



Social Mobilization of Mining Communities to improve
Screening and Tuberculosis Control Services

live Moya

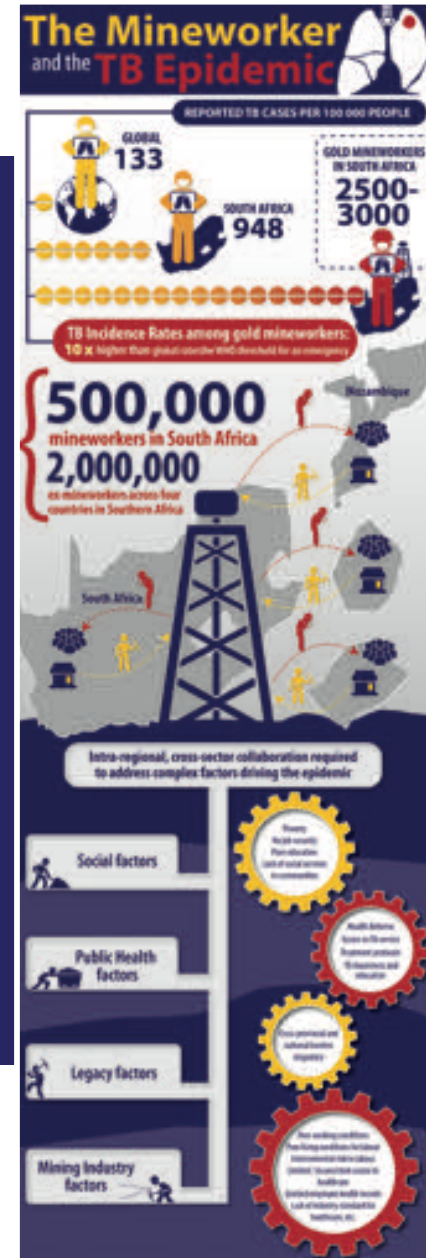
TB
FREE
in the mining sector

The Context

World Bank contracted LiveMoya to develop a broad communications, marketing, and branding strategy to address TB in the mining sector.

The Challenge

An exceptionally high rate of TB infection in the mining sector has resulted in a significant impact on local communities within Southern African countries and their affected local communities. A coordinated response to address the systemic challenges posed by the TB epidemic was required. With this in mind, the World Bank identified a broad-based multi-sectoral partnership to reach those directly affected by the epidemic - mineworkers, ex-mineworkers, mining communities and labour-sending communities. Securing the buy-in of all key stakeholders and sharing learnings across borders was critical to effect the behaviour change required to help prevent the spread of TB.



The Need

LiveMoya worked with the World Bank to develop a communication and social mobilisation campaign to reach relevant target audiences in four countries – Lesotho, Mozambique, South Africa and Swaziland.

The campaign would inform, educate and serve as a call to action in respect of:

- Signs and symptoms of TB
- How to prevent TB
- The need to screen
- Control services available and where to access them
- Compensation options and steps involved

In summary, the LiveMoya campaign for the World Bank comprised a two pronged approach i.e. communication and social mobilisation.

The Mission

At the heart of the campaign was the need to involve and empower those who are either living with TB; who might be at risk of contracting TB; or who have suffered from TB in the past. To this end influential community members, as well as wives, partners and children of affected miners, were included amongst our primary audiences. Empowering those who are affected would assist in achieving timely diagnosis and treatment completion, especially among families of miners who have contracted TB. Mobilising those who are affected and infected could contribute to a sustainable level of awareness and action to help prevent the spread of TB.

Educate, Engage and Empower

Communication developed by LiveMoya for the World Bank TB project was designed to influence knowledge, attitudes and practices among our target groups, as well as to share information

Our campaign aimed to create an environment through which affected communities can foster social change and eliminate barriers to behaviour change by **discussing, debating, organising and communicating** their own perspectives on TB and importantly, **persuading those with symptoms** to get tested and seek treatment through services that are available.

Efforts were also made to ensure that the education and empowerment of communities goes beyond the lifecycle of the project. LiveMoya has welcomed efforts to collaborate beyond the completion date of the project and we continue to share of information when requested.

