

Module 9. Advocacy, Communication, and Social Mobilization (ACSM)

Organizing Principle

The course walks you through the different policies and procedures in NTP implementation following the chapters of the MOP. This chapter is on Advocacy, Communication, and Social Mobilization.

Allot about 1 hour for you to finish this module.

Learning Objectives

After studying this module, you should be able to:

1. explain the importance of ACSM in improving TB case detection and treatment success,
2. define key terms used in ACSM,
3. explain the policies in ACSM, and
4. describe the different procedures in ACSM.

Learning Activities

For this module, you will (a) read documents, (b) go through some slides, (c) share multimedia IEC materials for ACSM on TB in the discussion forum, and (d) participate in a live group chat session where ACSM issues will be among the topics for discussion. There is no exercise for this module.

Let us begin.

- I. Watch a video

Let us start by watching a 5-minute video entitled “*Maling Akala: Myths and Facts about TB (Long Version)*.” It touches on some basic facts on TB and common myths related to the disease. It is a capsule of the basic information about TB that needs to be disseminated and the myths that must be corrected through various ACSM activities. You can access the video using the following URL: <https://www.youtube.com/watch?v=B5S6i9kEveY>

- II. Read Chapter 8 of the NTP MOP

Read pages 124–125 of the NTP MOP keeping in mind the objectives of this module. Be guided by the learning objectives for this module as listed above.

Try to answer these guide questions:

1. What is the importance of ACSM in NTP implementation? (See page 124)
Can you cite some ACSM activities in the past in which you were involved? Do you think the said activities achieved their objectives? Why or why not?
Do you have any ACSM activities for TB lined up for next year? How do you think they will contribute to achieving the goals of the NTP?
2. Define key terms used in ACSM (See pages 124–125)
 - Advocacy
 - Communication
 - Social Mobilization

- Behavior Change Communication (BCC)
- Information, Education and Communication (IEC)
- Interpersonal Communication and Counselling (IPC/C)
- Community Mobilization
- Cough-to-Cure Pathway
- Community-based Organizations (CBOs)
- Community Health Team (CHT) Mobilization Campaign
- Barangay Health Worker (BHW)

III. Definition of Terms

Take time to study carefully the definition of terms on pages 124 -125. Jot them down to reinforce what you have read. This step is especially important for those who are new in the program.

IV. Continue reading Chapter 8 of the NTP MOP

Answer the following guide questions as you go through the remaining pages of the chapter:

1. Explain the policies in ACSM (See pages 125–126)
2. Describe the different procedures in ACSM (See 126–128)
 - Advocating for Increased Funding and Policy Support from LCEs
 - Advocating for Greater Public Support and De-stigmatization of TB
 - Communicating with TB Patients
 - Social Mobilization

If you are interested in reading more about ACSM for TB Control, check out Advocacy, Communication and Social Mobilization (ACSM) for Tuberculosis Control: A Handbook for Country Programmes (WHO, 2007). You can access it from http://whqlibdoc.who.int/publications/2007/9789241596183_eng.pdf

V. Go through Slide Set #9

Going through the slide set will reinforce what you have learned from reading Chapter 8. In addition, there are some slides discussing the ACSM Plan – its importance, components, suggested format, how it is developed, and who will be responsible for developing the plan.

Should you find some slides confusing or unclear, refer back to Chapter 8, or post your question in the discussion forum.

VI. Participate in the Discussion Forum

You are required to post your comments or questions in the discussion forum for this week which will cover Modules 4, 5 and 9. Refer to the *Guide to Discussion Forums* for detailed instructions. Share with the group any ACSM or IEC materials on TB which you find useful and effective in your work. Provide a link to the materials or upload them to the discussion forum for this module. Describe them briefly and cite the reason/s why you find them worth sharing.

VII. Participate in the Live Chat Session (optional)

As in the previous module, you are encouraged to participate in the live chat session which will cover Modules 4, 5 and 9. The date and time for the session will be announced. Refer to the *Guide to Live*

Chat Sessions for detailed instructions. Please enter the chat room at least 5 minutes before the scheduled start of the session. Be ready to share your answers to the exercises and any comments or questions you may wish to raise related to ACSM.

VIII. Reflection

Go back to the learning objectives for this module and reflect on whether you have achieved all of them. If your answer is no, go through the entire module again. If your answer is yes, then...

Congratulations for finishing Module 9!

References

Department of Health. (2014). National tuberculosis control program manual of procedures 5th edition [Electronic version]. Retrieved from http://itis.doh.gov.ph/mop_2014.pdf

Department of Health. (2014). Slide set for training on chapter 8 of the NTP manual of procedures 5th edition. Available from the National Tuberculosis Control Program Management Office (NTPMO) of the Department of Health

Linyang Pula. (2014, May 29). Maling akala: Myths and facts about TB (long version). [video file.] Retrieved from <https://www.youtube.com/watch?v=B5S6i9kEveY>

World Health Organization. (2007). Advocacy, communication and social mobilization (ACSM) for tuberculosis control: A handbook for country programmes. [electronic version]. Retrieved from http://whqlibdoc.who.int/publications/2007/9789241596183_eng.pdf