



An easy guide for companies to implement TB
Free workplace campaign

Corporate TB Pledge - TB Free Workplace Campaign

Corporate
TBPledge
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International Union Against
Tuberculosis and Lung Disease
Health solutions for the poor



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We thank the you for joining Corporate TB Pledge, a joint initiative of Ministry of Health & Family Welfare and USAID for TB elimination. More than 80 companies have have committed and joined the pledge to support Government of India in its fight to eliminate TB. Corporate supported projects for TB elimination are now operational in many states accross the country. More than 100000 people are being reached and more than 2000 people are getting tested for TB through these projects every month. Within a short span of 10 months, more than 1000 people have been diagnosed with TB through corporate supported activities and projects.

As part of pledge, many corporate partners are also working towards TB Free Blocks and Cities. Realizing greater interest among the corporates to complement government efforts and corporate access to workers, a ‘TB Free Workplace Campaign’ is being introduced to help companies in systematically addressing TB through workplaces. Since companies have access to large number of workers, role of workplaces becomes crucial in TB prevention and care. To commemorate World Tuberculosis Day on March 24, 2020, “TB Free Workplace Campaign is being introduced. The Campaign is designed to create wider awareness among the workforces and ensure inclusive and TB patient friendly corporate workplaces with accurate information and services. This manual provides details on how to implement the proposed campaign with suggested activities and timelines. IEC materials and other technical support for planning and implementation for the campaign will be provided by The Union and IPE global. Screening and treatment services can be accessed through the National TB Elimination Programme.

Objectives & Workplan

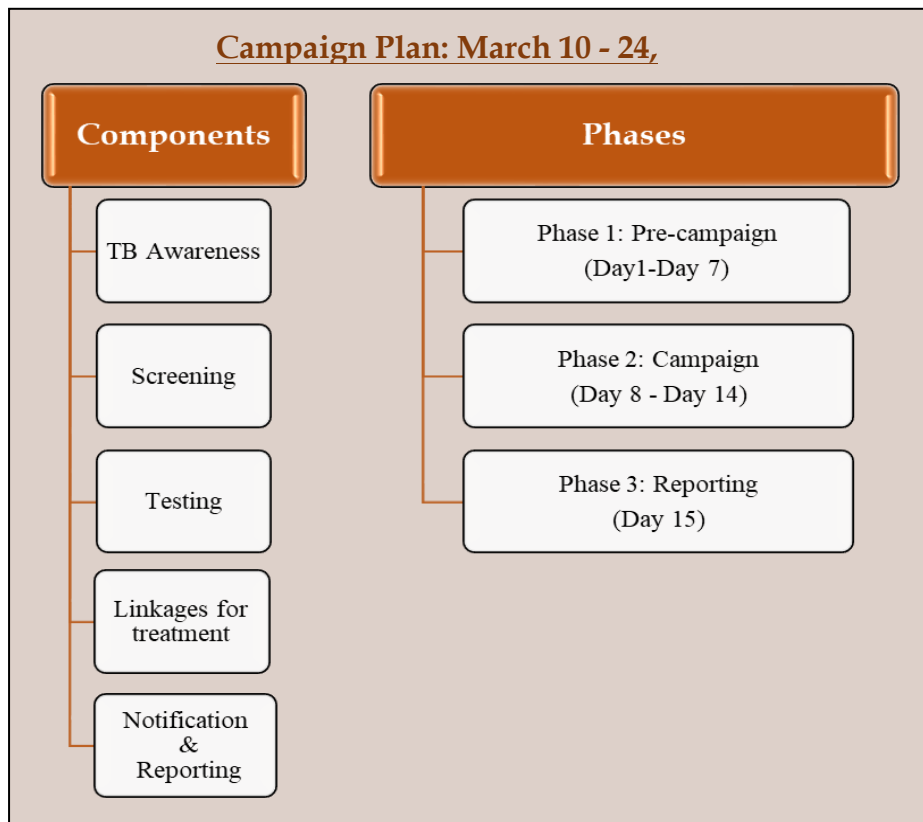
Objectives:

During the campaign, Coporate TB Pledge members are encouraged to:

- Improving awareness about TB in the workplace;
- Promoting TB screening at workforce
- Arrange for TB diagnosis and facilitate referrals for treatment; and
- Share your experience and outcomes with the Corporate TB Pledge Secretariat.

The “TB Free Workplace Campaign” is an opportunity for companies to show your employees that you care for them and are taking earnest efforts to prevent TB in workplace settings. Your creative approach to increase awareness, screening, diagnosis and treatment, will provide you an opportunity to showcase your good work with other companies, business associations, national and state governments and with international development organizations. The campaign will also help members graduate from Silver to Gold Tier or from Gold to Platinum Tier. There will be a provision of recognition for the most creative and impactful initiatives of companies by GOI and USAID jointly. Broad indicators to assess performance by individual company will be – number of screening and number of testing facilitated through this initiative.

