



MINISTRY OF HEALTH
REPUBLIC OF INDONESIA



World Health
Organization



Global Youth Town Hall to #EndTB

Jakarta, 15th July 2019

Co-hosted by Ministry of Health of Indonesia
and World Health Organization.

Officially implemented by CISDI

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Introduction

The first ever Youth Town Hall to End TB is co-hosted by WHO and the Ministry of Health (MoH) of Republic of Indonesia in collaboration with Center for Indonesia's Strategic Development Initiatives (CISDI) on 15 July 2019. Located at JS Luwansa Hotel in Jakarta, Republic of Indonesia, the Youth Town Hall convened speaker and delegates from all around the world to gather inputs from youth as means to get young people take part in efforts to end TB. This post-event report summarizes the highlight and takeaways from this forum

pre-event consultation forum

Prior to the Global Youth Town Hall to #EndTB (YTH-TB), there were two preliminary consultation meetings organized on July 10 and 12 2019 at WHO Country Office. This meeting gathered global youth representatives from International Youth Movement against Tuberculosis & TB Free World and 30 national young leaders from 25 various organizations – focusing on issues related to TB and other health development issues.

Beginning with a presentation by WHO Global TB Programme about “Transforming Commitments to Action: Mobilizing Youth as Agents of Change for A Tb-Free World”, youth representatives shared their thoughts and formulated youth engagement strategies in helping countries reach 2022 targets of the UN High Level Meeting to #EndTB. This intensive discussion resulted in “Youth Declaration to #EndTB” that consists of 6 targets and 19 recommendations. The Declaration was presented in the Global Youth Town Hall to #EndTB on July 15, 2019.





Event Report

Executive Summary

Despite progress over the last decades, TB remains the leading infectious killer worldwide, claiming nearly 4500 lives a day. As a first step to catalyze the meaningful engagement of young people as partners to end TB, WHO and the Ministry of Health (MoH) of Republic of Indonesia in collaboration with a national NGO, Center for Indonesia's Strategic Development Initiatives (CISDI) organized the first-ever Youth Town Hall on TB. The Youth Town Hall on TB is the first forum emphasizing the important role of youth and enabling them to work towards ending the TB epidemic. The meeting was a platform to delve into their needs and explore possibilities to engage youth collectively to achieve the End TB target by 2030.

This event convened 10 global youth representatives and 190 national young leaders not only from Jakarta, but also across Indonesia through travel grants for selected young leaders representing the western part of Indonesia (Sumatera island, Central Java, and East Java), the central part of Indonesia (Borneo island, Sulawesi island, Bali and Nusa Tenggara island), and the eastern part of Indonesia (Maluku and Papua region). This intensive dialogue generated 19 point of recommendations presented in Youth Declaration to End TB.

"Youth need to engage not only in research and declaration. They can give valuable inputs to the policy makers and create new innovations to end TB. **Youth has the capacity to fill the gap in research, financial arguments, and multisectoral partnerships.** A very simple action from youth will be very meaningful for the efforts to end TB"

Diah Saminarsih
Senior Adviser on Gender and Youth to the General
Director, World Health Organization



YOUTH AS SDGS ACCELERATORS

"The demands of achieving SDGs targets calls for an innovative breakthrough, young people are viewed as the powerhouse of potential and are at the front, leading the world in this endeavor. Young people are the key drivers and accelerators in ensuring that SDGs are achieved. They are impact makers whose outreach and energy extend from global to national and subnational levels. WHO is leading the way on how to meaningfully engage young people as partners towards achieving health for all. As of now, 3 regional Youth Town Hall has been conducted. And today this Global Youth Town Hall to End TB is the first to be done with a specific issue based framework. It is firmly believed that with the values that young people hold: solidarity, inclusivity, integrity, our world will be a much healthier place."



GLOBAL SUPPORT AND PROGRESS TO END TB

"We should significantly support countries and advocate for an increase in the investments in TB because programs are chronically underfunded. We should advocate and push for the acceleration of investments and research activities. By 2030, we should decrease the number of incidence by at least 30% and number of deaths by 90% in comparison with the 2015 situation. Unfortunately, the progress towards our targets is too slow, it is about 1,5% decrease of incidents per year globally and not more than 5% decrease of global mortality. Young people with their energy can provide support and push the acceleration. Each and every small personal form of input you can make will make a huge difference for the millions of people suffering with TB."



