

**Enhancing Media Understanding & Engagement, Public  
Communications & Community Advocacy on RePORT  
work on TB Science, Research and its impact for TB  
Care in India**



## About Pi

Pi Consulting is an India-based research, advocacy and consulting organisation specialising in strategy development, communications, advocacy, and media engagement. With a grounding in evidence-based approaches, extensive research experience, we work to bring innovative approaches to analysis and solution development in the areas of health and development.

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## Pi's work

Pi has done extensive work in advocacy, communications, community engagement in Tuberculosis, HIV, Gender, Quality of Care and patient support as also media engagement. Some examples of it include :

Community and Survivor led Advocacy: Survivors Against TB that works with government, civil society and all stakeholders in diverse areas in TB from diagnosis to mental health.

Government & Community Partnerships: Working on key issues in TB with national and state governments and experts, media and elected representatives.

Communications and Public Narratives: Partnerships with leading media and experts to build media capacity and create community and expert led narratives.

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## Overview of the RePORT Work

RePORT India (Regional Prospective Observational Research for Tuberculosis (TB) is a bilateral, multi-organizational, collaborative research effort established in 2013 under the Indo-US Vaccine Action Program (VAP). RePORT India .

Despite research progress being made in key areas, there exists a gap in the lack of understanding amongst the media, affected communities and key stakeholders about this work.

## Pi's role in Addressing this Challenge

Recognizing this challenge, there is a need to strategically expand the media understanding, communications, engagement of stakeholders and community led advocacy on scientific work currently being undertaken by RePORT India.

The goal of such an effort is to :

- increase understanding and representation of RePORT work in the India context
  - improve engagement to illustrate the impact of such work on improved paradigms in TB care
  - highlight the need for including these new paradigms as a component of providing people centred care.
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## Terms of Reference

This initiative will involve 2 key areas over the next 12 months:

- Work with media to improve understanding of work in TB by RePORT India, with an emphasis on new scientific developments in TB diagnosis, treatment, and other issues.
- Create and implement a national media engagement plan to improve understanding of scientific work and its implications on high quality care, which will include 15 media outreach and engagement products (both print and digital media), and 2 media briefings for journalists working on health and technology
- Conduct 1 media roundtable to facilitate interactions with experts, and conduct 3-4 journalist visits to RePORT India sites for in-depth coverage
- Conduct a focused media strategy in key publications through 2 national media fellowships to engage journalists and create 4-6 high impact articles on RePORT work

2) Create and strengthen community engagement for improved advocacy on TB science and research and its role for people-centered care.

- Create advocacy efforts on access to key scientific innovations for improved TB care by engaging 2-3 trained and sensitized survivors to participate in an implementation plan that includes outreach meetings and roundtable discussions.
- Conduct 2 advocacy campaigns and 2 social media outputs





**Execution Plan:**

**Preparatory Phase (3)**

- Developing Frameworks
- Finalising Key Messages
- Landscaping of Stakeholders
- Media Landscaping
- Key Expert Engagement
- Community Engagement
- Create national stakeholder & media engagement plan



**Execution Phase(5)**

- implement national media engagement
- Implement a national stakeholder engagement
- Engage and work with key advocates
- Build media capacity to improve understanding of work on TB by RePORT
- 7 media outreach and engagement products (both print and digital)



**Consolidation (4)**

- Work to expand media reportage
- Strengthen community engagement for improved advocacy on TB
- Conduct 2 advocacy campaigns
- 7 media outreach meetings
- Conduct 1 media roundtable
- Outcomes closure



## Approach to Media, stakeholder and Community Engagement

- Building media and community capacity and understanding of health needs
  - Working with Communities for effective advocacy
  - Highlighting evidence from experts to emphasize importance of work
  - Creating Avenues for reporting, and community advocacy
  - Using media as a continuous route for highlighting policy relevance
  - Building stakeholder engagement at all levels
  - Amplifying lived experiences, evidence and clear policy outcomes
  - Using a continuous media engagement approach
  - Focusing on national but also regional media
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## **Progress on the planned activities**

1. Media Outreach (Continuous)
  2. Preparation of materials for 2 Social Media Campaigns
  3. Media Roundtable
  4. Announcement of the 2 national media fellowship
  5. Survivor Training
  6. 3 AV Materials & the Report Big Film
  7. Article Structures for expert and survivor articles
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## **Plan for the next 3 months**

1. Launch of the social media campaigns
  2. Launch of the 3 AV materials and the big RePORT Film
  3. Planning of the site visits
  4. Planning of the media briefings
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# Questions

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