



Republic of the Philippines
DEPARTMENT OF HEALTH
OFFICE OF THE SECRETARY

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July 11, 2000

DEPARTMENT MEMORANDUM *No. 126-A s. 2000*

TO : ALL REGIONAL DIRECTORS, ASST. REGIONAL DIRECTORS,
CHIEF OF MEDICAL CENTERS/RETAINED HOSPITALS


SUBJECT : Implementation of TB Alert Campaign

August 19 has been declared as National TB Day in the Philippines under Proclamation No. 840 s., 1996 dated July 30, 1996. In line with this and to enhance the awareness of public about tuberculosis disease, all concerned are hereby directed to implement TB Alert Campaign in their respective areas. TB Alert had been launched in 1999 in 17 provinces and 18 cities. This year, the rest of the provinces may launch it.

Attached is the photocopy of the guidelines on the launching of TB Alert Campaign.

For compliance.

Signed DM Received in
the Records Section on 7/24/2000


ALBERTO G. ROMUALDEZ, JR., MD
Secretary of Health

TB ALERT

2000

T B ALERT

MANUAL GUIDE

What is TB Alert ?

- it is a communication campaign which aimed to
 - a) create awareness among the TB clients to improve their health seeking behavior
 - b) mobilize support from all sectors of society to participate in the TB control efforts
 - c) to inform TB clients on where to avail of the services for diagnosis and treatment
- this campaign utilizes DOTS (directly observed treatment, short course) to make sure that TB patients are cured.

Why is TB Alert important?

One of the objectives of the Health Sector reform agenda is to reduce the TB problem in the country by 40% by the end of 2004. This campaign was developed and implemented to complement the DOTS strategy.

When will TB Alert campaign be done?

TB Alert was launched last August, 1999 in Malacanang Palace. It was attended by the different stakeholders involved in TB. The Regional Director of the World Health Organization, Western Pacific Region and other private and public sector, both local and international graced the occasion. Every August month, a big launching campaign carrying a more focused theme is conducted in one identified area

Each month, one province or city launches the campaign in their respective areas. This is followed by the monthly launching in the different municipality of the identified province. In some areas the campaign is also launched at the barangay level.

How would you prepare for the TB Alert Campaign?

1. conduct of sales conferences and planning workshop at the regional and provincial/city level

This is a 2-day workshop which is attended by the provincial NTP coordinators, hospital NTP coordinators, NGOs, other Gos and other private sector involved in the control of Tb in their respective areas. During this workshop, the NTP program is discussed with emphasis on the TB Alert campaign, its objectives, strategies and activities to be done during the campaign.

The second day is devoted to planning which aimed to

- a) synchronize the program and activities of the campaign to avoid overlapping of schedules of the launching in the different provinces/cities and municipalities within the region
- b) maximize available resources (resource sharing where there are excesses/need)
- c) identification of roles and functions and tasking of the different sectors involved
- d) prepare advocacy activities for the LGEs and corporate agencies for them to support the TB campaign.

T B A L E R T

2. creation of task forces at all levels (regional, provincial, city, municipal and barangay)

-The task force at each level is composed of the following:

- a) regional, provincial, city and municipal health officers
- b) regional or retained hospital chiefs
- c) HEPOs, PIOs ,health staff
- d) local chief executives at each level
- e) NTP coordinators at each level
- f) representative from media both print and broadcast
- g) civic and religious organization
- h) professional organizations, (medical, nursing medtech, midwifery)
- i) non-governmental organization (e.g. PTS, Medical Ambassador, etc)
- j) people's organization
- k) School representatives (all levels)

-Orientation of the task force on TB control program and TB Alert Campaign
-Identification of functions/tasks of each organization

3. Assessment/Distribution of logistics for the campaign and provision of NTP services

4. Production/reproduction of IEC materials (stickers, posters, collaterals)

5. Trimedia campaign

- a. posting of stickers/posters/streamers/banners
- b. announcements/print ads
- c. radio/tv guesting
- d. radio/TV commercials
- e. TB classes/IPC

How would the TB Alert campaign run (Implementation Phase)?

1. The regional together with the provincial task forces goes to the identified launching site. A short program attended by the local executives, health workers, and all the members of the municipal task force are invited to attend. Usually a motorcade/tricycade/parade is held.
2. This is followed by the giving of services in the health center. Casefinding and treatment of identified cases are done. Sputum microscopy is done. All identified smear positive cases are initiated to treatment. Health education and information on tuberculosis. TB classes are conducted prior to treatment. Recording of all TB patients on the TB register.
3. Referral to the nearest barangay health station/treatment partner for the continuance of supervised treatment of TB patients.
4. Documentation of all the activities.

Evaluation (post-implementation)

The task force members should meet to assess the campaign

1. identify the good points and weaknesses of the campaign
2. recommend measures/solutions to identified weaknesses

THE CAMPAIGN IS THEN LAUNCHED IN THE OTHER AREAS OF THE PROVINCE UNTIL ALL MUNICIPALITIES ARE COVERED.