High-Level Discussion Panel: Ending TB by 2030 through multisectoral and multi- stakeholder engagement and action!

Moderator: Diah Saminarsih (Senior Adviser on Gender and Youth to the Director General of WHO)

Panelist:

- o Dr Tereza Kasareva (Director of WHO Global TB Programme)
- o Madhusudan Kaphle (Youth Advocate, TB Free World)
- o Jeff Acaba (WHO Civil Society Taskforce, APCASO)

Indonesia is a high burden country of TB, but it is also a committed, fast moving country. Unfortunately, young people and workers are the most affected by TB. Therefore, advocacy of young people for a better life and health conditions is important. On this panel, we would like to highlight the importance of involvement from all sectors to end TB. The youth panels believe that youth have the capacity to take action and fulfill the gap between communities and health systems.

Data and evidence are imperative components to educate others and advocate our national health programs. Social media could be one of the best channels to educate other people about TB. Engagement of young people will be relevant at each and every stage, from medical background and other various background, to provide relevant support according to their inspiration and visions.



Youth Involvement and Contribution on TB



DAVID MUNGAI

GENERAL SURGEON AT OTHAYA NATIONAL HOSPITAL

"We believe the youth are very critical. I found out that health workers suffer in silence because they do not speak about it. They are afraid about the stigma. TB is indeed curable and it is indeed a disease we can defeat. As we declared here today, it is time to end TB"



RHEA LOBO

INTERNATIONAL AWARD WINNING FILM-MAKER

I need you guys to use your social media, for example, Instagram, twitter, youtube, to talk about TB. Media want mass, they want people to come together and talk about TB. It's time that we put young people like you and TB in the driver's seat to bring about that change to end TB. Because nothing can end TB like media can."



WANG YI

WHO GLOBAL TB PROGRAM

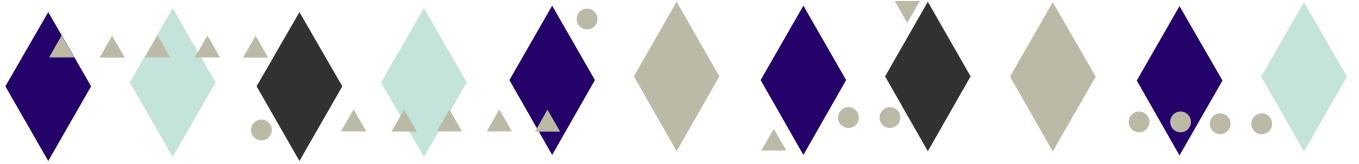
"TB patients do not get any benefit for wearing this mask on. The only reason that we put this on is because they are protecting us. How could we treat someone badly for taking care of us and sacrificing themselves in this way. The next time you see a TB patient wearing the mask please say thank you, and appreciate them."



PANJI FORTUNA

TB WORKING GROUP
FACULTY OF MEDICINE, PADJAJARAN UNIVERSITY

TB is not a simple matter and research is very important in our fight against TB but it is not limited to biology and medicine, many kinds of disciplines are necessary and important in the fight. So, whoever you are, however you identify yourself, there is always a place for you in tuberculosis fight"



SAURABH RANE

**ADVOCATE AND XDR TB
SURVIVOR**

"Everyone feels isolated and lonely and that is ironic because a million others who are just like you. If you cannot talk to your parents, please talk and listen your friends. Young people are the future, so if we do not start anything today, a future is not going to look bright"



STEVE OTIENO

YOUTH TB ADVOCATE

"I became a TB advocate after losing both of my parents. I realize I have a chance in music at the age of 15, so I decided to use my music as a form of creating awareness in the society and the entire world. I think, with music, I can change a lot of minds out there. I cannot reach everyone but music can."

Group Work: Mobilizing Youth as Agents of Change for a TB-Free World

The participants of the Global Youth Town Hall to End TB were divided into 6 groups. Each group had to discuss what are the concrete key actions to accelerate the End TB response that can be done by young people and reach 6 different global targets with the help from facilitators provided by WHO. Each group presented the discussion's result in front of all participants.

1

Promote the “right to know” about TB and its impact, by building awareness, increasing peer education and community participation, as well as through digital technologies and social media

“We will talk about the importance of peer-support group for MDR and XDR TB. In an online campaign, we can target youth and public figures. We can make subtitled short interview videos with TB survivors. In an offline campaign we can talk to the authority, high risk populations, such as boarding school students, people with disability by using braille, hand sign, etc. We also can promote TB curriculum for workers in Indonesia.”

