cases annually

#### 9. The Nation, March 25, 2014

<http://www.thenews.com.pk/>

Today's-News-2-240185-KP-faces-50000-new-TB-cases-annually , On troll against tuberculosis

The News International, Saturday, March 22, 2014, Islamabad:

Current anti-TB efforts not sufficient: WHO

<http://www.thenews.com.pk/Todays-News-6-239618-Current-anti-TB-efforts-not-sufficient-WHO>

#### 10. The Express Tribune, March 24th, 2014

ISLAMABAD Tuberculosis: Every year, around 0.42 million people catch disease  
<http://tribune.com.pk/story/686428/tuberculosis-every-year-around-0-42-million-people-catch-disease/>

#### 11. The News International, Monday, March 24, 2014

Public sector healthcare facilities fail to implement DOTS

<http://www.thenews.com.pk/Todays-News-6-240003-Public-sector-healthcare-facilities-fail-to-implement-DOTS>

#### 12. Business Recorder, March 22, 2014

Find, treat and cure Tuberculosis  
By Zarina Patel

#### 13. The News, March 24, 2014

A million children a year develop tuberculosis: study  
<http://www.thenews.com.pk/article-142200-A-million-children-a-year-develop-tuberculosis:-study>

#### 14. The Dawn, 31 March 2014 MIRAMSHAH

Free TB treatment available in NWA  
<http://www.dawn.com/news/1096804/free-tb-treatment-available-in-nwa>

#### 15. Official News Pakistan, March 25, 2014, Islamabad,

United States Helps Pakistan Fight Tuberculosis  
<http://www.officialnews.pk/53527/united-states-helps-pakistan-fight-tuberculosis/>

#### 16. Pakistan News Network, March 18, 2014 MULTAN:

Walk, seminar on World TB Day  
<http://www.paknewsnetwork.com/%EF%BB%BFwalk-seminar-on-world-tb-day/>

#### 17. Press Information Department, Government of Pakistan

<http://pid.gov.pk/press25-03-2014.htm>

#### 18. The Express Tribune, March 26, 2014

By Sehrish Wasif  
Fund-starved: Staff goes without salary at TB Control Programme  
<http://tribune.com.pk/story/687214/fund-starved-staff-go-without-salary-at-tb-control-programme/>

#### 19. Aaj TV, 25 March 2014

Saira stresses for raising awareness on TB prevention  
<http://www.aaj.tv/2014/03/saira-stresses-for-raising-awareness-on-tb-prevention/>

#### 20. The Nation, March 26, 2014

TB patients surge  
<http://www.nation.com.pk/islamabad/26-Mar-2014/tb-patients-surge>

#### 21. March 25, 2014

United States Helps Pakistan Fight Tuberculosis  
<http://islamabad.usembassy.gov/pr-032514.html>

#### 22. World TB Day being observed today

<http://www.saach.tv/2014/03/24/world-tb-day-being-observed-today/#sthash.20lgVyjE.dpuf>

#### 23. The News International, Monday, March 31, 2014

Low awareness about availability of free treatment hampers TB control efforts  
<http://www.thenews.com.pk/>  
Today's-News-6-241282-Low-awareness-about-availability-of-free-treatment-hampers-TB-control-efforts

**24. The News International, Monday March 31, 2014, By Jamila Achakzai**

Pakistan's war against tuberculosis under threat  
<http://www.thenews.com.pk/>

**25. Commemoration of World TB Day 2014 in KP**

<http://pakistan.onepakistan.com.pk/news/city/peshawar/290540-commemoration-of-world-tb-day-2014-in-kp.html>

**26. The Nation, March 24, 2014**

World TB Day: Over one million children contracted TB last year  
<http://www.nation.com.pk/sp-health/24-Mar-2014/world-tb-day-over-one-million-children-contracted-tb-last-year>