The LiveMoya Solution

Building on existing efforts

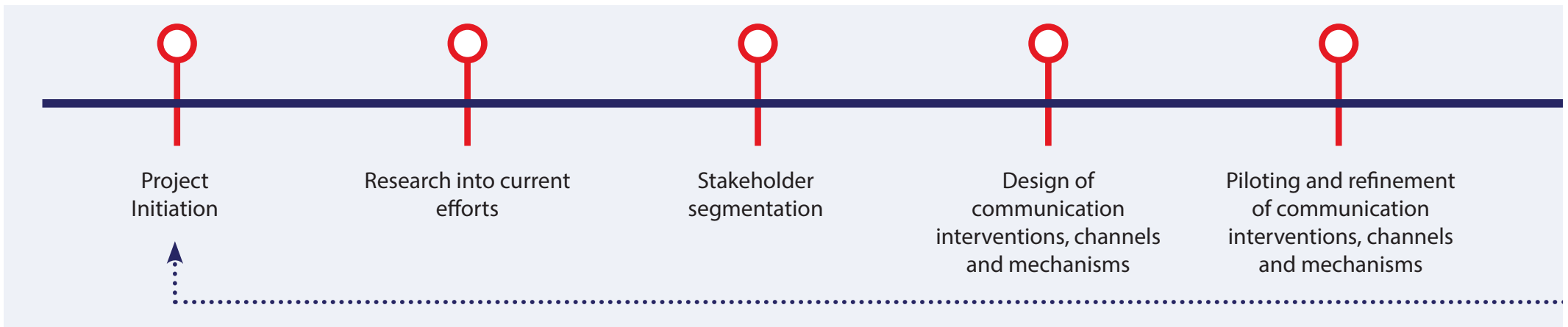
At the outset we reviewed existing efforts and innovation already aimed at:

1. mobilising mining communities for TB screening; and
2. raising awareness of the risks of TB and related illnesses.

This included a review of work previously commissioned by the Government of South Africa and the World Bank on communications channels, ethnographic mapping and mobilizing those who are disadvantaged in mining communities.

Building on existing efforts

Through a robust stakeholder segmentation analysis we identified key focus groups for the social mobilization effort, along with the most appropriate communication channels to reach them. Primary stakeholders included current mineworkers, ex-mineworkers, mineworker families and mineworker communities. Secondary stakeholders included community change agents, NGO's, public health facilities, trade unions, mining companies, labour recruiters and government.



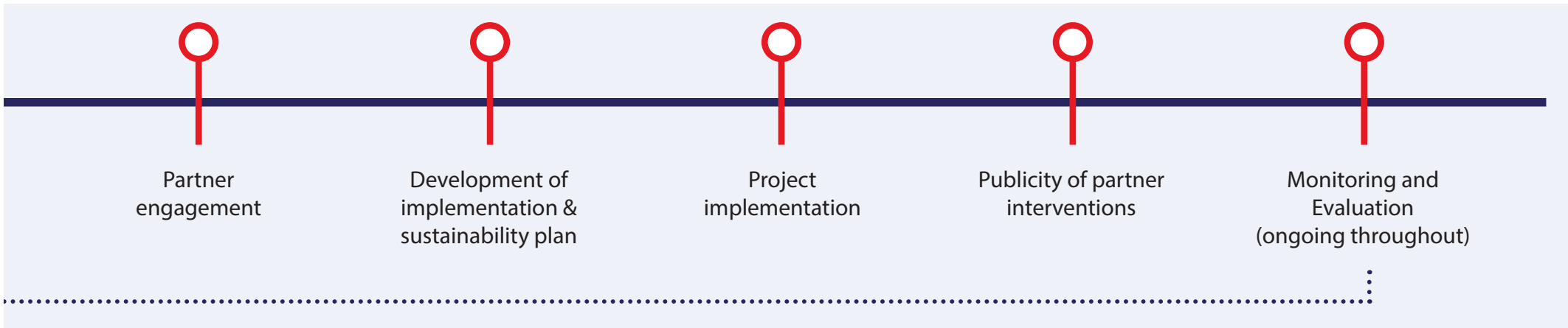


Developing the messages and materials

Customized messaging taking into account complexity, language, literacy levels and appropriate use of visuals was developed and tailored for each stakeholder group along four key themes – TB Awareness, TB Risk for Families/Communities, Testing & Treatment and Compensation

A full suite of communication materials and products, designed to inform, educate and mobilize our target groups, was subsequently developed for use across multiple channels. This included flyers/brochures, posters, story cards with visuals, video and tailored messaging for radio, sms and social media channels. All communication interventions were first piloted, refined based on feedback and then finalized for broader roll-out.