Stand against stigma and discrimination that block people with TB from seeking and accessing care early.

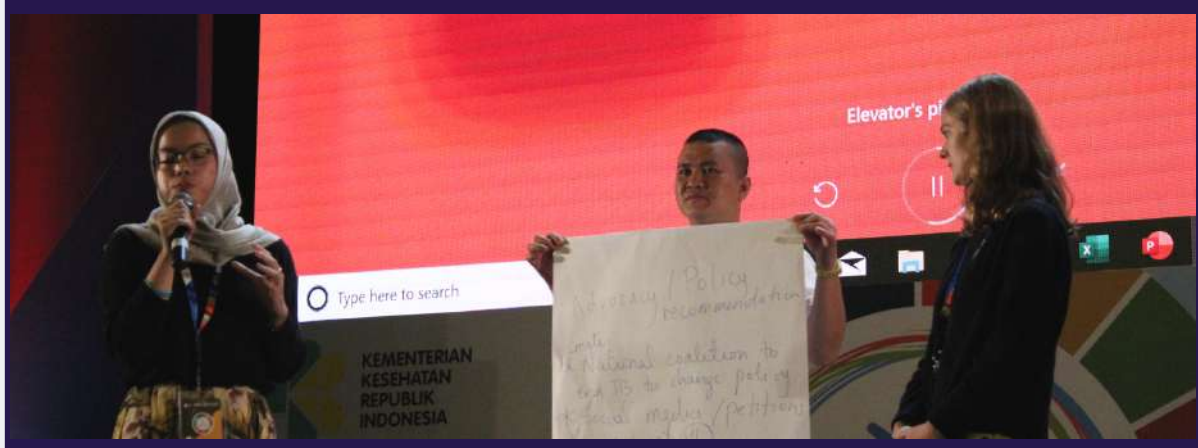
“We should promote TB with all social media that we have. Do more research about the stigmas so we can change the old mindset. Stop prohibition for TB patient to go to another country. We should give education about TB. Build a leadership capacity and empower the public to bring new power to global level”

2

3

Cultivate a diverse base of youth volunteers, to support and empower those ill with TB and their families in accessing prevention and care, and in completing treatment.

“We should find a way to support TB patients. We can encourage the government to make rules to support TB patients. We can develop and spread policy brief to relevant groups and stakeholders, give support and prevent hoax through social media”



4

Call for an acceleration in research and development for new diagnostics, drugs and vaccines to make TB care safer and more effective. This includes supporting and building the capacity of young scientists.

“We have to develop new vaccines and conduct digital awareness test. We should improve psychological and technical research related to TB patients. We should improve leaderships and promote partnership with private sectors so everyone can help with this issue”

5

Advocate strongly for increased resources at national, regional and global level to close funding gaps to end TB

“It is not only about increasing the funds, but also how we can optimize the funds. We should persuade the private sector to become a donor for TB program. We have to give TB patients education regarding what types of TB their insurance can cover. Expanding the forces, we should invest in campaigns for the youth, team up with NGO like Stop TB Partnership and WHO, engage celebrities and another youth organization and organize fundraisings.”

Participate in national, regional and global forum to promote multisectoral accountability and action to end TB

6

“Advocate, make a national youth coalition to change public policy and make better policies, especially for TB patient. Make a petition that TB is not only a health issue, it is also a youth and unemployment issue so the government and other sectors know that the youth is affected by TB. Ask the government to focus on the youth and how to overcome TB. Promote youth engagement in the national level and encourage more youth to participate in the social platform movement and engaging people within social media with large platforms, so this action can be global action”



KEYNOTE SPEECH

*Prof. Dr. dr. Nila F. Moeloek
Minister of Health*

"In Indonesia alone, there are more than 63 million youth, which is 26 percent of the total population of 238 million. Given that enormous potential, young people have imperative roles and their empowerment as well as participation should be more valued in transforming health and sustainable development.

