

Impact of Advocacy on Uptake of Pediatric FDCs

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TB ALLIANCE

GLOBAL ALLIANCE FOR TB DRUG DEVELOPMENT

Childhood TB: Hiding in the Shadows

Children with TB are the neglected of the neglected

- TB is a significant cause of death among children; children are susceptible to the most severe and fatal forms of TB
- In 2016, an estimated 1 million children became ill with TB and 210, 000 children died of TB
- Children with TB have been historically neglected – many go undiagnosed and untreated



STEP-TB Project

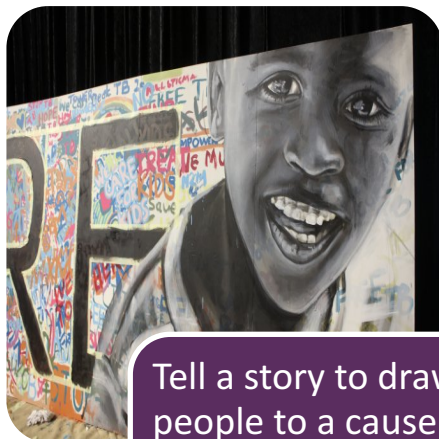
Advocacy as a tool to improve access

- *Objective: Elevate the importance of pediatric TB. Build momentum and, ultimately, increase access to treatments*
 - Develop a platform to distribute information and data on child TB
 - Engage a broader range of stakeholders including players in child health and survival
 - Increase the awareness among stakeholders of the problems faced by children affected by TB

Aligning Advocacy Efforts with Product Launch

GLOBAL ADVOCACY

Issue Advocacy



Tell a story to draw people to a cause

- Media/OpEds
- Fact sheets/briefs
- Issue focused videos



Cultivate and Empower Influencers

- Civil Society engagement
- Strengthen political commitments
- Engage KOLs
- Build public support



Use expertise to influence policies

- Legislative and regulatory
- Policy changes
- Accountability efforts

Public Policy

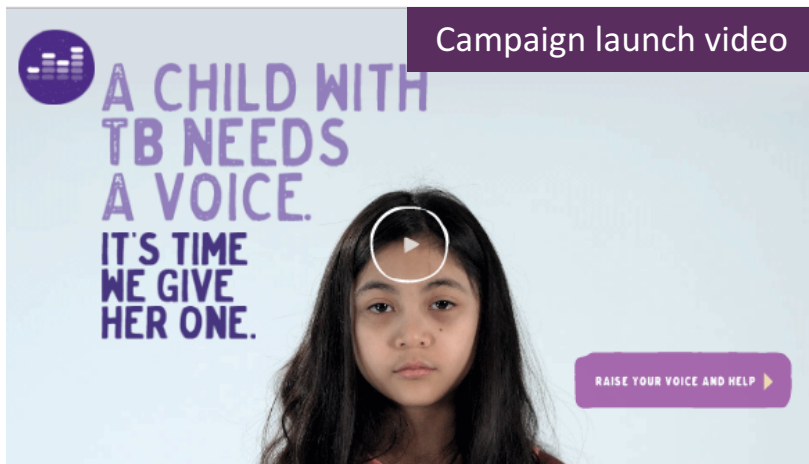
What Works?

- Implement early, sustained, comprehensive strategy
- Create a larger platform by leveraging partner networks
- Demonstrate the tangible deliverable of product availability
- Excitement is contagious and countries can accelerate adoption



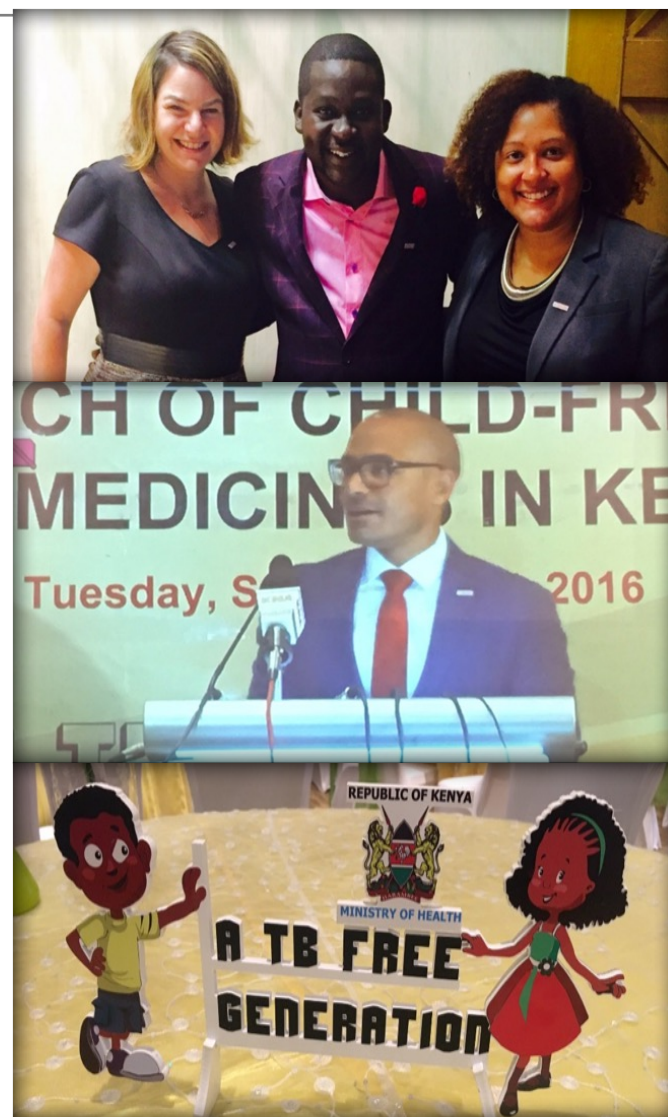
Louder Than TB

- Campaign made up of over 40 organizations calling attention to TB and the need to treat children
- Content generation to raise awareness of TB and in support of global FDC rollout
- Ongoing social media outreach: launch campaign generated over 10.2 million impressions



Components of Kenya Launch

- National stakeholders meeting
- Global and national media coverage
- **Communication and advocacy:** Information and education; Mass media; Public relations; social media; Community engagement, sensitization, awareness and school programs
- **Integration of child TB:** Sharing of campaign materials with MNCH clinics, Capacity building of HCWs; engagement with international NGOs; Rapid Results Initiative
- **Improved access to TB diagnosis:** Contact tracing; referral linkages



Leveraging Success—Broader Impact

- Increased market stability by bringing in large market contributors
- Incentivized broader registration of products
- Set steps in motion for continued and future work in improving treatment for children
- Incentivized additional products to come to market
- Invested in market quantification and characterization which led to catalyzing advocacy and additional funding for child TB research
- Promoted the inclusion of TB within the maternal and child health agenda
- Raised awareness and momentum for child TB—helping to change the conversation from one of hopelessness to one of hope.

Advocacy Doesn't End at Product Introduction

- Continued advocacy efforts needed to support:
 - Countries as they rollout first-line FDCs
 - Launch other child-friendly formulations
 - Leverage new tools to find and treat children
 - Integration with MNCH, HIV, and other sectors