Social mobilization was achieved through a wide range of targeted activities including a kick-off event, active mobilization, road shows, education at health facilities, door-to-door campaigning, community dialogues, partner events, football matches, school activities, border work and coverage through traditional media such as radio.



IEC Materials

Video: <https://youtube/BcvWNYYXZAc>



TB symptoms



Story cards

People at risk



Children



Posters

TB FREE **HOW TB IS SPREAD**

When people with TB cough, laugh or sneeze, the bacteria that causes TB may be spread into the air. If another person breathes in the bacteria there is a chance that they will become infected.

SYMPTOMS

- Chest pain or problems breathing
- Coughing up blood
- Chills
- Coughing for 2 weeks or more
- Night sweats
- Fever

TB FREE **Be a TB FREE HERO GET TESTED!**
VISIT YOUR LOCAL CLINIC TO GET TESTED FOR TB. OR CALL FOR MORE INFORMATION.

THE WORLD BANK UKaid

TB FREE **WHAT DO I DO IF I THINK I HAVE TB?**

FREE TB TESTING & SCREENING

TB TESTING IS:

- Free
- Quick & painless
- At your local clinic

TREATMENT

6 MONTHS

TB FREE **Be a TB FREE HERO GET TESTED!**
VISIT YOUR LOCAL CLINIC TO GET TESTED FOR TB. OR CALL FOR MORE INFORMATION.

THE WORLD BANK UKaid

TB FREE **COMPENSATION FOR PEOPLE WHO SUFFERED FROM TB WHILE WORKING IN SOUTH AFRICAN MINES**

THE SOUTH AFRICAN GOVERNMENT IS IN SEARCH OF EX-MINERS WHO ARE OWED COMPENSATION

- ARE YOU A MINERWORKER OR EX-MINERWORKER FROM A SOUTH AFRICAN MINE?
- HAVE YOU CONTRACTED TB OR SILICOSIS?
- YOU MAY QUALIFY FOR COMPENSATION

It is important to take the benefit medical exam (BME) every two years. Taking your BME regularly increases your chances of early diagnosis and treatment.

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Implementation and beyond

LiveMoya's implementation plan for the social mobilization effort across the four impacted countries also included mechanisms to track progress, identify issues and gather feedback. This allowed us to consistently monitor the campaign rollout, address questions and concerns and make adjustments where necessary.

Public awareness and media coverage of the campaign includes sharing key milestones, discussions, media interviews as well as photo and video opportunities across a mix of different channels at relevant points in the course of rollout.

LiveMoya also helped to set up a mechanism for independent 'third party' verification of results, including feedback from target groups. During the campaign, regular progress reports on a range of key indicators were provided to the World Bank.

IMPLEMENTATION IN THE FIELD

- Field training
- Implementation
- Quality control
- Feedback and modification
- Monitoring and evaluation

