

Stop TB Partnership
Community Delegation

**COMMUNICATIONS &
RESOURCE
MOBILISATION
STRATEGY**

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Introduction

- The **Stop TB Partnership Community Delegation** was established in January 2019 (at the 31st Board meeting) to improve communication and engagement with TB-affected communities, strengthen accountability and enhance institutional memory of the constituency.
- According to Decision Point 31-8.5, *The Board endorses the initiative of the **TB-affected Communities and Developing Country NGO constituencies** to establish Delegations with the aim to improve communication and engagement, strengthen accountability and enhance institutional memory of the constituencies. The Board requests the Secretariat and calls for the partners to explore ways to provide support to the Delegation building process.*

Who are we?

- The Community Delegation is a group of constituency representatives. According to the **Board Governance Manual**, the constituency is defined as follows:

The TB-Affected Communities constituency includes individuals who have been diagnosed with or have recovered from TB, individuals with a close personal connection (i.e. family member) to someone who has been diagnosed with TB, and individuals from patient-led organisations (i.e. CBO or advocacy organizations) or networks (i.e. Network of People affected by TB). Community-based organisations will be treated as NGOs unless they are patient-led.

What do we stand for?

- **Vision:** A World Free from Tuberculosis
- **Mission:** Empower TB-affected communities for equitable TB response
- **Principles:**
 - *Accountability*
 - *Diversity and inclusivity*
 - *Equity*
 - *Lives and rights of people affected by TB are top priority*
 - *Non-discrimination*
 - *Transparency*

Strategic Priorities

1) Mobilisation, empowerment and engagement of TB-affected communities

- Sub-Priority 1A: Develop and build the leadership and capacity of TB-affected communities
- Sub-Priority 1B: Nurture networks and build partnerships through the spirit of collaboration and unity
- Sub-Priority 1C: Strengthen and increase advocacy by TB-affected community, including through multi-stakeholder communication
- Sub-Priority 1D: Continuously strengthen the voice, capacity, governance and accountability of the Delegation

Strategic Priorities (Cont.)

2) Promotion and integration of Community, Rights and Gender in global TB response

- Sub-Priority 2A: Promote the Community, Rights and Gender approach as a fundamental pillar of TB response
- Sub-Priority 2B: Support people-centered, rights-based, gender transformative and accountable TB response
- Sub-Priority 2C: Promote meaningful engagement of TB-affected communities in all aspects of TB response
- Sub-Priority 2D: Address TB-related stigma and discrimination

Strategic Priorities (Cont.)

3) Increased and diversified funding for TB

- Sub-Priority 3A: Advocate for equitable funding for TB to close the TB funding gap
- Sub-Priority 3B: Prioritise investments into Community, Rights and Gender initiatives
- Sub-Priority 3C: Increase access to funding for community groups at all levels, especially at the grassroots/activist level
- Sub-Priority 3D: Address well-being and catastrophic costs by ensuring Universal Health Coverage and promoting action on pandemic preparedness

Stop TB Partnership
Community Delegation

COMMUNICATIONS STRATEGY

Core Constituents and Partners

1. Leadership Team and Staff

The work of the Community Delegation is coordinated by the Leadership Team - including two Board Members (BMs), two Alternate Board Members (ABMs) - with the support of the Constituency Focal Point (CFP) who is employed to support the Community Delegation. The CFP reports to the Leadership Team.

2. Delegation Members/ Constituency

The Community Delegation consists of members of TB-affected communities and community experts from all over the world. They receive support from other members of the constituency as well as members of communities and civil society organisations in other countries.

Core Constituents and Partners (Cont.)

3. Core Partners

In addition to this core team, the Community Delegation works in close partnership with the Developing and Developed Country NGO Delegations.

