

**10. Using media for communication on TB**  
**Friday, 04 December 2015, 13:30-15:00**

Chair(s): Jove OLIVER (USA), Zolani BARNES (South Africa)

Track: Civil society / patient & community engagement

- OA-372-04**      **Mass media communication campaign, a solution for reaching the unreached: an experience from six states in India**  
13:30-13:40  
S Pandurangan, S Mohanty (*India*)
- OA-373-04**      **Are TB-related issues still not an agenda for Indian media? Analysis of TB-related news content in the last year**  
13:40-13:50  
S Satapathy, S Chadha (*India*)
- OA-374-04**      **Building partnerships with community radio for TB control: a field report from India**  
13:50-14:00  
A Srinivasan, N Krishnan, R Ananthakrishnan (*India*)
- OA-375-04**      **Keeping TB alive in the public domain through sustained media engagement: a report from India**  
14:00-14:10  
A Srinivasan, R Ananthakrishnan, N Krishnan, S Prasad (*India*)
- OA-376-04**      **TB in the spotlight: media fellowships as a model for raising public investment in TB in India**  
14:10-14:20  
A Buragohain, A Jacob, P Lal (*India*)
- OA-377-04**      **Promoting evidence-based reporting on lung health diseases and enhancing visibility in news media**  
14:20-14:30  
R Dwivedi (*India*)
- OA-378-04**      **Use of commercial marketing and mass media tools for TB health promotion and education**  
14:30-14:40  
M Villapando, Eb Generoso, C Cotingting (*Philippines*)
- 14:40-15:00      Discussion