#UnmaskStigma
Initiative 2017
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Introduction

Background
Tuberculosis is the leading infectious cause of death among PLHIV, particularly among South Africans, who have the highest TB/HIV co-infection rates (73%) in the world. Despite mounting evidence of dual stigma driving diagnostic delays and treatment interruptions for both diseases, few interventions have attempted to reduce TB-related stigma directly.

Description
The Global #UnmaskStigma Initiative, conceived by TB survivors and activists, aims to reduce TB-stigma by engaging the public through the sharing of personal stories, education and social mobilization. From 2014 to 2017, seven concerted #UnmaskStigma Campaigns and 85 educational sessions targeted the public, healthcare workers and students with information on prevention and healthcare seeking practices. TB patients wear masks to protect others. Approximately 61 000 people “unmasked stigma” by wearing masks in public and posting pictures of solidarity on social media, resulting in a cumulative on-line reach of approximately 181 355.

Lessons learned
#UnmaskStigma received broad support from stakeholders from 17 countries, including Members of Parliament, policy makers, media personalities, TB/HIV survivors and advocates. 17 advocacy partners, 9 universities and 41 healthcare facilities distributed 67 945 masks, 43 095 stickers, 12 360 pamphlets, 348 posters and several survivor short-films featuring stigma reduction messaging. Prominent print, radio and television coverage increased exposure significantly, although exact figures were challenging to estimate. Numerous people affected by these diseases have subsequently come forward to access care and participate: “After surviving XDR-TB I want to create awareness and help others.” Focused qualitative evaluations are recommended to describe the relative contributions of complementary components.

Conclusion
Our experience shows that society is ready to acknowledge the harmful effects of TB/HIV stigma and is willing to take part in large acts of solidarity. Social media linked to mainstream media and educational activities can enhance grass-roots advocacy to transform public perceptions. Further research is needed to understand how participation translates into real reductions in stigma.
#UnmaskStigma 2017

Activities leading up to World TB Day 2017

TB Proof was again invited, together with partners, to give inputs for the Stop TB Partnership theme for World TB Day 2017, “Unite to EndTB”. Stigma was the main focus, and “myths/facts” materials were developed, please see here. TB Proof also collaborated with the WHO, to unify messaging on TB stigma. Social media platforms (Facebook, Twitter and Instagram) were the main focus of stigma reduction messaging. An interactive world map was used to link advocacy efforts.

#UnmaskStigma Package
An “#UnmaskStigma Package” was created to facilitate distribution and implementation of activities of partner organizations. It included:

- #UnmaskStigma Prezi – a short 2 minute introduction and invitation. Watch here
- #UnmaskStigma Guideline. (Please see Addendum A)
- Flyer invitation to share via email and WhatsApp.
- Templates for posters, stickers, t-shirts and pamphlets.
- TB myths/facts to share via social media.
- Report back form. (See here)

Organizations and individuals that indicated interest the previous year at the #UnmaskStigma Campaign Booth at the 47th Union World Conference on Lung Health, Liverpool, were invited via email to participate on World TB Day 2017. Partners that collaborated on previous #UnmaskStigma
Campaigns were also invited to build on the previous successes. Numerous individuals and organizations also approached TB Proof via the Facebook website to participate.
Opportunities where the #UnmaskStigma Initiative was presented

**Critical Path Institute Workshop, Washington DC.**
XDR-TB Survivor, Phumeza Tisile was invited to participate in a workshop hosted by the Bill and Melinda Gates Foundation. She shared her powerful champion story at a *TB Patient Perspective session*, and took part in the panel discussion *Patient centric solutions- In country perspectives*. She advocated for better linkages to care for patients and better treatment options to be implemented. Phumeza was invited to participate in the CPTR advisory panel dinner meeting on the last evening.

**South African Litigation Centre: A human rights approach to TB**
The Southern Africa Litigation Centre (SALC) is a regional non-profit organisation that works to advance human rights and protect the rule of law in southern Africa. *TB Proof* was invited to attend and present at a regional training meeting: “Removing legal barriers to prison health and human rights.” The 3-day meeting brought together around 50 lawyers from across the African continent for training on practice and strategic litigation to support prison health and human rights, particularly for persons who faced heightened vulnerability to HIV and tuberculosis (“key populations”). Dr Heena Narotam, TB Proof member, along with the Stop TB Partnership, advocated for the rights of those at high risk of contracting TB, specifically prisoners and health care workers. The audience's knowledge on TB transmission and treatment were first assessed with a short quiz; there was generally had a good understanding of basic concepts of the disease among the audience. This highlights the fact that one of the big issues the TB community faces today is not ignorance of the disease, but rather a lack of implementation of good practice – be it personal behaviour such opening of windows, personal protective equipment and appropriate isolation of infectious patients; or the implementation of the sound policies and guidelines available. The stories of two TB survivors were shared, followed by sharing of information on the high risk which the population at large faces regarding contracting TB disease, information on Infection, Prevention and Control, as well as on treatment and prevention. The session was concluded with the marketing of the Unmask Stigma campaign for World TB Day on 24 March 2017.