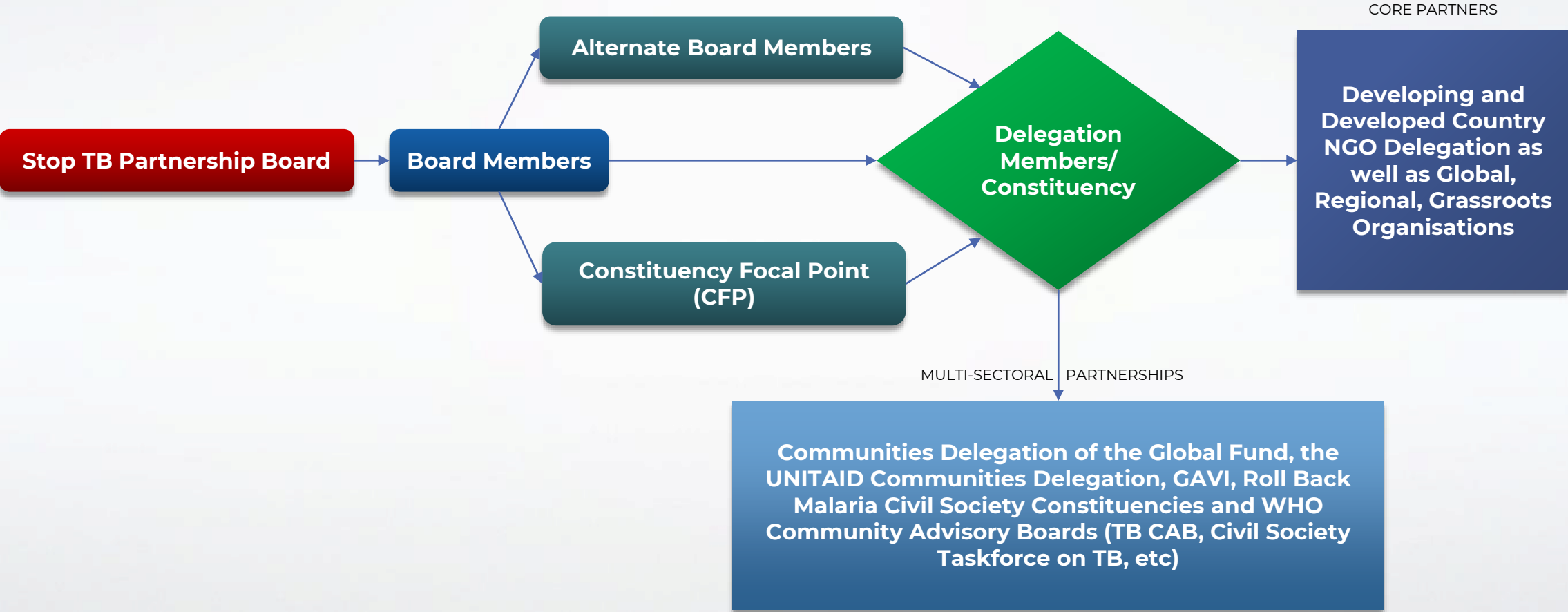
The Delegation is also connected to several global, regional and grassroots organisations of our members who provide local support, knowledge sharing and expertise as needed.

4. Multi-sectoral partnerships and collaboration

The Community Delegation supports the work of other like-minded global networks and community groups/organisations such as the Communities Delegation of the Global Fund, the UNITAID Communities Delegation, GAVI, Roll Back Malaria Civil Society Constituencies and WHO Community Advisory Boards (TB CAB, Civil Society Taskforce on TB, etc).

These collaborations are crucial to leveraging opportunities and resources to strengthen the influence and reach of the Delegation (as we advocate for strengthening/financing Community, Rights and Gender and Universal Health Coverage).

