

SOCIAL MEDIA CAMPAIGN ON TB NOTIFICATION

BACKGROUND

The Government of India declared tuberculosis (TB) a notifiable disease on 7th May 2012. This made it mandatory for all public and private health providers to notify TB cases to the nodal officers for TB notification. However the response from allopathic doctors has been weak. To address this Population Services International (PSI) under the Improving Healthy Behaviour Program (IHBP) launched a Social Media campaign on World TB Day 2014, to raise awareness of TB notification among allopathic doctors and to promote the registrations on Nikshay – Central TB Division's (CTD) TB Notification system.

This innovative initiative consists of a Facebook page and a microsite; these internet based tools are a channel to reach private healthcare providers, as they are internet savvy and also active on social media.

OBJECTIVES OF THE CAMPAIGN

The objective of the Social Media campaign is to raise awareness of TB notification among private health care providers and to promote the requirement to register on Nikshay. – More specifically the campaign will use social media platforms - a Facebook page and a campaign microsite to raise awareness of TB notification; and a PR campaign to build awareness and momentum for the campaign at launch.

The role of the Facebook page is to motivate private allopathic providers to support TB notification and signal their willingness to do so by signing the campaign pledge on Facebook. The role of the microsite is to enable private doctors to easily register their details so that they can be enrolled on Nikshay and to also provide them with detailed knowledge about TB notification. The microsite and Facebook page are linked to each other.

DESCRIPTION OF THE CAMPAIGN

The microsite has information on the need for and the benefits of TB notification, detailed frequently asked questions (FAQ's) on TB and TB notification, a short form for providers to register on Nikshay and technical information from Revised National TB Control Programme (RNTCP) and WHO 2013 Annual Report. Facebook page provides basic information about TB and notification, updates on TB, and a

personalized certificate for anyone who signs a pledge supporting TB notification.



Customized pledge certificate delivered real time through the facebook page



Microsite

ACHIEVEMENTS

The campaign was launched by Dr. R.S. Gupta, DDG, CTD on 24th March 2014 - World TB Day. Representatives from CTD, Indian Medical Association (IMA), IHBP and PSI attended the launch, and the event was also supported by the Indian Medical Association. A successful PR effort resulted in extensive coverage across print and digital media. Twenty six news items appeared in English and language newspapers across India, and on six digital sites,

HOW TO REGISTER/TAKE PLEDGE

You have visit the website (www.tbnotification.in) on the top right corner of the home page , there is section called register now.

If you are a private health care provider and want to register your facility/ Clinic/Hospital with Nikshay /DTO. You just need to fill the required fieldson the form and submit the details . Your details would be shared with your respective DTO, STO and central server on real time basis , so that they can strat your registration process asap.

You may also visit the facbook page (www.facebook.com/TBpledge) to get latest updates and information about TB notification . you also take a pledge by click on the "Take A Pledge" button on this page and would get a personalised Certificate of Appreciation approved by government and Indain Medical Association (IMA) in your email id .



which translated into media value of eight lakh worth of free



DDG, CTD and other dignitaries at the launch of the World TB Day Social Media Campaign

publicity.

PSI has recently launched a digital agency and a consultant for Search Engine Optimization (SEO) and Search Engine Management (SEM) to direct larger numbers of the target audience to the microsite and Facebook page.