PROJECT AWARENESS

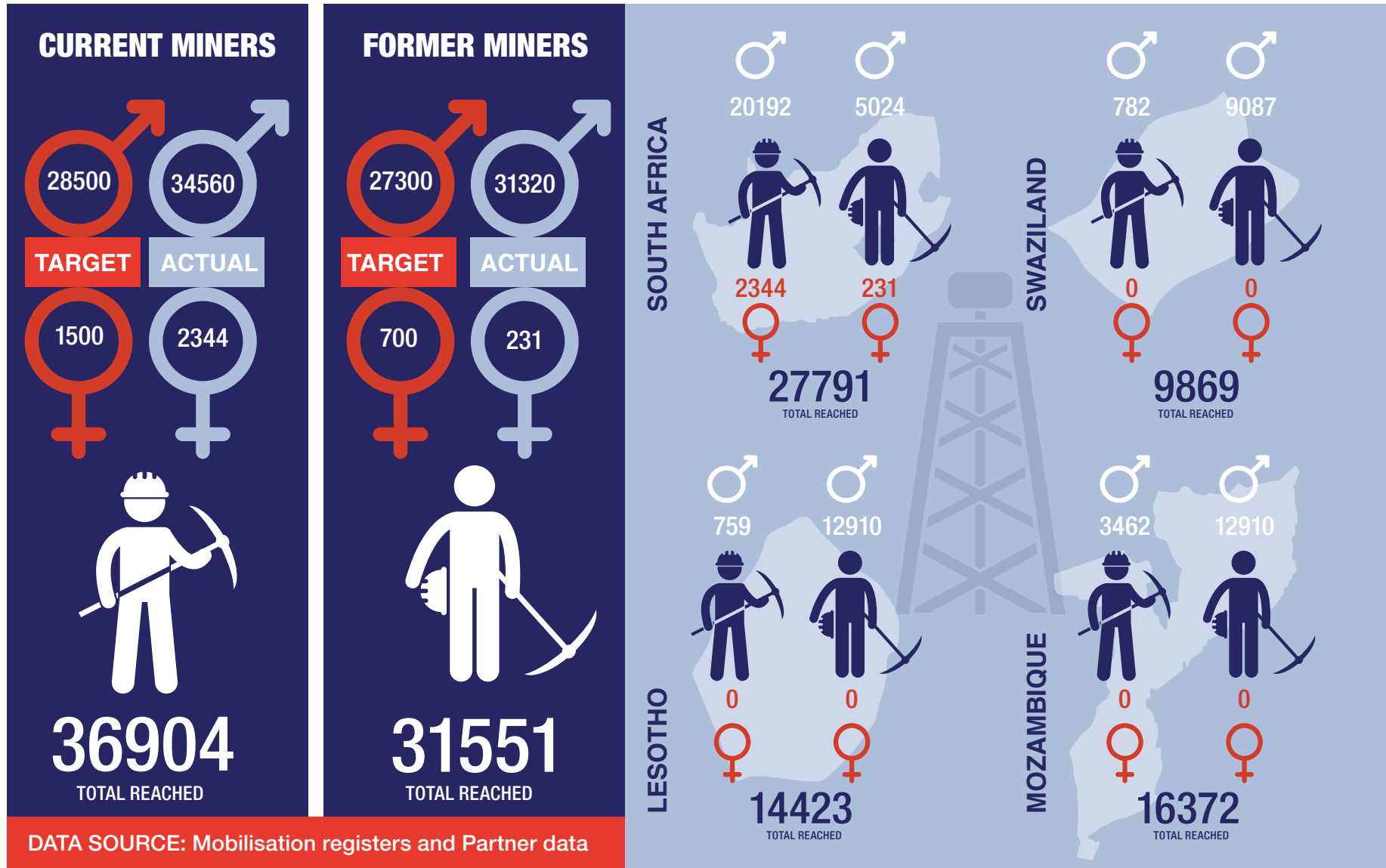
- Stakeholders / Knowledge Hub
- General public
- Media relations (radio, interviews, newspapers)

REPORTING

- Media monitoring
- Target audience perception
- Indicators



Results





The Power of Partnership

To maximise available resources and increase the impact of both communication and social mobilisation activities, LiveMoya actively focused on partnering and collaborating with other organisations in the course of their project with the World Bank. This approach helped us to access already established platforms from which to launch communication and social mobilisation activities and distribute material. Relationships with partners also helped to create a network of sustainability ensuring that messaging and services remained consistent and top of mind for the target groups.

LiveMoya's ability to partner with multiple stakeholders who operate at all levels of the TB response, has been key to the successful execution of this project. Our ability to be flexible and tailor our campaign according to local and human realities on the ground, as well as language and cultural sensitivities, has enabled us to engage meaningfully in this context and serve as an informed, agile and proactive partner to the World Bank.

Conclusion

LiveMoya has worked with national institutions, non-governmental organisations and local health bodies to deliver meaningful and solid results. However there is still a lot of work required within the mines, surrounding communities and labour sending areas in order to build TB awareness and to effect true behaviour change.

Moving forward

1. Stakeholders in all four countries have pointed to the need for continued social mobilisation.
2. Consistent effort to achieve TB awareness is required within the mines. This needs to include all stakeholders in the mining sector and surrounding communities.
3. Social mobilisation of communities in rural and hard to reach mining communities should be prioritised. A lack of consistency has been noted and that TB awareness seems to be taking a back seat to HIV awareness.







Positive change. Lasting impact.

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