**Cecilia Makiwane Hospital, East London**
*TB Proof* partnered with doctors from Oxford University that are doing a thesis on improvement of TB Infection Prevention and Control (TB IPC) at CMH. Every Friday leading up to World TB Day, there was a QnA station at the staff entrance, where a fun fishing game was played and different questions were asked to test and inform staff members. *TB Proof* supplied posters and stickers for the events and also met with the Head of Infection Control, Sister Tshaka. There was a competition between the wards and poster and culture contributions were submitted to encourage TB IPC implementation. Andrea von Delft gave an educational session, highlighting the burden of TB under healthcare workers and addressing TB stigma. See pictures [here](#).

*TB Proof Report: #UnmaskStigma Initiative for World TB Day 2017*
Frere Hospital, East London

#UnmaskStigma activation and educational session were held in the Paediatric and Paediatric Oncology Department, where nursing staff spoke to the mothers about TB signs and symptoms, while the children coloured in pictures with stigma reduction messaging. See more photos here.

A short presentation also made at the Internal Medicine departmental meeting about the #UnmaskStigma campaign and the importance of utilizing personal protective equipment. Occupational DR-TB survivor Dr. Nils von Delft also shared his experiences and urged healthcare workers to test early if they have symptoms.

Nelson Mandela Metropolitan University, Port Elizabeth

Ingrid Oxley shared her personal journey as an occupational pre-XDR TB Survivor with the Dietetics department. She spoke about the importance of implementing strict TB infection control measures to minimize occupational TB. She urged them to test early and complete treatment. She shared the #UnmaskStigma Initiative in a wonderfully creative and memorable way by using cupcakes! See more photos here.

Mail & Guardian Game Changers Session

TB Proof was invited to a critical thinking forum that was hosted by The Mail & Guardian, the Bhekisisa Centre for Health Journalism and the National Department of Health. TB and Game Changers particularly for South Africa were discussed. Panellists included Yogan Pillay – Deputy director general, HIV, TB and maternal, child and women’s health; Refiloe Matji – Senior TB technical advisor, University Research; Paul Mahana – Deputy director, USAID South Africa’s health office; Mmapaseka Steve Letsike – Deputy chairperson, South African National Aids Council and director, Access Chapter 2; Pren Naidoo – Operational research lead, Desmond Tutu TB Centre, Faculty of Medicine and Health Sciences, Stellenbosch University and programme officer at the Bill and Melinda Gates Foundation; Ausie Nkhi – Private general practitioner, National Health Insurance contracted doctor and technical advisor on TB, HIV and sexual and reproductive health; Richard Menatsi – Board Chairperson of the National Religious Association for Social Development and member of the National Coalition Against TB.

TB Proof member, Andrea von Delft, was given a speaking opportunity to advocate for funding to aid a more resilient civil society response and to view patients as possible game changers to End TB. The panelists were invited to show solidarity with patients and there was a photo opportunity with masks and stickers to support the #UnmaskStigma campaign. The Mail & Guardian also printed a special World TB Day edition where Dalene von Delft and Phumeza Tisile shared their patient survivor stories and advocated for better diagnostics, access to treatment and patient support. Please see Media report.
Early Inspiration
Wieda Human, TB Proof member and Health Care Manager at Early Inspiration, an organisation that educate and equip parents and caregivers as to how they can enhance a child’s development through stimulation. She held a TB educational session at the Early Inspiration Training Venue on 10 March 2017 with a practitioner support group of 15 ladies, and invited Ingrid Oxley, TB Proof member and pre- XDR-TB Survivor, to share her patient perspective. The practitioners were given a colouring in activity to do with their groups of children and a follow up session was scheduled for 24 March 2017. On 13 March, she did an educational talk at Nomtha’s Early Childhood Development Centre, where 11 children between the ages of 4-5 and 7 practitioners attended. TB messaging included signs and symptoms, as well as addressing stigma. See photos here.

Graffiti Wall at Delft Community Healthcare Centre
Meryl Keeling conceptualized the idea of spray painting a wall with TB and Stigma messaging at the Delft Community Healthcare Centre, Cape Town. The Graffiti artwork is by Nardstar /Nadia Fischer, a prominent Graffiti artist in Cape Town and South Africa. Phumeza Tisile was used as the “Face of a TB Champion” with the message: “Behind the masks we all the same”. Please see photos here and short video clip here.

