



Gayoso, MG, Villanueva, M, Merilles, O, Tupasi, TE, “Community-based TB campaigns: low cost means of creating better impact to target communities,” *The International Journal of Tuberculosis and Lung Disease*, Vol. 11, Number 11, Nov. 2007, Supplement 1. S251.

Background: Since 2003, World Vision’s Global Fund supported TB project had been organizing and training community volunteers, called TB task forces, in TB case finding and holding, organizational development, and in conducting community TB classes and campaigns.

Goal: To maximize limited resources in increasing TB awareness and improving health-seeking behavior of the community through use of various local, creative TB campaign strategies.

Method: TB task forces, composed mostly of ordinary villagers and volunteers, were encouraged to plan, develop, and implement their own TB campaigns in their villages especially during World TB Day and Lung Month commemoration, which are suitable and acceptable in the community and infused with their local culture.

Result: Village-based, innovative TB campaigns were used in increasing communities’ TB awareness such as float parades, election-style TB campaigns, puppet shows, mural paintings, jingle/slogan/poster-making contests, community drama, beauty pageants, and mall exhibits. Such activities were facilitated using the communities’ own dialect paving the way for better understanding of the community on TB.

Conclusion: Community-developed TB campaigns are focused and cover a specific population leading to a higher probability of reaching and creating a better impact on each project sites’ target audience compared to doing a grandiose national/regional TB event commemoration that only covers a general population and usually incurs a higher cost. It is a good low-cost strategy of capturing the target demographic and can be applied to other health projects that aim to increase awareness of its niche market on a particular disease.