Illustrative set of activities that can be undertaken as part of the “TB Free Workplace Campaign”



Detailed workplan for each phase of the campaign

(Please see Table 1 below for detailed activities)

Phase 1 – Pre-campaign (Day 1 – Day 7)

Constitution of TB Free Workplace Committee: This is a task force comprising of members from various departments within the company and could be led by the Head Human Resources (HR) or even the Head of the Organization. Ideally the task force should comprise of volunteers from the HR, IT, Procurement & Supply Chain Management, Medical and Paramedical team, Corporate Social Responsibility (CSR), block/district TB Officer & members from the CSR project implementing NGOs

Preparation of an action plan: A simple action plan can be prepared by TB Free Workplace Committee, detailing activities to be carried out prior to the campaign, during the campaign and post campaign. This action plan will help galvanize the required resources and ensure the campaign is inclusive and result oriented.

Phase 2 - Campaign (Day 8 – Day 14)

The campaign phase ideally should be divided in two parts:

Part I: General Awareness – which could be for three days (Day 8 to Day 10). The corporates will run a three-day general awareness campaign on TB, highlighting key symptoms and information on advantages of early diagnosis and treatment adherence. Awareness campaign should also highlight that TB is a curable disease and company is committed to provide stigma free and supportive workplace. Following activities can be undertaken by the members during this preparatory phase:

- Sending out email to all staff members introducing TB Free Workplace Campaign, magnitude of TB in India, along with basic information on TB including advantages of early testing and treatment.
- Organizing Awareness Sessions with staff on TB. Address by a TB champion can also be considered during these awareness sessions. Technical Support will be provided by The Union for these sessions.
- Printing and displaying IEC materials including posters/leaflets, banners, wall paintings etc. Soft copies of the materials will be provided.
- Coordination for TB screening and testing services for second phase. The Union will support in arranging the services through government programmes.

Part II: This phase will be for next three days (Day 11- Day 14) scheduled for screening, sample collection, testing, linkages for treatment and notification. During this phase, following activities will be undertaken by the corporates:

- Finalizing date and time to organize TB screening and testing camp at the workplace. Informing staff members on screening camps to be organized withing company premises.
- Organizing screening camps in partnership with district TB unit at he workplace. The Union will facilitate coordination with district TB unit.
- Facilitating symptomatic screening of all staff members for TB, The Union will provide support in organizing this activity.
- Arranging testing facility: if there is a medical team available on the premises, the block/district TB Officer will provide them with instructions on how to properly screen, collect samples, and test for TB. If no medical/para-medical team is available, the block/district TB Officer can arrange for a team based on the expected work load at the facility.
- Company may also like to get TB testing done through their private health provider. Referral for testing to any of the above mentioned facilities can also be considered if other options are not feasible.

The most important aspect of the TB Free workplace campaign is to make sure all those who are diagnosed with TB are linked to TB treatment and they complete it. Choice of treatment providers can help people with TB to take initiate and complete the treatment. Treatment providers could include

government health facilities, company's own health clinic, or private sector health facilities where the companies already has linkages.

In case of public sector, a treatment supporter will be identified by the DTO who will support treatment completion for the diagnosed patients. In either case, the patients' rights of confidentiality should be taken care of.

Phase 3 - Sharing experience and outcomes (Day 15)

The good work undertaken by your company should be shared with others. You can share your TB Free Workplace Campaign experience and results with the Corporate TB Pledge Secretariat preferably within a week from the last day of the campaign. This report should include number of people covered during first phase through awareness activities and number of people screened and tested for TB. The report may also include photos, video or even a power point slide deck.

Please send us your interest to participate in this campaign, and add your company to the list of TB Free companies in India. For required technical support to participate in the campaign, please contact Mohd. Shadab (mobile number: +91-9899064599, email: mshadab@theunion.org), Manager, Corporate TB Pledge Secretariat.

Table 1: Layout of Corporate TB Pledge - TB Free Workplace Campaign Activities

Pre-campaign (Day 1- Day 7)	Campaign (Day 8 – Day 14)		Reporting (Day 15)
	Part I: Awareness (Day 8- Day 10)	Part II: Screening, testing and treatment linkage (Day 11 – Day 14)	
Constitute a TB Free Workplace Campaign Committee	Send out e-mail and SMS messages on intranet and Closed User Group (CUG)	Establish screening and sample collection booths in an open area	Consider preparing and submitting basic report highlighting key achievements to the block/district official with a copy to Corporate TB Pledge Secretariat
Customize and print shared awareness materials under Corporate TB Pledge	Hold a formal kick-off for the awareness campaign	Kick-off screening and testing with the heads and leaders	
Hold a meeting of the TB Free Workplace Campaign Task Force and district/ block TB authorities to plan screening	Display printed awareness materials in prominent places	Board members, Vice Presidents, Union leaders, heads of verticals lead screening in their verticals	
Prepare an action plan with identified resources for the campaign	Organize sensitization for staff, vendors and dependents	Divide expected beneficiaries into groups to be screened over three days	
Provide wide-spread dissemination of the campaign to staff, vendors and families by the highest possible authority within the corporate	Extend screening beyond the workforce to the community	Make public announcements to the workplace about the location of screening centres	
Ensure there is a mechanism in place to maintain the privacy and confidentiality of TB patients within the organization		Facilitate Communicating results to diagnosed patients and establish linkages for adequate treatment	