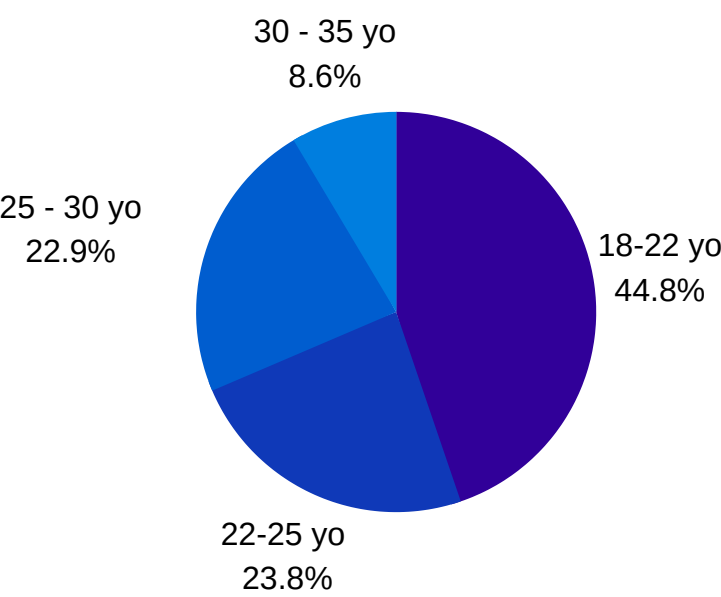
To break the chain of TB transmission in Indonesia, we relentlessly promote healthy lifestyle in the national campaign. We also incorporated TB into the Healthy Indonesia Program through the Family Approach (PIS-PK), which highlights community and family empowerment to prevent, detect, and assist in TB care. This program is also integrated with an improved surveillance system, for both passive and active case-finding

In our common pursuit to end TB, sustainable partnerships among different actors must be prioritized. Multi-sectoral approach such as the public-private mix strategy and partnership forum must be amplified. Young people is an inherent component in such strategy particularly by engaging more cross-sectors stakeholders that can improve TB prevention and care not only within healthcare (such as mental, reproductive and occupational health) but also beyond health (such as the media, arts and entertainment as well as technology). Young people have the potentials to support and strengthen existing measures through their innovations, especially in utilizing ICT to overcome the challenges and barriers to access to quality TB services.

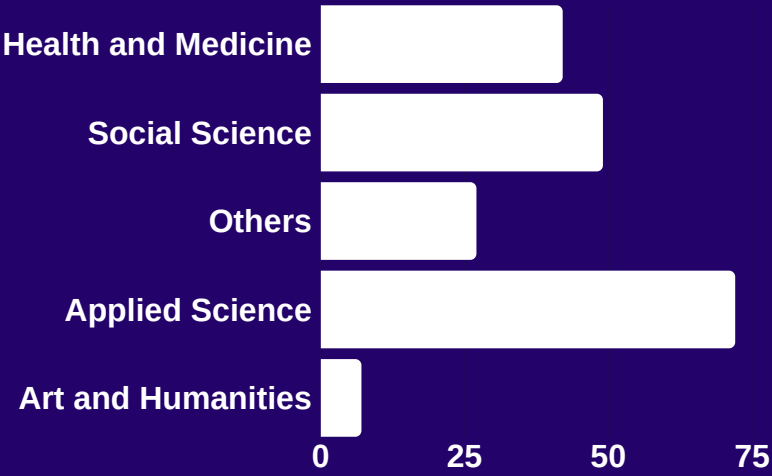
Let us all show strong commitments and willingness to take concrete parts today. I hope this meeting can catalyse collaborations and innovations among young people and other stakeholders. Let this be a momentum for us all to develop and cultivate the important role of partnership between us all in our efforts to end TB. In keeping with this year's World TB Day theme, let me reiterate: Now is the time for the world to end TB. Let's start with ourselves--and together, we will make a difference."