TB messages was also painted on the wall to increase awareness:

- We can all prevent TB
- Get tested for TB if you have symptoms
- Cover your mouth when you sneeze or cough
- Wear a mask to protect yourself and those around you
- Take your medicine every day to BEAT TB
- Open windows especially in crowded rooms and taxis

Stellenbosch University

Students of the Stellenbosch University Arts and Drama Department chose the #UnmaskStigma Initiative as part of their honours project. The drama students conducted interviews with TB Survivors: Phumeza Tisile, Zolelwa Sifumba, Pat Bond and Werner Geldenhuyys, which the media students filmed. This formed part of “The Red Couch”, an idea that was conceptualized in a collaboration with the Stellenbosch Design and Photography School in 2016. “The Red Couch” will be a safe space where people can talk about TB and share their thoughts, experiences and beliefs.

In the month leading up to World TB Day the students created hype in the residences. They created a competition so that each residence had to make a short video on their findings about TB. The winning group/video would win a sum of money towards their residence. In this way many students were made aware of the plight of TB.

Life Healthcare

A bulk email was sent to all the Life Healthcare Hospitals and the respective wards, and posters on signs and symptoms of TB were displayed on the employee information boards. The #UnmaskStigma website was added to the Employee Wellness Program website and staff members were encouraged to discuss TB and address the stigma. An article by Andrea von Delft about TB, healthcare workers and treatment innovation, was published in the Life Quarterly Magazine. Ingrid Oxley and Thato Mosidi shared their personal stories. Every patient and staff member receives a free copy, which also increased the reach of the #UnmaskStigma Campaign. Please see Media Report.

There is scope for improving collaborations with the private sector.
Activities on World TB Day

Western Cape Government Health

The Western Cape Government Health (WCGH) consolidated and improved on the success of the previous year’s #UnmaskStigma collaboration by streamlining the dissemination of information through their Communications Directorate. Broad and innovative participation, as evidenced by the many photos and stories shared on the Department’s Facebook page was secured. Overall at least 19 sub-districts across the six Provincial Health Districts took part, with approximately 8000 masks distributed. Many healthcare workers in the province were educated about their risk and encouraged to test themselves early and regularly in order to lessen the stigma around occupational TB.

Maitland Station: Western Cape Minister of Health, Dr Nomafrench Mbombo, directed the initiative by visiting the Maitland station with the Head of Health, Dr Beth Engelbrecht, to commemorate World TB Day 2017. Colleagues and TB Proof members, Drs Bart Willems and Arne von Delft, assisted with #UnmaskStigma Campaign materials and numerous photos of solidarity were shared on social media of the Minister and community members while wearing masks. She spoke to the commuters about the dangers of TB, the importance of getting tested, reducing stigma, taking your treatment, and committing to the treatment course. See photos here.

Brooklyn Chest Memorial Hospital: The WCGH and its partners held a panel discussion to mobilise leadership from all sectors of society to play a more active role in the shared bid to #EndTB and #UnmaskStigma. TB Proof member and XDR-TB Survivor, Dr Thato Mosidi, and TB Proof member, Dr Arne von Delft, were invited to give occupational patient perspectives linked to the broader discussion about the importance of a whole-society response to effective TB screening. Minister Mbombo led the vibrant discussion, with Dr Engelbrecht and other key senior departmental staff providing inputs, as well as various strategic partners such as TB/HIV Care, MSF and community representatives. See photos here.

Arne was invited to give a personal #UnmaskStigma testimony on film afterwards, which was subsequently screened at the launch of the National Strategic Plan for HIV, TB and STIs (2017-2022) in Bloemfontein, presided over by Deputy President, Cyril Ramaphosa, and attended by TB Proof member and XDR-TB Survivor, Phumeza Tisile.

University of Cape Town
The #UnmaskStigma Challenge flyer was sent to everyone on the mailing list of UCT’s School of Public Health and Family Medicine to raise awareness and encourage participation. Posters, masks and stickers were made available on the Medical Campus and MDR-TB Survivor, Zolelw Sifumba, interacted with students in the communal cafeteria and various departments.

Stellenbosch University
Tygerberg Campus
The Faculty of Medicine and Health Sciences of Stellenbosch University is situated in Tygerberg, Bellville. The campus consists of more than 2000 students studying Medicine, Physiotherapy, Dietetics, Speech Therapy and Occupational Therapy, as well as many lecturers and staff. For World TB Day, four notice boards were put up around the campus with information about World TB Day and the Unmask Stigma initiative. Masks were also provided on the notice boards, for students to use for the selfie competition and to raise awareness. The class representatives of each year, showed a video of the Unmask Stigma initiative in their respective classes, and they encouraged their peers to take photos with masks that were handed out, to show their support.
The purpose of World TB Day at Tygerberg campus was to provide everyone with the necessary facts about TB, and also to send out a reminder that anybody can get TB. It is important to keep the conversation about TB going, especially in a setting with young and enthusiastic health care practitioners whose ideas about TB and the management thereof are still being shaped. If these aspiring health care workers understand the importance and urgency of ending Tuberculosis, the future of this disease may look very different. It is so rewarding to see students wearing their N95 respirators in the hospital, isolating TB patients and opening windows for adequate ventilation-despite qualified practitioners showing very little action.

