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LIST OF ABBREVIATION

ACSM	Advocacy, Communication and Social Mobilization		
CSO	Civil Society Organization		
DMO	District Medical Officer		
DTLC	District TB and Leprosy Coordinator		
HDT	Health Promotion Tanzania		
HLM	High Level Meeting		
MAF TB	Multi-sectoral Accountability Framework for TB		
MKUTA	Mwitikio wa Kudhibiti Kifua Kikuu na UKIMWI Tanzania		
MoH	Ministry of Health		
NTLP	National Tuberculosis and Leprosy Program		
NSP	National Strategic Plan		
PM	Prime Minister		
PMO	Prime Minister's Office		
PO-RALG	President's' Office-Regional Administration and Local		
	Government		
PS	National Strategic Plan		
RAS	Regional Administrative Secretary		
RMO	Regional Medical Officer		
STP	Stop TB Partnership		
TB	Tuberculosis		
TTCN	Tanzania TB Community Network		
UN	United Nations		
UNHLM	UNHLM United Nations High Level Meeting for TB		
WHA	World Health Assembly		
WHO	World Health Organization		

ACKNOWLEDGEMENT

The victory of launching Multisectoral Accountability Framework for TB in Tanzania was a journey that started by National TB and Leprosy Program in December 2021 during their annual meeting. It was both exciting and challenging journey, that lost some members in a span of 15 months. I salute all those who took courage until the mission was accomplished. Less brown defines courage as "moving from failure to failure without losing enthusiasm". This work is a result of wide range of collaboration of TB partners in Tanzania ranging from Government ministries, Bilateral and multilateral institutions, and Implementing Partners. It is by no way could not have been done by a single partner. It is therefore a victory of all concerned partners.

I am indebted to the Prime Minister of United Republic of Tanzania H.E Kassim Majaliwa for agreeing to launch MAF_TB Tanzania and give nine directive for its implementation. Minister for Health Hon. Ummy Mwalimu for her leadership. The staff of Health Promotion Tanzania who support all the function of the secretariat manned by one staff Mr. Nelson Telekela, Members of Tanzania Stop TB Partnership, youth TB champions, the Prime Minister's Office specifically Mr. Crispine Musiba and Madam Adela Mpina who did all the coordination and worked day and night in this regard. The Ministry of Health National TB & Leprosy Program and communication department, I wish to mention Mr. Julius Mtemahanji, Dr. Allan Tarimo, Dr. Liberate Mleoh, Dr. Johnson John, Deusdedith Kamara, Dr. Emmanuel Matechi to mention a few. The leadership of Dr. Peter Neema in making this happen cannot be overemphasized. Mr. Oscar Mukasa then Political and government affairs consultant for his dedication and support.

I express my sincere gratitude to World Health Organization (WHO) for their technical support, AMREF Health Africa, Management Development and Health (MDH), National Council of People Living with HIV in Tanzania (NACOPHA), Tanzania TB Community Network (TTCN), Health Promotion Tanzania for their financial support during this journey. Finally, I wish to also acknowledge Stop TB Partnership Global (STP Global), ACTION Global Health Partnership, USAID, CDC, leadership of the following regions; Dar es salaam, Simiyu, Mwanza, Geita, Tanga. All journalists who engaged in a week-long TB campaigning in Tanzania.

Dr. Peter Bujari

The Chairperson of the Tanzania Stop TB Partnership

1. EXECUTIVE SUMMARY

In November 2017 WHO held a Global ministerial conference on TB where one hundred and seventeen (117) nations adopted the Moscow Declaration to End TB by 2030. These nations adopted the developed multisectoral accountability framework" to accelerate progress to end TB in member states. In the political declaration of the UN High-Level Meeting (UNHLM) Sept 2018, member states committed to and called for the Director-General of WHO to finalize the MAF-TB and ensure its timely implementation in 2019. Therefore, WHO finalized the MAF-TB guideline, building on contributions from member states, and partners, including from civil society organizations.

According to National TB and Leprosy Program (NTLP) Tanzania, in every 100 expected TB cases, only 65 are identified and treated, but 35 are not identified and so continue to transmit TB. On average each untreated TB patient can infect 10-15 people every year. However, in September 2021, the Tanzania stop TB Partnership was formed to coordinate and harness multisectoral partnerships towards Ending TB by 2030. The Tanzania Stop TB Partnership, in collaboration with Ministry of Health through National TB and Leprosy Program (MoH/NTLP) accelerated the process of establishing the Multisectoral Accountability Framework for TB (MAF-TB) response by conducting the series of high-level advocacy meeting with government officials who are the key decision makers i.e. twenty-seven (27) directors with their Permanent Secretaries from twenty-three (23) ministries for their Buy in and ownership, as accelerated to the launching of the MAF TB compact in March 2023.