COMMUNICATION FLOWCHART



Host of the Community Delegation

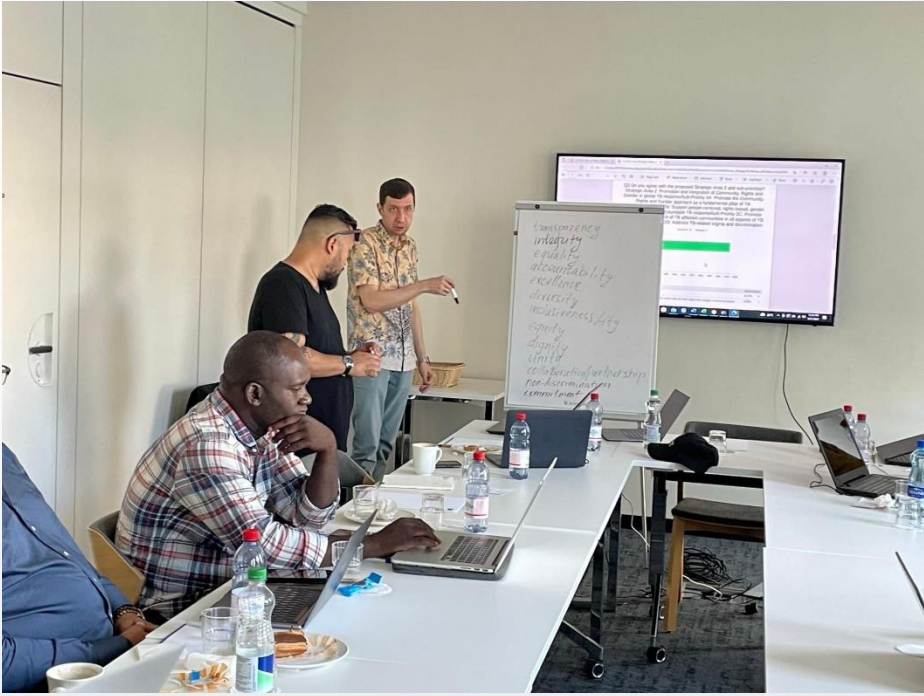
- The Community Delegation will need to be hosted by a **TB-affected communities organisation** that will provide financial and administration support, including supporting contractual functions of the Community Delegation.
- The host will be responsible for reporting to donors and partners of the Delegation, coordinating communication, making quarterly updates of the funds administered on behalf of or for the Delegation, managing an annual independent audit process of its financial accounts, which includes the Delegation's financial administration and sharing of annual audit reports.
- Currently (2022), the **host of the Community Delegation is TBpeople** – which is the global network of people affected by TB.

Communication Projects

- TB33% Campaign (Call for an increase in Global Fund financing of the TB response from 18% to 33% so TB gets equitable funding)
- *A Deadly Divide: TB Commitments vs. TB Realities* report
- UNHLM 2023 engagement
- National-level advocacy
- Declaration of Rights of People Affected by TB promotion
- Building capacities of national and regional community organisations
- Website
- Social Media
- Yearly retreats to strengthen the Delegation

Internal Communications

All communication that takes place between the Leadership Team, CFP, host of the Delegation and Delegation members will be referred to as internal communication.



Internal Communications - Mechanisms

- **WhatsApp** – A dedicated Community Delegation WhatsApp group to inform the Delegation of key ongoing issues and a separate leadership WhatsApp group to make key decisions for the Delegation. This will be used for real time communication.
- **Email** – Preferred mode of communication for longer messages, drafting letters, garnering Delegation support for advocacy initiatives.
- **Community Delegation list-serve** – To build capacity of our Delegation and keep members updated of the latest news that will empower their work and activism.
- **Monthly/ bi-monthly zoom meetings** – A monthly leadership call and a quarterly call with Delegation members to inform them of activities and understand regional/national challenges.

Roles

- **Board Members and Alternate Board Members** work as a team to make decisions on daily workings of the Delegation. Important decisions need to be run through the Delegation members.
- **CFP** performs the role of internal communications within the Delegation, including alerting Delegation members of new developments, organising internal monthly calls and liasoning with the Leadership Team (BMs and ABMs).
- **Delegation members** need to be actively engaged in discussions on strengthening the Delegation and providing key advocacy messages and inputs.

Elements of Internal Communications

- **Confidentiality**

Information and documents that are part of on-going discussions and debates under the authority of the Leadership Team, without final decision points being made, needs to be treated with confidentiality and respect by all stakeholders who are part of these discussions, including CFP and Delegation members.

- **Circulation**

Delegation members are expected to respond to requests that have stated deadlines within the required timeline. After the deadlines have passed, special permissions are needed to further add inputs.

- **Archival of information**

While certain documents, such as the *Communication and Resource Mobilisation Strategy* may be considered as living documents and can be tweaked or edited as required at any given point in time, some responses, especially those bound by time frames, are required to be addressed within stated deadlines and will be considered archived within 30 days of the stated deadline.

Limitations

- Communication at all times must be **cordial and respectful** to ensure healthy functioning of the Delegation. In matters of disagreements, a wider consensus will be needed to be taken – within the Leadership Team or the wider Delegation members as appropriate.
- Internal communication must take place at **appropriate times**. Weekends and public holidays must be respected.

External Communications

External communications is key to the success of the Community Delegation to make sure we communicate the **needs of TB-affected communities** to all external stakeholders to ensure people-centered approaches.