**Main Campus**

In a central high traffic area of the University - The Rooi Plein / The Red Plain, the drama honours students created a Flash mob. They created a “Stigma Free Safe Zone” by wheeling in “The Red Couch” a central piece to the Flash mob, and students were interviewed about their thoughts on TB. Every few lines into the music/dance piece,” World hold on –Children of the Sky”, the dance group would come to a complete standstill to the announcement “TB claims a life every 18 seconds” to emphasize the unbelievable burden of the disease. The dance/theatre piece finalised with the statement “We need to breathe to stay alive, therefore TB is everyone’s concern”.

The filming of the TB survivor interviews, the Flash mob and the Graffiti installation will be edited into a body of work that will be posted onto the #UnmaskStigma website. There are plans to do an installation of this work at a local art gallery The Ghetto Gallery in Khayamandi in Stellenbosch to increase the reach further.

**University of Cape Town: Swallowing the World.**

TB Proof collaborated with the UCT Anthropology Department and the Social Markers of TB Project in a Multidisciplinary Curatorial Project on Tuberculosis in South Africa called Swallowing the World.

It is a conversation between artists, scientists, and academics with the intention to narrate and distil the intricate social, political and ethical issues related to TB to a general audience. The project aims to investigate and present the subjective experiences of TB patients and their families, medical science and its practitioners. This project intends to explore questions and challenge assumptions around TB from the standpoint of art and creativity.

A documented video was produced.

Part of the project was conceived during the collaboration with the Stellenbosch Academy of Design and Photography, where students found that a lack of education in schools about TB. They also found that children often inform their parents. They designed a beautifully illustrated piece directed

at children in primary schools. The central theme around the campaign was a little fragile coughing child becoming a strong Super Hero once he wears his mask and supports others to do the same. The pack consisted of info graphics for the classroom and an interactive game including the mask to engage the children.

As the first phase the “Masked Hero School Kit” was made available for public to make any suggestions and changes that could benefit the school children that would receive it as part of the UCT TB awareness initiative in the Molly Blackburn Hall.

Swallowing the World is planning to launch this kit into schools in the Western Cape in October this year.

Lentegeur Hospital
Occupational MDR-TB Survivor, Zolelwa Sifumba, spoke about her experience with TB and urged personnel to test early and complete treatment. She spoke about the stigma attached to TB and ways to combat it.

Abraham Esau Hospital, Calvinia
The Occupational Therapists of Abraham Esau Hospital in Calvinia held a TB Awareness Campaign during March and April 2017. TB Proof amplified their efforts with #UnmaskStigma posters, masks and stickers. The campaign consisted of 10 health talks that took place at various clinics and hospitals across the Namaqua- and Karoo Hoogland district. During these talks the pathology of TB, symptoms of TB and how the community can prevent the spread of TB was discussed. The main focus of the talks were to break down the negative stigma that is associated with TB and to enable the community to talk more freely about it. A total of 204 individuals were reached during the information sessions. The #UnmaskStigma campaign was covered by the district newspaper. Please see media report.
Solidarity March at Cecilia Makiwane Hospital and Nonqubelo Hospital, Eastern Cape
The Eastern Cape MEC, Ms Phumza Dyanthi, attended the patient solidarity march in East London. There were speaking opportunities for Dr Dave Stead, and 3 occupational TB Survivors to reiterate the importance of addressing the TB epidemic in the Eastern Cape. In collaboration with Beyond Zero, water bottles with TB messaging were distributed and TB Proof supplied masks, stickers and posters. The event was covered by the SABC News, and also the Daily Dispatch Newspaper. There was great participation by community members and hospital staff members. A circulation was sent by the Eastern Cape Department of Health communications office to all healthcare facilities in the Eastern Cape reporting the event and emphasizing the key messages for TB awareness. Better engagement on a political level could increase exposure and awareness of TB. See video.

Frere Hospital, Eastern Cape
Dr Helene-Mari van der Westhuizen, Dr Koot Kotze and occupational TB survivor Dr Maria Marcario spoke to nursing staff of Frere Hospital about the existing TB burden, especially in the Eastern Cape and the guidelines that should be implemented to prevent TB transmission. The #UnmaskStigma campaign was shared as a way to address the stigma around TB. The hospital’s infection control manager, Ms Hangana, also made a presentation and encouraged staff to promote good cough hygiene. See more photos here.
Early Inspiration
Wieda Human had a follow up session with the practitioner support group at the Early Inspiration Training Centre. They reported that the information in the previous session had been very helpful. They were able to disseminate information to children and parents about TB; and also had more insight about the signs and symptoms of TB when children presented with it. The colouring in activity was a great discussion point amongst the children and presented an opportunity to talk about TB stigma. Two practitioners requested a session at their parent meetings. This session will hopefully be incorporated in the curriculum. Please see Addendum for full report. Please click here for photos.