Stop TB partnership in acknowledging the World TB Day, During the preparation of launching the compact on the World TB Day, activities focused on TB sensitization and awareness raising and community mobilization. The STP TB partnership secretariat worked closely with the STP Members, Regional/District TB and Leprosy Coordinators to identify and build the capacity to TB youth champions in six (6) regions with high TB cases, trained journalists from Dar es salaam and Simiyu regions who worked at their media houses to sensitize and raise awareness, also involved social media platforms, where this has shown an enormous positive result of reaching out from different stake holders including government officials re-tweets.

The launching of the MAF TB compact was a strategic advocacy to help reinforce the government decision makers to act upon the TB needs within the country. In March 24th 2023, the prime minister launched the MAF TB compact and provided nine (9) directives to the ministries and Implementing Partners wanting them to include the TB planning in to their activities, where this has direct affects on resource mobilization for TB within different ministries in country.

Generally, the innovations to using youth champions in conducting campaigns for TB has high impact into reaching the community with the right information. Whereas the involvement of Regional and District TB coordinators who has played a major role to provide technical expertise in the area has made it possible for community trust and knowledge impact. To make sure these efforts are sustainable, the STP Tanzania will continue working with the government and provide support in designing and alignment of the ministerial sectoral roles to be defined in the directives for implementation as well as working with the NTLP under the PMO to assist ministerial sectors in developing their sectoral workplan to ensure they implement multisectoral activities to end TB beginning at the ministerial and community levels.

Moreover, the Tanzania Stop TB Partnership upon this victory, will continue to work with the Tanzanian government to ensure that no one dies from TB. It will continue to support MoH/NTLP and its members in tackling the disease, including systematic TB screening for people living with HIV, Contact tracing for TB, people in prisons, and small miners.

1.0 INTRODUCTION

1.1 Background

This report summarizes the activities around commemoration of World TB Day 2023 and the launch of Multisectoral Accountability Framework for TB on March 24th, 2023. The detail narrative of the journey that started in December 2021 for the development of MAF_TB in Tanzania has been left for the documentation of lesson learnt in MAF_TB development. It rather focuses on the six (6) months activities from October 2022 to March, 2023 for the high-level engagement in TB and multisectoral engagement for TB response in Tanzania.

The mandate of Tanzania Stop TB Partnership includes (a) To raise TB agenda at national and sub-national levels through advocacy, dialogue and meaningful partnerships. Others are (b) to improve multisectoral partnership and coordination of all actors to enhance efforts to reduce TB burden in Tanzania, (c) Empower the vulnerable groups in areas such as community development, access to TB services, advocacy and activism to garner political support and catalyze implementation of TB control strategies. (e) Mobilize and leverage resources to address the funding gap in TB control interventions and lastly (f) Intensify partnerships with the private health service providers increasing their role in TB program and improving access to TB care.

A multisectoral accountability framework to end TB (MAF TB) was first endorsed during the first World Health Organization (WHO) Global Ministerial Conference on ending TB in Moscow in 2017. Thereafter, the MAF – TB political declaration was adopted at the UN General Assembly High-Level Meeting on TB (UN HLM on TB) in September 2018 with resolution NO. A/RES/73.3 (8). MAF-TB is a call to galvanize efforts beyond the health sector that are needed to reach out to vulnerable groups facing increased risk of TB due to where they live or work such as prisoners, miners, healthcare workers, school pupils, migrant workers, people in police custody, children, refugees, or internally displaced people. The main aim of the MAF-TB is to attain a multisectoral approach to TB beyond the health sector through the identification of strategic interventions and an accountability framework for all identified sectors beyond the health sector.

Tanzania as one of the 30 high TB burden countries in the world, signed to this political declaration and it was necessary for different actors to come together to work towards establishing the multisectoral response. It's with no doubt that this will galvanize and intensify efforts to end Tb by 2030 in Tanzania.