External Stakeholders

- Affected community and civil society organisations
- Stop TB Board Members, Chair and Vice Chair
- Developing Country NGO Delegation
- Developed Country NGO Delegation
- Private Sector Constituency
- Stop TB Partnership (Secretariat)
- NTP Managers and CCMs
- Funding agencies (USAID, Global Fund)
- World Health Organization
- Technical Agencies
- Parliamentarians
- Media



Roles

- **Communication on behalf of the Delegation:** Board Members are responsible to send out appropriate communique to all stakeholders with the support of the CFP in drafting communication materials.
- **Social Media:** Ensuring that social media messages and updates are posted regularly will be the responsibility of the CFP. If resources permit, a communications officer should be employed by the Delegation. In the absence of resources, the host will support limited-capacity communication function within admin costs.

Limitations

- Board Members cannot act in **individual capacity** in matters of grave consequences and must always be guided and informed by the wider Delegation in all external communication.
- Delegation members cannot speak on behalf of the Delegation in matters concerning the Delegation unless **explicitly** asked to do so.

External Communication Channels

- Facebook and social media platforms
- External list-serves (like tbcivilsociety, tbpeople)
- Consortiums, conferences, meetings (personal or group)
- Website
- Emails/ Letters
- Campaigns (like TB33% Campaign)
- Affected communities and civil society partner websites and communication channels
- Ambassadors and Delegation supporters
- Media (news articles, interviews)

Communication Priorities & Messaging

- Join the Delegation (Call for replenishments)
- Updates on regional and national progress to End TB
- Advocacy and communication on common priorities that center around TB-affected communities (eg: United Nations High Level Meeting on TB, World TB Day, TB33% Campaign, etc)
- Mobilising and empowering TB-affected communities around the world
- Strengthening regional and national networks
- Unifying communities around the world
- Ending TB stigma and discrimination

Branding Guidelines

Three options of visual branding available:

Stop TB Partnership
Community Delegation

Stop TB Partnership
Community Delegation

Stop TB Partnership
Community Delegation

Reference to the Delegation

Community Delegation to the Board of Stop TB Partnership (or)

Stop TB Partnership Community Delegation

All communication from the Community Delegation needs to go on the Community Delegation letterhead

Editorial style

C and D in capitals when referring to the 'Community Delegation to the Board of Stop TB Partnership'

When we say just 'Delegation', D will be in upper case and all other letters will be in lower case



RESOURCE MOBILISATION STRATEGY

Understanding the Needs of the Delegation

Why?

- The Community Delegation needs to raise sufficient resources to ensure it runs efficiently, has the resources to implement its strategic priorities and builds capacity of its Delegation members.

Who are we mobilising resources for?

- The Delegation needs resources for efficient and effective function of the core Delegation itself.
- The Delegation will strategically advocate for increased resources for TB-affected communities in every step of the TB response.
- The Delegation will advocate for increasing global resources for TB for effective R&D so communities can have new tools as well as much-needed resources for implementation of TB programmes.

Need for resources

(Estimate: USD 150,000 – USD 200,000)

- Remuneration of Constituency Focal Point (CFP) and other consultants
- Attendance of key stakeholder meetings
- Development of advocacy materials
- Delegation participation in Board Meetings
- Retreats and capacity building of members
- Development of key organisational documents, including governance
- Communication allowance of BMs and ABMs
- Translation services

Sources of Funding

Potential sources of funding include:

- 1) Stop TB Partnership Board (including donor constituencies)
- 2) Global Fund
- 3) Foundations
- 4) Other Stop TB Funding opportunities

Red lines/ Disclaimers

- The Leadership Team, staff and members of the Delegation will not have any business relationship with or knowingly received payment or other support from any **tobacco product manufacturer or wholesaler**, or any parent, affiliate, subsidiary, organisation or foundation with majority support from the Tobacco Industry, or any person, interest group, advocacy organisation, or other business/organisation that represents the interests of the Tobacco Industry (collectively, “Tobacco Affiliates”).
- Funding will not be secured directly to the Delegation from **standalone pharmaceutical companies** to ensure no conflict of interests (but acceptable if funding comes through Stop TB Partnership).

Structure and Responsibilities

- The Leadership Team of the Delegation (Board Members and Alternate Board Members) will need to **prioritise resource mobilisation** for the Delegation along with the CFP and identify suitable funding avenues that can be explored.
- Under the guidance of the leadership, the CFP will be responsible to create **draft proposals** and budgets for potential funding opportunities.
- If resources are available, the leadership may employ a **grant writer** to support this work.



COMMUNICATIONS & RESOURCE MOBILISATION STRATEGY

Published: 2022

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