Beth Israel Deaconess Medical Centre, Boston
TB Proof member, Dr. Ruvandhi Nathavitharana, shared the #UnmaskStigma Campaign at a faculty discussant at Medicine Firm Conference at Harvard Medical School teaching hospital. They discussed TB diagnostics around a case presentation and afterwards talked about TB advocacy.
#UnmaskStigma Challenge Winners

#UnmaskStigma Challenge 2017 Prize winners

CONGRATULATIONS!

#UnmaskStigma Challenge
2017 Lucky draw winners

CONGRATULATIONS!

Activities following World TB Day

National Strategic Plan for HIV, TB and STI’s 2017 – 2022 Gala Dinner
Phumeza Tisile, XDR-TB Survivor and National TB Ambassador, was invited to attend the NSP 2017 launch. Yvonne Chaka-Chaka, friend of TB Proof and internationally recognised and highly respected South African singer, songwriter, entrepreneur, humanitarian and teacher, invited Phumeza, and two other TB Survivors and National TB Ambassadors, Prince Nhlanganiso Zulu and Thabo Pelesane, to share their stories at the Gala Dinner. Phumeza again advocated for better linkages to care for patients and better treatment.

National Strategic Plan for HIV, TB and STI’s 2017 – 2022 Launch
The long awaited launch of the NSP was at the Clive Solomon Stadium in Bloemfontein. TB Proof members contributed extensively to this document through a series of Think Tanks and meetings. The National TB Ambassadors were invited to attend and during press interviews, Phumeza called for implementation and monitoring of the NSP to #EndTB.

Meeting the challenge of Drug Resistant Tuberculosis
TB Proof was invited to speak at a symposium that was held by the UCT Institute of Infectious Disease and Molecular Medicine in Cape Town. Distinguished presenters included Prof Keertan Dheda, Dr Norbert Ndjeka, Prof Simon Schaaf, Prof Helen Cox and Dr Jennifer Hughes. MDR TB Survivor, Zolelwa Sifumba gave a presentation on the patient perspective, so emphasize the importance of a partnership between health care workers and patients, to enable treatment completion.

South African Medical Student Association, Kwa-Zulu Natal
Approximately 140 medical students, lecturers and community members attended the World TB Day commemoration at the University of Kwa-Zulu Natal (UKZN) that was hosted by the UKZN branch of the South African Medical Association. Guests were equipped with #UnmaskStigma campaign materials, sponsored by TB Proof, as well as a CAPRISA hamper consisting of an 8GB flash drive with the latest guidelines on TB and HIV. A candle lighting ceremony and a minute of silence was held for TB survivors. See photos here.

Two prose poems were debuted by 3rd year medical students. Choose to Live, written and performed by Siyabonga Sibusiso Shongwe showcased the harsh stigma faced by TB patients - illustrating that despite such circumstances, there are efforts made by society and science to combat the epidemic and that all is not doom and gloom - there is indeed a reason to live! Wishes of a TB Patient, written and performed by Masilo Stanley Sekhula once again spoke to the intense struggles faced by TB patients addressing the stigma and the physical battle as well. The centrality of this prose was the sincere pleas and wishes of patients to not be judged by society. Please see Addendum B

Two TB Survivor video’s that was made available by TB Proof was screened to emphasize the patient narrative of the nature of having TB. A mini symposium was held on “TB and the medical student”, where Prof Prakash Jeena, Head of PICU and pulmonology at Inkosi Albert Luthuli Central Hospital, led the discussion.

Stellenbosch Residence Award Presentation in the Eikestad Mall

The award presentation of the Stellenbosch University Residence Competition was held in the Eikestad Mall on 12 May 2017. The competition was between the Stellenbosch residences in the build up to the World TB Day Event on the Rooi plein to get as many students engaged on the topic of TB before the actual event. Plus ensure student participation and exposure to the topic in a fun and creative way.

Each residence had to produce a 2 minute video and share a TB message to “Break down stigma and start conversation.” The winning residence would receive R10 000.

The Flash mob had a repeat performance in the Eikestad Mall and Pat Bond gave a talk on her journey with TB. Meryl Keeling thanked the students for their work and awarded the prizes to the winning residences:

First Prize – Metanoia. “They produced a strong video that showed the entire residence participate. From the dance floor to the soccer field, to the residence, you got a strong communicated message about wearing a mask.” Video available: [Metanoia’s Unmask Stigma message](#)

Second Prize - Huis ten Bosch. “The video story line was a day in the life of a person with TB, what it feels like wearing a protective mask. Going through the very real isolation and stigma a person would feel behind the mask.” Video available: [Huis ten Bosch’s Unmask Stigma Message](#)

Third Prize – Nemesia. “They produced an illustrated video message on TB.” Video available: [Nemesia’s Unmask Stigma Message](#)

It was evident by the amount of students that engaged with Pat and Meryl after the event to share their journey, how their involvement with this TB project had impacted and expanded their knowledge and understanding of TB. The event was filmed by the Stellenbosch media students as part of their Honors project.