1.2 Objective

The objective of this report is to present victory achieved in Tanzania in TB and describe actions behind every success for learning and continuity. It also presents challenges encountered, how the challenges were addressed. Finally, the report presents next steps/way forwards after launching of MAF-TB.

1.3 Implemented Activities

Between October 2022 and March 2023, a number of TB agenda at national and sub-national levels were implemented through advocacy, TB education, awareness raising and meaningful partnerships, Improved multisectoral partnership and coordination of all ministerial sectors to enhance efforts to launching of MAF-TB in the Country as per Global target for high TB burden countries to reduce TB burden in Tanzania:

- Conducted a series of strategic High level advocacy Meetings with Members of Parliament, Ministers and their Permanent Secretaries, Tanzania commission for AIDS, Permanent Secretary of Prime Minister's office responsible for Policy and Coordination of Government Affairs.
- Supported Ministry of health to coordinate and engage focal persons (Directors) from government Ministries to identify their TB related risk based on their mandate and develop possible interventions
- Supported Prime Minsters Office to coordinate ministerial directors to review and refine TB interventions for their Ministries based on their mandate,
- Supported development and review of MAF_TB Compact
- Supported meeting of Permanent Secretaries to review MAF_TB compact and build required leadership.
- Training of 49 Journalist to Increased TB visibility in the Country.
- Organized 45 Young People Campaigning for TB from six (6) regions
- Video-message production, promotion through Social Media Engagement
- Participated in preparation of logistics for the commemoration of WTB
- Participation in the Commemoration of the WTB Day and the Launch of MAF-TB Compact

2.0 DETAILS OF ACTIVITIES IMPLEMENTED

2.1 High Level MAF-TB advocacy Meetings

The STP Tanzania in collaboration with Ministry of Health/ National TB and Leprosy Program (MoH/NTLP) conducted several strategic advocacy meetings for the period of Six (6) months (from October 2022 to March 2023) for Multisectoral Accountability Framework for TB (MAF-TB) Response for political and technical buy in. The STP worked with the PMO to convene meetings with ministries to create a buy in and ownership of the MAF-TB. The meeting included Decision makers and technical staff at ministerial level whereby twenty-seven (27) Directors with their Permanent Secretaries from twenty-three (23) ministries were engaged during the series of Advocacy meetings.



During the meetings, decision makers were oriented on the agenda and the current need of the Ministry of Health (MoH) and STP to fast tracking the launching the MAF-TB during the World TB Day on 24th March 2023. The MAF-TB compact were reviewed and all sectoral roles were discussed whereby participants agreed to identify gaps from the roles as outlined in the compact.

Tanzania Stop TB Partnership worked closely with the National TB and Leprosy Program (NTLP) to spearhead the high-level advocacy for MAF-TB launching and coordination under the Prime Minister's Office. The series of meetings were strategically arranged and conducted; the target audiences of the meetings varied from the technical team to high decision makers at ministerial levels as indicated in the table 1 Next page:



	TABLE 1: MAF-TB ADVOCACY MEETING						
MAF-TB ADVOCACY MEETING	TARGETS AUDIENCE	ARCHIEVEMENT/OUTCOME	DATE				
Meeting 1; High level Advocacy Meeting to Discuss Bill Enactment to Amend the AIDS Trust Fund Act of 2015 to include TB Epidemic.	Minister of State in PMO - Policies, Parliamentary Affairs and Coordination, Minister of Health and their technical team at their ministerial level.	-Introduced the agenda of integrating TB with ATF. Report of the meeting can be found here HDT was asked to develop the paper showing how TB can be integrated. Report can be accessed here ;	10- 11/11/2022				
Meeting 2; High Level Advocacy meeting on MAF-TB under Prime Minister's Office (PMO) to discuss the need and modality of coordination of TB response activities	Technical staff from PMO, MoH and PO-RALG	The technical team were oriented on the MAF-TB coordination and functions, rational papers were developed and engaged in their buy in and ownership. Report can be found here and High Level joint pictures can be found here .	13/12/2022				
Meeting 3 follow up meeting; High level MAF-TB follow up Meeting to evaluating the reality of the implementations of the agreed actions during the previous meeting.	Technical staff from PMO, MoH and PO-RALG,	The meeting improved the MAF-TB rationale paper, the meeting agreed to orient the Permanent Secretary PMO for his buy in and ownership, report can be accessed here and Picture through the link .	23/12/2022				
Meeting 4 and 5: High Level Advocacy Meeting with Ministerial Directors for their buy in and ownership of Multisectoral Accountability Frame work for TB (MAF- TB).	Ministerial Directors from 23 Ministries.	Created the technical buy in and ownership for the MAF-TB at their sectoral mandates and roles. The meeting report can be accessed in the link.	23/02/2023				
Meeting 6; High level MAF-TB Advocacy meeting at Ministerial Permanent Secretaries (PS) from 23 Ministries in Tanzania	Permanent Secretaries	The meeting advocated for PS's buy in, ownership and signature endorsements in the MAF-TB Compact, information in pictures can be found in this <u>link</u> .	22/03/2023				