STOCKTAKING RESULTS

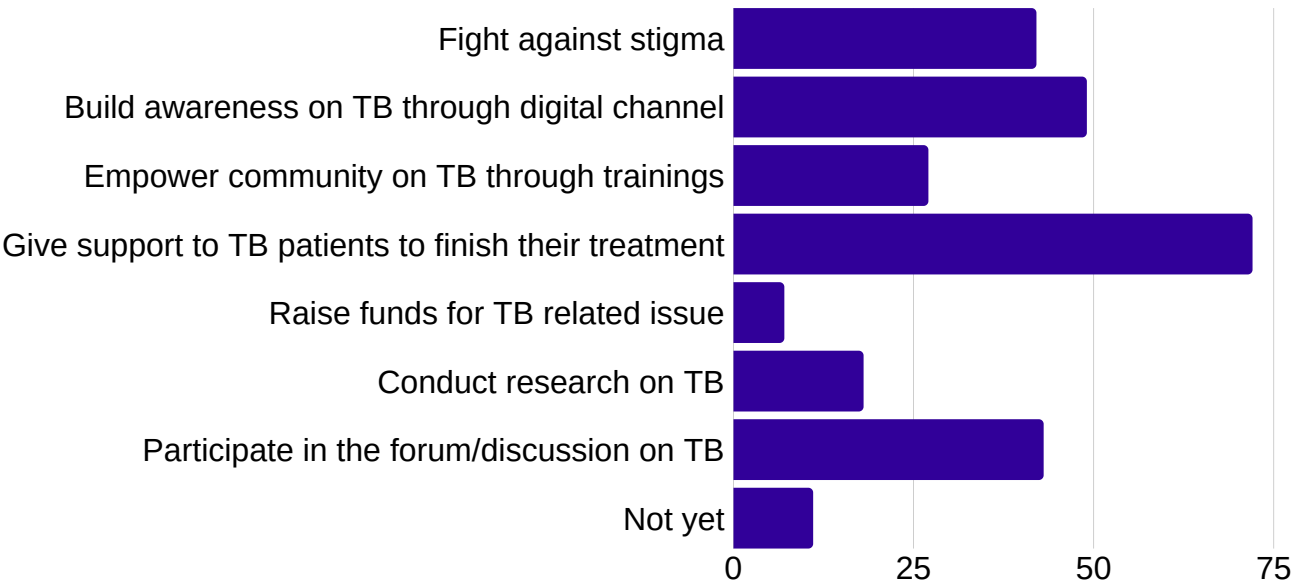
Age Group



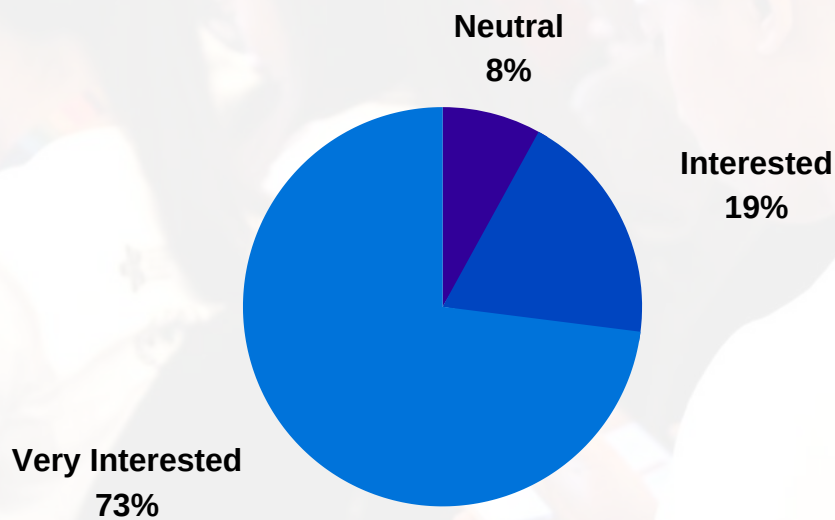
Educational Background



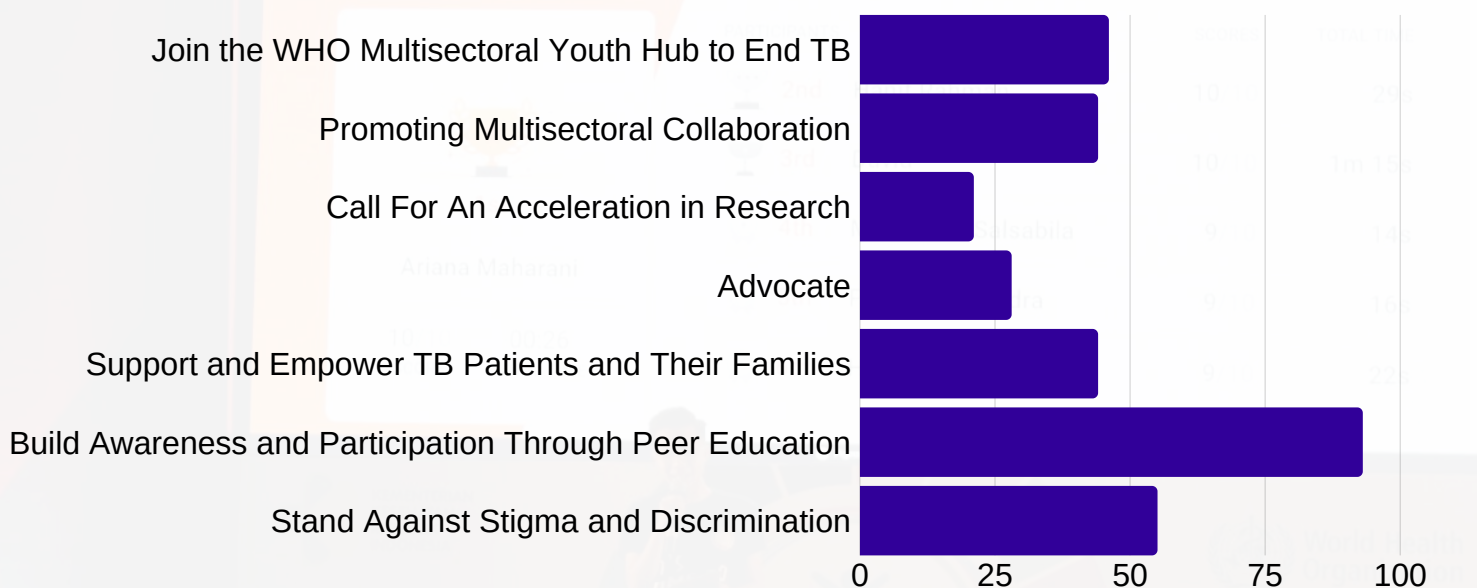
Participants' Contribution to End TB



Participants' Interest to Actively Get Involved in Ending TB



How Participants Would Take Part in Ending TB





Youth Declaration to End TB

We, the representatives of youth from around the world and different walks of life, have gathered together at the first-ever Youth Townhall to End Tuberculosis (TB), in Jakarta, Indonesia, to define our vision for a world free of TB and our role in achieving this. TB remains the top infectious killer claiming millions of lives each year and causing untold suffering to people with TB, their families and their communities. TB is also the leading cause of death among people with HIV and a major contributor to antimicrobial resistance. Young people between the ages of 15-34 are disproportionately affected and carry the heaviest burden of the disease. They are also often the largest population group in developing countries with their role and potential contributing immensely to a nation's social and economic capital. Enabling their access to care and ensuring their meaningful participation in efforts to end TB at all levels will pave the way to a better, safer and healthier world free of TB.

We commit to stand together with Heads of State, Ministers, the World Health Organization (WHO) and other stakeholders in reaching the commitments set out in the political declaration of the first United Nations (UN) high-level meeting on the fight to end TB held in September 2018. These include