Educational Sessions where the #UnmaskStigma Initiative was shared

27 March 2017 UCT MBChB IV Health in Context Team
Zolelwa Sifumba shared her journey and the #UnmaskStigma Initiative. See photos here.

31 March 2017 Frere Casualty Nursing Staff
TB Proof utilized a novel training method, by using a box filled with visual cues to stimulate discussion about TB infection control measures. Please see photos here.

5 April 2017 Frere Casualty Doctors
Educational session that resulted in greater awareness about the benefits of utilising the FAST strategy in emergency unit settings. Please see photos here.

Media engagement

Television
24 March, SABC (South African National Broadcasting) News
Great footage about the solidarity march in East London with #UnmaskStigma messaging was broadcasted where the Eastern Cape MEC Health, Phumza Dyantyi wore a mask in solidarity with TB patients. Dr Dave Stead, friend of TB Proof, spoke about the burden in the Eastern Cape, especially under healthcare workers. A MDR-TB Survivor urged the community to get tested, complete treatment and be cured. Please see clip here.

Radio
6 March 2017 and 13 March 2017, Fort Hare FM
Dr Ndlou, friend of TB Proof, spoke about TB signs and symptoms, and about stigma and disbeliefs in the community about TB. He invited the listeners to attend the solidarity march in East London on World TB Day.

24 March 2017 Vukani Community Radio
Dr Ilsa Haeusler and TB Proof member, Andrea von Delft, shared the most common signs and symptoms of TB and what diagnostics and treatment options are available. They also spoke about stigma and false beliefs and the importance of social support for TB patients. The DJ’s participated in the #UnmaskStigma campaign via social media.

20 March 2017 Mdantsane Community Radio
Andrea von Delft and Dr Ilsa Haeusler spoke about TB signs and symptoms, stigma and invited the listeners to participate in the solidarity march in East London on World TB Day. The station participated in the #UnmaskStigma Campaign on social media.

23 March 2017 Metro FM
Occupational XDR-TB Survivor, Dr Thato Mosidi, was interviewed by popular DJ Criselda Dudumashe. She spoke about her experience and the burden of TB in South Africa, and what the public must know to minimize the risk of transmission. Zolelwa Sifumba, occupational MDR-TB Survivor, also participated in the program and the #UnmaskStigma Initiative was widely shared and sparked a lot of interest.

23 March 2017 Bay FM
Wieda Human, TB Proof member, was interviewed on Bay FM. She shared the #UnmaskStigma message and the station participated via social media. She spoke about the most common signs and symptoms and what people can expect when testing and completing treatment.

24 March 2017 Kumkhani Community Radio

Andrea von Delft met with the station manager, who was also a TB Survivor, and was interviewed about the signs and symptoms of TB. She shared the #UnmaskStigma message: If it happened to me, it can happen to you.

24 March 2017 Algoa FM
Occupational TB and pre-XDR TB Survivor, Ingrid Oxley, was interviewed by the popular DJ, Jeff Moloi, on Algoa FM. She spoke about her experience with TB and why it is important to test and treat early. She shared the #UnmaskStigma Campaign and shared myths and untruths about TB that hinders people to test and complete TB treatment. See photos here and listen to recording here.

24 March 2017 SAFM
Zolelw Sifumba spoke about her journey with MDR-TB and the stigma associated with the disease. Members of the public phoned in and commended her for sharing her story.

Print media
25 March 2017, Daily Dispatch
The solidarity march in East London was featured with beautiful photos of the Mdantsane community supporting TB patients by wearing a mask and holding #UnmaskStigma messages. An interview was conducted with Dr Dave Stead, friend of TB Proof, and occupational DR-TB Survivor, Dr Nils von Delft. The Daily Dispatch is the Eastern Cape's best-selling daily with a circulation of about 26,147 copies.

24 March 2017, Mail & Guardian Special TB Edition
The Mail & Guardian printed a special supplement on TB for World TB Day 2017. Occupational MDR-TB Survivor, Dr Dalene von Delft, and XDR-TB Survivor, Phumeza Tisile, was featured, where they shared their personal stories. The Mail & Guardian is a South African weekly newspaper, published by M&G Media in Johannesburg, South Africa. It focuses on political analysis, investigative reporting, Southern African news, local arts, music and popular culture with a circulation of 46 000.

