### Session N.00792

**WS B. Building dialogue to address stigma and reduce transmission**

**Friday, 04 December 2015, 10:30 - 12:00**

**IMBIZO Hall 4B**

<table>
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<tr>
<th>Type of session</th>
<th>Workshop</th>
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<tr>
<td>Track</td>
<td>TB infection control</td>
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<td>Track2 (optional)</td>
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<td>Organised by</td>
<td>Taysha Consulting</td>
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<tr>
<td>Duration</td>
<td>Full-day</td>
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<td>Max attendees</td>
<td>150</td>
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#### Description

This 90-minute session will incorporate attendee participation through discussion and hands-on application of new information. Presentations will include a case study demonstrating best practices in TB and other topics, such as reproductive health, and an overview of research on perceptions and attitudes towards TB. The session will be broken into three sections:

1. Introduction
2. Case study
3. Practical

#### Target audience

1. Campaigners, advocacy practitioners and communications practitioners
2. People working with TB patients, carers and families
3. People interested in reducing stigma and looking for new ways to improve perceptions

#### Objectives

1. Improved understanding of the current perceptions of TB with practical solutions to apply in communications and campaign planning.

The workshop offers new practical tools that attendees can apply to their programming and planning, as well as, new ideas on how to discuss and talk about TB to reduce stigma in the community.

#### Keywords

communications; behaviour change; advocacy; planning; stigma

#### Coordinator(s)

Stacy Hilliard (UK), Meera Senthilingam (UK)

#### Chair(s)

Stacy Hilliard (UK), Sue Goldstein (South Africa)

#### Presentations

1. Introduction and presentation of research on the current perceptions of TB
   Meera Senthilingam (UK)
2. Case study: learning from the Soul City experience with maternal health
   Sue Goldstein (South Africa)
3. Communications practical session: how to create, build and improve dialogue to improve the image of TB
   Stacy Hilliard (UK)