the bold targets to reach and treat 40 million people with TB by 2022 including 3.5 million children and 1.5 million people with drug-resistant TB, to reach 30 million people with TB preventive treatment, and to increase funding for TB to reach USD13 billion per year for implementation and USD 2 billion per year for research and development by the year 2022. We further affirm our support to and align our efforts with the UN 2030 Sustainable Development Agenda and its allied target of ending TB, the WHO End TB Strategy, the UN Youth Strategy and the declarations of previous WHO Youth Townhalls.

We are mobilizing ourselves and now appeal to leaders, decision makers at all levels, the World Health Organization and other stakeholders others to:

- ✓ *Ensure that no young person is left behind*
- ✓ *Recognize young people as agents of change*
- ✓ *Harness the unique abilities and skills that young people especially can bring to the table, such as intercultural communication and innovative use of technology*
- ✓ *Enable meaningful inclusion and engagement of young people in planning, decision-making, as well as monitoring and review at all levels.*
- ✓ *Advocate for and enable young people to have a stronger role in national and local efforts to empower their communities to end TB*

Together we are stronger. We urge other young people from around the world to join this movement and call on the international community to work with us to do more, do better, reach further and save lives.

We recognize that despite being the world's top infectious killer, awareness about TB is poor, especially among young people who are among those most affected.