24 March 2017, The Herald
“TB now the leading cause of death among South Africans”. Wieda Human wrote a piece to raise awareness about TB. The Herald is one of South Africa's oldest newspapers, first published on 7 May 1845, now with a circulation of 23 605. The Newspaper is aimed at the people of Nelson Mandela Bay and is published daily from Monday to Friday, and is published in the form of "The Weekend Post" on Saturday. Online it is known as HeraldLIVE. See article here.

Occupational pre-XDR TB Survivor, Ingrid Oxley, shared her personal journey and advocated for better social support for TB patients, implementation of TB Infection Control Measures and better research for innovations in TB. The Star is a daily newspaper with a circulation of approximately 90000 papers across 6 provinces in South Africa. See article here.

Life Healthcare Magazine

The Life Magazine is published to provide patients, families and healthcare workers with a free, interesting and relevant lifestyle journal. Occupational Drug-Resistant TB Survivors, Ingrid Oxley and Dr. Thato Mosidi, shared their stories. The article highlighted the gains that have been made in the fight against TB, especially with the Bangladesh regime.

PhysioFocus

Andrea von Delft wrote an article about the risk of TB for healthcare workers in South Africa, detailing the signs and symptoms and common misconceptions that can fuel the stigma around TB. She shared the ordeal that she and her husband, an occupational drug-resistant TB survivor, went through to encourage her fellow physiotherapists to be vigilant as first line practitioners.

On-line publications

23 March 2017 Health Commemorates World TB Day 2017
Article on the official Western Cape Government Health website to commemorate World TB Day 2017. See article here.

24 March 2017 The fight against TB begins with protecting healthcare workers
#UnmaskStigma initiative was mentioned in an article to advocate for better protection for healthcare workers by raising awareness and implementing TB IPC. See article on the Devpolicy blog here.

24 March 2017 Open letter to Otsuka regarding registration and availability of Delamanid
MSF invited TB Proof to support a letter to Otsuka, together with TAG, Section27, Desmond Tutu TB Centre, Equal Education, DR-TB Stat, Free of TB, TB CAB and Sentinel Project. This was published on their website. See letter here.

24 March 2017 Social Media activation at Stellenbosch University
In collaboration with the Applied Theatre Studies Faculty of Stellenbosch University, a Vox pop video was published on YouTube, where students spoke about TB. See Youtube video here. A flashmob was recorded on “Die Rooi Plein” and published on Matiemaedia. See Youtube video here.

24 March 2017 #WorldTBday: The African Continent is most affected
#UnmaskStigma imaging featured on SABC news online here.

24 March 2017 TB Stigma moet hok geslaan word.
A local newspaper covered the #UnmaskStigma Initiative at Riversdal Hospital. See report on the Suidkaap Forum here.

See publication in Science direct here.

25 March 2017 People are surprised to learn I had TB
In-depth article published on the Huffington Post site by occupational TB and pre-XDR TB Survivor, Ingrid Oxley. See article here.

28 March 2017 Flash mob staged for TB awareness
See full article on Matie media here

28 March 2017 Drug-resistant TB: The edge of death
Article on Health-E News that highlights the risks of South African Health care workers. See full article here.

29 March 2017 Time to see TB Patients as true champions in the fight against the disease
See full article on The Conversation here. This article was also published on the UCT research website here

4 April 2017 Aeras Quarterly Newsletter: Using World TB Day to spark discussion about TB R&D
See blog here

21 April 2017 Stigma moet eers uit die pad uit kom
Local newspaper that published the #UnmaskStigma activities in the Calvinia region.

17 May 2017 UKZN paper, Indaba
The University of Kwa-Zulu Natal newspaper, Indaba, reported on the World TB Day 2017 program that was held by SAMS and further increased the reach of their advocacy efforts. See article here.

Social Media
Interactions during March and April 2017

#UnmaskStigma Facebook
Total reach 26 245

#UnmaskStigma Twitter
March 2017
Tweet impressions 1556
Profile visits 291
Mentions 35
New followers 28

April 2017
Tweet impressions 954
Profile visits 202
Mentions 1
New followers 17

Addendum A: #UnmaskStigma Guideline

UNMASK STIGMA

MASKED HEROES
Knowledge dispels stigma – know the FACTS!

“Unmask Stigma”, is an international awareness and education campaign that aims to:

- unmask (expose the true character or hidden truth about)
- stigma (a set of negative and often unfair beliefs about a particular circumstance, quality or person)

FACT:
Coughing patients that wear masks are protecting those around them.

By wearing a mask on World TB Day and posting photos on social media we show our support for people with TB and celebrate our shared humanity. This enables patients to access healthcare without fear of discrimination.

MYTHS                      FACTS
- TB has been defeated      - Over 10 million people develop TB each year
- TB cannot be cured        - TB is a curable disease
- I cannot get TB because I was vaccinated
- TB only affects those with weak immune systems
- TB cannot be prevented
- If you have drug resistant TB, you don’t stand a chance.
- You can take measures to protect yourself
- You can survive drug resistant TB!

