

WS B. Building dialogue to address stigma and reduce transmission

**THE 46TH UNION
WORLD CONFERENCE
ON LUNG HEALTH**

CAPE TOWN, SOUTH AFRICA
2-6 DECEMBER 2015

Friday, 04 December 2015, 10:30 - 12:00

IMBIZO Hall 4B

Type of session	Workshop
Track	TB infection control
Track2 (optional)	TB other
Organised by	Taysha Consulting
Duration	Full-day
Max attendees	150
Meeting type	Open meeting
Description	This 90-minute session will incorporate attendee participation through discussion and hands-on application of new information. Presentations will include a case study demonstrating best practices in TB and other topics, such as reproductive health, and an overview of research on perceptions and attitudes towards TB. The session will be broken into three sections: 1. Introduction 2. Case study 3. Practical
Target audience	<ol style="list-style-type: none"> 1. Campaigners, advocacy practitioners and communications practitioners 2. People working with TB patients, carers and families 3. People interested in reducing stigma and looking for new ways to improve perceptions
Objectives	<ol style="list-style-type: none"> 1. Improved understanding of the current perceptions of TB with practical solutions to apply in communications and campaign planning.
Expected outcome	The workshop offers new practical tools that attendees can apply to their programming and planning, as well as, new ideas on how to discuss and talk about TB to reduce stigma in the community.
Keywords	communications; behaviour change; advocacy; planning; stigma
Coordinator(s)	Stacy Hilliard (UK), Meera Senthilingam (UK)
Chair(s)	Stacy Hilliard (UK), Sue Goldstein (South Africa)
Presentations	<ol style="list-style-type: none"> 1. Introduction and presentation of research on the current perceptions of TB Meera Senthilingam (UK) 2. Case study: learning from the Soul City experience with maternal health Sue Goldstein (South Africa) 3. Communications practical session: how to create, build and improve dialogue to improve the image of TB Stacy Hilliard (UK)