2.2 Training of Journalist to increased TB visibility in the Country

During this time, STP Tanzania trained forty-nine journalist (49) on TB issues to allow them to eloquently broadcast and lead TB discussion during a weeklong TB campaign for the world TB Day and beyond. Among these thirty-three (33) journalist were from twenty-four (24) media houses in Dar es salaam region as well as sixteen (16) Journalists from twenty (20) in Simiyu region where the commemoration of WTB day in Tanzania took place. The attended media

houses ran TB media campaign in Dar es Salaam¹, they highly contributed to the raising of TB awareness and sensitization, revived the ambition of leaders to join the work of ending TB in the country as well as calling the championship of leaders and celebrities on the fight against TB in the country. In Simiyu they engaged in TB Campaign, press release and engaged in Media coverage during the commemoration of the WTB Day at Bariadi district in Simiyu region. The selected media coverage for the world TB Day can be found here.



STP Tanzania and its members visited various media outlets to raise TB awareness to the general public. Dr. Mbarook Seif, the Regional TB and Leprosy Coordinator from Dar es Salaam together with the STP secretariat visited a number of media houses including but not limited to National broad casting cooperation (TBC Taifa), TBC FM, Azam TV, Kiss FM. STP secretariat connected members and RTLC/DTLC in respective regions/districts) to use local radio to educate and mobilize communities about TB towards the WTB day.



^{1.} The attended media houses were; Wasafi TV, Kiss FM, Majira Online, Channel 10, City FM, TBC taifa, ITV, Global Publishers, Michezo, Michuzi blog, TK FM Radio, Radio One, Wasafi Radio, Mtanzania digital, EATV, Mwananchi Communication, Michuzi TV,

2.3 Young People TB Campaigning

STP collaborated with its members to identify forty-five (45) youth volunteers in six (6) regions largely high TB case notifications. (See the Map showing regions that were covered by a weeklong Youth TB Campaign). Youth were trained on tuberculosis (TB) for one (1) day and asked to display TB messages along most populated areas in their respective regions. This was done in close collaboration with TB implementing partners and District and Regional coordinators who provide diagnosis facilities. The STP secretariat created boards with messages such as. "Matibabu ya TB hutolewa bure katika vituo vyote vya



kutolea huduma za Afua za TB vya serikali na binafsi" and "Funika mdomo na pua wakati wa kukohoa au kupiga chafya"

The two messages were designed as explanatory posters, with each site receiving two posters to display during their campaigning. The campaign was accompanied with over 5,000 copies of a flyer with information about TB.

Messages in English

TB Treatment is free of charge, in all Government and Private Healthcare facilities in Tanzania, and Cover the mouth and nose when coughing or sneezing in to prevent from the spread of TB from the infected person.

The TB youth Champions were given T-shirts that read "kwa pamoja tunaweza kutokomeza kikuu nchini Tanzania- Together We Can End TB in Tanzania" this year National theme. The awareness campaign aimed at informing the general public on symptoms of TB, the impact of Tb to household, TB is curable and that treatment is free. Communities were encouraged to visit health facilities and get tested and treated. The campaign's goals were to: attract as large

number of audiences as possible and to make as many people as possible aware of the TB disease and its treatment.

In this grass-roots campaign, young people distributed TB merchandise (posters, fliers, caps, and well-dressed T-shirts) along with the slogan "Together We Can End TB in Tanzania, translated in Swahili national local language by the Ministry of Health as "kwa Pamoja tunaweza kutokomeza kifua kikuu nchini Tanzania". Many of the grass roots individuals who were visited were interested in the STP and Ministry of Health (MoH) plan of delivering education at their places of work, residences, across bridges and ferries, bus stops, and market places. The youth campaign emphasized the importance of partners'



contributions to awareness raising as a major method of reviving the population's knowledge of accessing Health facilities for TB screening and treatment. More images for youth campaign can be found here

Table 2: sites in six regions engaged with three days Youth campaign towards the WTB Day 2023.