Thank you for sharing your time, stories and inspiration with us and making an impact in your community!

Please contact Andreia von Delft andreia@andeldelft.com or Phumzile Tsole phumzi@gmail.com for any further questions.

How to Unmask Stigma in your community:

(These are only suggestions – please use what would work the best for your event and let us know about other ideas.)

Preparations:
1. Identify the audience that you want to engage (e.g. community members, students and/or colleagues) and ask volunteers to help.
2. If you have the financial resources: print posters, stickers, t-shirts and pamphlets and order masks. We would recommend using Queen Charlotte masks as they are inexpensive (please note – these masks are for advocacy purposes only – please use the appropriate higher quality masks if the aim is to prevent new infections)
3. Find and encourage TB survivors to speak about their experiences – their stories are very POWERFUL!
4. Download TB survivor videos if you have the equipment to show them.
5. Alert the media in advance of your event and invite them to cover it – mainstream and local television, radio and print media, on-line publications and social media.

On the day:
1. Put up posters and hand out masks, stickers, pamphlets and/or T-shirts (depending on availability)
2. Ask participants to take a picture and share on Twitter and Instagram @UnmaskStigma and #worldTBday and #UniteToEndTB. Change your profile picture on Twitter and Instagram. Make it fun and easy to take part - challenge your friends to see who can wear a mask the longest and walk a couple of miles in a patients' shoes.
3. There are cash prizes to value of R5000 to be won. There will be prizes for the most striking photos, a lucky draw prize and a prize for the best group photo. Winners will be announced on 24 April 2017 via Twitter. For terms and conditions please see Facebook.com/UnmaskStigma or twitter.com/UnmaskStigma/media. Please note that competition is only open to South African citizens or permanent residents of RSA.
4. Please email photos to UnmaskStigma@gmail.com to make contacting prize winners easier.
5. Share your relevant TB facts and statistics and engage in conversations with the participants – ask them for ideas to help #EndTB.
6. Send us feedback on your campaign by filling in this quick and simple online report.
7. Look out for additional opportunities to run the #UnmaskStigma campaign during the year. Stigma does not rest and neither should we.

Video links:
1. Please watch and select videos that are most relevant to your audience.
2. Download the video(s) to show on the day

Please click here to learn more about how to download a video from Vimeo

https://vimeo.com/85048674 - “Sr. Pat Bond”; Occupational MDR TB survivor and professional nurse
https://vimeo.com/110083993 - “Thembile Jikiwokwe”; 12 year old paediatric patient on MDR TB treatment
https://vimeo.com/104743462 - “Bokang Mauba”; 6th year medical student on the UCT competitive karate team
https://vimeo.com/105939069 - “Sr. Kedibone Mdolo”; Occupational TB survivor and Coordinator at DENOSA
https://vimeo.com/101804454 - “Dr. Thato Mosidi”; Occupational XDR TB survivor and national TB ambassador
https://vimeo.com/116932628 - “Phumeza Tisile”; One of the first South African female XDR TB Survivors
https://vimeo.com/67217385 - “Dr. Bart Willems”; Occupational TB survivor and National free dive record holder
Addendum B:
Wishes of a TB patient
by Masilo Stanley Sekhula

I was born in a grand-minded philosophy, mind multi-talented and love by the community. Always known to be a man of integrity I was born as a child, Raised with love and smiles, thou I can’t really remember, am sure, I cud see them from miles, See, I learned to love, coz I was loved, An extrovert full of energy, walked with confidence, I could feel my significance of magnificence as I walked on these streets of my neighbourhood, See, I could hear that beautiful lady whispering my name to her friend "Hey, that is him, the guy told about, he’s nice";

I could hear that granny saying that I wish my sons could be like him I could feel it in my soul that I was loved, Yes, I also loved, and I still love, I still greet every soul in street with a smile...I wonder why they no longer smile back When they see me, they pretend as if they do not know me anymore, they look away, they move away, and I could hear their whispers of gossip. Their face shows an expression of disgust, which they try to disguise with their fake smiles, but I still look up in the sky and say Oh lord what did I do deserve images of evil smiles.

Is it the mask of on my face that doctors told me to wear after I got diagnosed with TB, Coz, if it is, I will keep the mask on my face to protect other people, but then please unmask the stigma of my face, unmask the stigma of my life, I cannot take it anymore, I can no longer breath in this world full hatred just becoz I got TB, I did not choose to get TB, so please don’t hate me, my lungs are already falling me, and I can no longer breath as continue stigmatising me.

Some say am bewitched, some say am cursed, some am HIV, some say I deserve to die, to say many things that I cannot even comprehend in my mind, but wish someone I could say I love you I wish someone could still see me for me, Me, me, me before the TB I wish someone could still see beyond the TB I wish everyone could stop stigmatising me

I wish I wish.