**27. The Dawn, 26 March 2014**

Free treatment being provided to TB patients, says minister  
<http://www.dawn.com/news/1095650/free-treatment-being-provided-to-tb-patients-says-minister>

**28. The Dawn, 23 March 2014**

Call to execute PM's food programme for TB patients  
<http://www.dawn.com/news/1094864/call-to-execute-pms-food-programme-for-tb-patients>

**29. ARY News, March 24, 2014**

**Pakistan 5th TB high-burden country; 32,000 kids infected with disease globally**  
**ARY News, March 24, 2014**

KARACHI: As many as 32,000 children worldwide become sick each year with a drug-resistant "superbug" strain of tuberculosis, according to new estimates by U.S. researchers that for the first time quantify rates of this difficult-to-treat form of TB.

Overall, as many as 1 million children become sick with TB each year, about twice the number previously thought, and of these, only a third of the cases are ever diagnosed, the study found.

In context of Pakistan, TB is one of the major public health problems in Pakistan. Pakistan ranks fifth amongst TB high-burden countries worldwide. It accounts for 61% of the TB burden in the WHO Eastern Mediterranean Region, says World Health Organisation. Approximately 420,000 (0.42 million) new TB cases emerge every year and half of these are sputum smear positive.

Pakistan is also estimated to have the fourth highest prevalence of multidrug-resistant TB (MDR-TB) globally. "A huge proportion (of children) are suffering and dying from TB unnecessarily," said Helen Jenkins of Brigham and Women's Hospital's Division of Global Health Equity, the lead statistician on the study published on Sunday in the Lancet.

The findings, published as part of a special theme issue of Lancet to commemorate World TB Day on March 24, offer the clearest picture yet of the global burden of tuberculosis among its youngest victims, and for the first time estimate the burden of multidrug-resistant tuberculosis or MDR-TB.

"Despite children comprising approximately one quarter of the world's population, there have been no previous estimates of how many suffer from MDR-TB disease," said Dr Ted Cohen, also of the Harvard-affiliated Brigham and Women's Hospital, and a co-author on the paper.

For decades, researchers had largely ignored tuberculosis infections in young children, in part because children are less likely to transmit the disease than adults.

TB infections are especially hard to diagnose in children because the infection looks different in children than adults. 14

The disease is caused by bacteria that typically attacks the lungs and is often spread through the air when people who have an active infection cough.

Tuberculosis typically attacks the lungs and is spread through the air when people who have an active infection cough.

"In kids, you are much more likely to have TB disease in other parts of the body, not necessarily in the lungs," Jenkins said. Even when children do have TB in their lungs, there are fewer TB pathogens present, "making kids with TB invisible" to current diagnostic methods, she said.

To arrive at their estimates, Jenkins and colleagues scoured publicly available databases and devised a way to correct for chronic underreporting of TB in children.

"What we found was that whereas previous estimates for the total number of TB cases in kids were about half a million, when you account for (underreporting) in your estimates, it's more like 1 million children develop active TB disease every year," she said.

The World Health Organization estimates that 8.6 million people developed TB in 2012 and 1.3 million died from the disease. According to the WHO, half a million people became sick with dangerous superbug strains of tuberculosis in 2012, it estimates that up to 2 million people worldwide may be infected with drug-resistant TB by 2015.

Keeping track of TB rates in children is important for two reasons, Jenkins said. First, children with drug-sensitive forms of TB generally respond very well to treatment.

Second, because TB disease develops very quickly in children, often within weeks of exposure, finding an infected child can offer key clues about TB transmission within a community.

"That's telling you you've got some kind of system failure going on there," Jenkins said.

She said the findings illustrate the need for better methods of collecting data on childhood TB, including better diagnostics and more systematic data collection.

**Medical Review**

A leading medical Magazine of Pakistan published a special supplement on World TB Day 24th March 2014, which highlighted the performance of National TB Control program during the last year. It also featured the exclusive interview of Dr. Ejaz Qadeer, NPM NTP