REGION	SELECTED SITES
Dar es Salaam	Salenda bridge, Magufuri bus stand, Nyerere bridge and Magogoni
	ferry
Mwanza	Nyegezi Bus stand, Makoroboi sokoni and Kamanga Ferry
Mara	Musoma mjini and Ferry Rorya
Manyara	Soko kuu la Mji Babati and Soko mjinga/Salentini
Tanga	Ngamiani and Mgandini sokoni/Mabanda ya papa
Geita	Katoro and Nyarugusu

2.4 Social Media Engagement

In order to raise awareness and demand for TB diagnosis and treatment, the STP secretariat and its members created short messages, designed posters and video clips with TB messages, and posted them on social media (Instagram, Facebook, and Twitter). The messages' information can be found here. Various Tanzanians, including journalists and non-governmental organizations such as Voice of Youth Tanzania, posted the messages.

The tailored social media campaign was developed aimed at raising of awareness on TB in form of competition and prompted by winning prize. Six questions were developed and posted in the STP websites and social media platform whereby many of the followers/viewers were required to respond to question to measure their knowledge regarding TB. The person who attempted the questions were encouraged to share the link with their fellows in social media as one of the tactics of spreading the messages to many people. The campaigns questions can be found here, as translated into English in the text box below



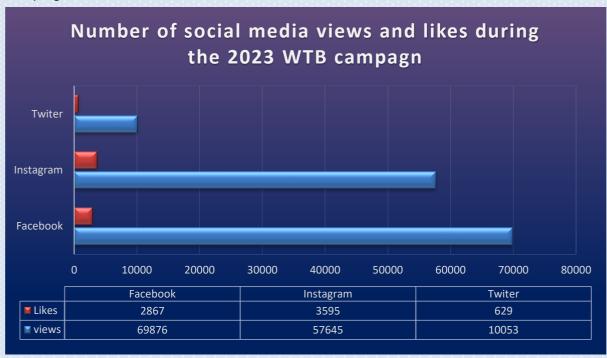


Campaign Questions
Qn1: TB is an infectious disease mostly affecting human lungs
Qn2: TB is caused by bacteria known as Mycobacteria Tuberculosis
Qn3. TB is transmitted when an infected person is coughing or Sneezing.
Qn4. Fever, coughing up blood, Night Sweats, Chest pain, Weight Loss, and difficulty in breathing or coughing are sign of TB.
Qn5. Good Ventilation, covering the mouth and nose when coughing or sneezing, avoiding unnecessary
Gatherings and frequent TB screening, Testing and early treatment are among the preventive measures.
Qn6. TB Treatment is free of charge in Tanzania

This campaign alone reached more than 1,800 people who responded the questions TB on awareness raising. It is the will of Stop TB to continue with these sorts of campaigns beyond the world TB Day.



Compared to other years, more than 1,000 people visited our social media accounts during our two weeks of the campaign. Below we present analysis of views and likes during the campaign.



Due to this year's achievements, the Minister of Health mentioned and tagged the STP Tanzania on Twitter as one of the main supporters of the fight against TB in Tanzania. That tweet quickly went viral and reached more than 3,050 views to date.

This twite by the minister for health Hon Ummy Mwalimu (MP) appreciated the efforts done by Stop TB Tanzania during the launch of MAF_TB Tanzania along side commemoration of World Tb Day in Simiyu region on March 24th, 2023.

2.5 STP secretariat participation in the Commemoration of the WTB Day and the Launch of MAF-TB Compact

March 24th, 2023: STP joined the world to commemorate World TB Day, in Simiyu region in

Northern Tanzania. This year's commemoration builds on previous efforts by Implementing various partners Governments to invest resources to revitalize the fight against TB to end TB by 2030. The STP's involvement in WTB day preparation activities including its members pledged and contributed to some of the activities, including TTCN's contribution to press release costs: paid for one day of media coverage during WTB Day commemoration to eighteen (18) journalists, AMREF assisted the NTLP in



printing drop banners, HJFMRI assisted the NTLP in printing 500 T-shirts, and MDH assisted in printing other merchandise.