- ***We pledge to build greater awareness and promote the "right to know"** about TB, its impact, and the cost benefits of investing to end TB, **through information campaigns**, increasing **peer education** and **community participation**.*
- ***We commit ourselves to utilize the power of social media and emerging technologies to increase awareness and reduce misconceptions** about TB in our communities.*
- ***We commit to** advocating for **greater information sharing** on TB especially at **early ages** through **targeted grassroot-level awareness campaigns**, including in **schools and universities**,*

*incorporating elements from local cultures and utilizing **youth communicators**.*

- ***We commit to advocating for TB to be included in the curriculum of the future health workforce, scientists and researchers.***

We recognize that people with TB face immense stigma and discrimination in society, which hampers their access to care.

- ***We pledge to fight against stigma** faced by people with TB, and to respect and **uphold their human rights and dignity**, including but not limited to the right to health in line with the Universal Declaration of Human Rights, so that they are able to **freely access care without fear of discrimination**.*
- ***We commit ourselves to encouraging greater empathy and understanding** of the disease to*

enable **peer, family and societal acceptance through campaigns**, including in the **community**, on **social media**, as well as through **one-on-one support**.

- **We urge countries** to put in place **laws and measures to protect TB survivors** from **discrimination** especially in **the world of work and education** and **dismantle existing stigmatizing policies**.

We recognize that people with TB including young people face a challenging recovery period and need psychosocial and socioeconomic support to complete their treatment and lead fulfilling lives after surviving the disease.

- **We pledge to cultivate and enable** a diverse base of **youth volunteers** or take **individual leadership**, to **support and empower those ill** with TB and their families in **accessing prevention and care**, in **completing treatment**, as well as benefiting from any **financial benefits/incentives** offered to those ill with TB.
- **We commit to advocate for access** to **free counselling and psychosocial support** for people with TB and their families, and the **setting up of TB survivor groups** for patient support and wellbeing.
- **We urge the countries and the World Health Organization** to **develop national and global policies** that focus on the **rehabilitation of TB survivors and their families**, especially those who face added challenges in returning to normal life due to **side effects and/or disabilities**, to ensure they are able to lead fulfilling lives.

We recognize that despite being an old and deadly infectious disease, there is still no point of care test, few new drugs and no effective preventive vaccine against TB. The use of innovations to end TB has remained low.

- **We pledge to advocate strongly** for an **acceleration in research and development for new diagnostics, drugs and vaccines**, as well as **their rapid uptake**, to make TB and drug-resistant TB diagnosis and care safer and more effective, as well as for the scale up of **new technologies and innovations for TB care**.
- **We call for the building and strengthening of capacity** of young scientists and researchers to **engage in research to end TB**, especially those who come from **developing countries** which bear the highest burden of TB.
- **We recommend that TB research** also builds on insights from **behavioural sciences** to improve

treatment adherence, patient support and wellbeing.

We recognize that gaps in funding impede efforts to end TB and that it is essential for countries to uphold their commitment to increase funding for TB implementation and research.

- **We pledge to advocate strongly** for **increased resources at national, regional and global levels** to close funding gaps for TB prevention and care, as well as research, highlighting that **ending TB is highly cost-effective** with a return of USD 43 for ever USD 1 invested.
- **We urge countries** to **include TB in universal health coverage efforts** and **social protection mechanisms/packages**, given the catastrophic financial burden that TB and drug resistant TB places on patients and their families. This will enable TB patients to complete their treatment without worrying about financial repercussions.
- **We request countries and donors** to **ensure that financing** for TB implementation and research also **includes a component to support youth participation** and **capacity building**. This will enable youth to play a greater, more sustainable role in efforts to end TB.

We recognize that TB is a problem that requires engagement of sectors beyond the health sector. As outlined in WHO's Multisectoral Accountability Framework, an effective and accelerated response to end TB will require multisectoral and multi-stakeholder collaboration and action with strong accountability.

- **We pledge to advocate** for **multisectoral collaboration to end TB** that **extends beyond the Ministry of Health** to include other ministries such as for **disabilities, for women and child health, for education, for labour, for finance, local governments** as well as the **private sector, civil society including indigenous peoples and affected communities, non-governmental organizations, and other stakeholders**.
- **We urge countries** to provide young people especially TB survivors with **seats in national review bodies** and **mechanisms** to be able to **demand accountability and responsiveness** from officials and organizations.
- **We call for increased participation of young people** in the **WHO's 1 +1 youth initiative to end TB** that was launched as part of its **collaborative multi-stakeholder and multisectoral platform to accelerate action to end TB**. This will enable **meaningful involvement of youth in policy making and action**.