Responding to our advocacy messages to the Government, the Prime Minister gave nine directives to operationalize the framework which can be found here. Two of outmost importance are summarized in the text box below.

The Minister for Health Hon. Ummy Mwalimu, said that seventy-one (71) people die of TB every day, but this was unnoticed. She urged the community to seek treatment because the treatment is free and TB is curable.

The STP Chair, Dr. Peter Bujari, on behalf of STP members, in his speech he requested the Prime Minister of the United Republic of Tanzania to be the TB champion and join coalition of global leaders (Head of Government and Head of states) to eradicate TB by 2030. He also requested the Prime Minister to send his request to the President of Tanzania to attend the UNHLM special session on TB in September 2023 and if she will not make it then the Prime Minster to attend

Overarching Prime Minister directives

All ministries should ensure that they plan and budgeted for TB activities in their 2023/2024 budgets.

Since HIV and TB are sisters disease all planning and budgeting for HIV should include TB.



on behalf of Government. The full speech of STP Chair can be found here. He reiterated that by doing this, Tanzania will have shown its political and leadership will to eradicate TB by 2030. Finally, he requested that Prime Minister Office to coordinates TB issues as a multisectoral issues. By doing this, power will be consolidated, and it will make it easier for us as a country to find resources that will help us eradicate tuberculosis and AIDS.

The USAIDs Representative in her speech recognized the good progress of Tanzania in the fight against TB, she said that "No one can end TB alone, there is need of collective effort of government and partners", she also stressed that the U.S Government will continue to cooperate with Tanzania in the fight against TB including financial support in order to end the epidemic in the country.

3.0 LESSONS LEARNT

- Innovative ideas, such as the use of Young People with End TB Merchandise campaign carried through the inner streets at grass roots, have greater impacts on raising awareness about the country's fight against TB. More resources must be invested in this.
- Involving TB coordinators at the regional and district levels (RTLC&DTLCs) and STP Members in delivering TB messages through media houses using trained journalists has a more positive impact in laying the groundwork for individuals to access health services for TB screening and treatment because sensitization reawakens citizens' interest in the disease.
- Strategic advocacy requires a significant investment of funds and sustained engagement than one off action in order to be successful. This was demonstrated

- during the STP at PMO's high-level MAF-TB advocacy in Tanzania.
- In high level (National) Advocacy there are many of drawbacks including time and resources. It was a tough moment during the High-level advocacy meetings as well as time for logistic preparation towards launching of MAF-TB compact during WTB Day on 24th March 2023. Therefore, the Determination and Persistence of STP Secretariat, leaders from MoH/NTLP and those from PMO made this (launching of MAF-TB during the WTB Day) Possible.

4.0 RECOMMENDATION AND WAY FORWARD

(a) Way Forwards/Next Steps

The STP will ensure the continuation/sustainability of MAF-TB activities by directing in collaboration with the NTLP to assist the PMO in coordinating activities;

- I. Taking into account the Prime Minister's nine directives (here) issued during the launch of MAF-TB in the Simiyu region on March 24, 2023, will design and align the ministerial sectoral roles to be defined in the directives for implementation.
- II. Work with the NTLP under the PMO to disseminate the MAF-TB Compact sectoral roles and mandate for day-to-day implementation, including assisting ministerial sectors in developing their sectoral workplan and activities matrices to ensure they implement multisectoral activities to end TB beginning at the ministerial and community levels.
- III. Hold a one-day post-MAF-TB Launching meeting with all Stop TB Implementing Partners, private and public sectors, and allow them to identify which role they can play to support public sectors to mainstream TB
- IV. Mobilization of resources for MAF-TB Coordination at the PMO, NTLP, and STP levels.
- V. Collaborating with social media and media influencers to deliver TB sensitization in a sustainable manner.

5.0 CONCLUSION

Tanzania Stop Tb Partnership has leant and acknowledged the power of leadership, determination, persistence, and partnership. The victory of this year 2023 is a result of the above and we pledge to nurture them. We will continue to work with the Tanzanian government to ensure that no one dies from TB. It will continue to support MoH/NTLP and its members in tackling the problem, including systematic TB screening for the following groups: people living with HIV, people in prisons, and small miners. The STP will collaborate closely with young people across the country to support the fight, as they are main actors and have a multiplier effect in the fight to End TB. The use of social media is critical in the fight against TB, finally, STP will continue to collaborate with journalists to raise awareness of TB and increase knowledge about the disease.