Communication Report

The Global Youth Town Hall to End TB is expected to end with a greater network between youth and policy makers, and among youth itself. This forum also expected to produce a number of desired outcomes such as a global youth declaration and to gather youth recommendations as an input for creating a youth-based action to End Tuberculosis.

In order to create nation-wide spotlight towards the forum, massive publications through conventional and new media prior to the Townhall are deemed imperative.

This action is expected to create a domino effect not only to potential participants and influence them to participate in the Forum but also to persuade youth and public to start involving and working together with youth to achieve the realization of sustainable living in the future.

To assist MoH and WHO in this area, CISDI developed a communication strategy that includes objectives, key messages, and hashtag. The strategy was discussed and agreed together upon a follow up meeting with WHO, and later was used to develop several communication products.

MESSAGE HOUSE

CISDI
CENTER FOR
BUSINESS STRATEGIC
DEVELOPMENT INITIATIVES

Youth Take the Lead in Eliminating TB by 2030

The WHO Global TB Report 2018 shows that no country in the world is free from TB. In 2017, 10 million people fell ill with TB, with the highest burden in developing countries. young people are disproportionately affected by TB, with the age groups of 15-34 years carrying the heaviest burden of this disease (WHO Global TB Report 2018).

Recognizing the strategic role of young people and its strength as the power house of health development and efforts to end TB, the World Health Organization (WHO) launched a youth mobilization initiative to End TB on World TB Day in March 2019. The initiative aims to advance the engagement of young people and amplify their voices to end TB.

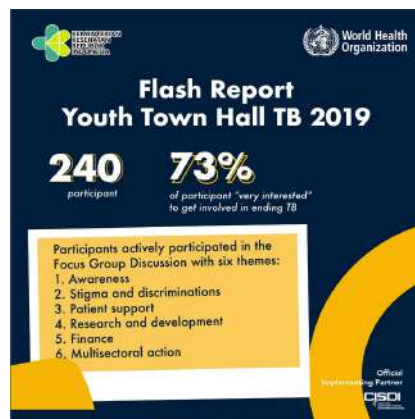
The Youth Town Hall on TB will be the first forum emphasizing the important role of youth and enabling them to work towards ending the TB epidemic. The meeting would be a platform to delve into young people's needs and explore possibilities to engage youth collectively to achieve the End TB target by 2030.

Communication Products

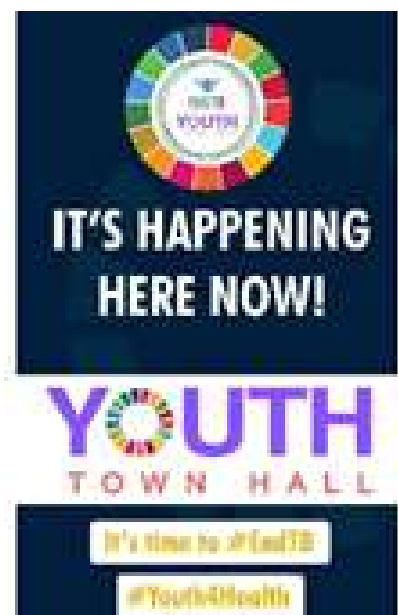
In amplifying the messages we bring in the Global Youth Town Hall to End TB 2019, CISDI led the development of the communication products to make sure each messages crafted, published, and monitor well. With the help of volunteers, the communication products developed in a thematic and coherent design.

Several communication products we created was social media contents, publication banners, backdrops for photobooth, welcoming video, and after event videos. The products were circulated through CISDI, MoH, and WHO networks and social media channels to trigger the awareness of the event.

social media



publication banner and photobooth

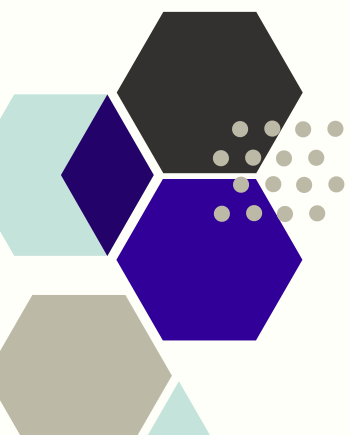




Media Coverage

1. INews
2. Republika.co.id
3. Gatra.com
4. Viva.co.id
5. Detik Health
6. Okezone.com
7. Tribunnews
8. Liputan6.com
9. INews.com
10. Harian Aceh
11. Bali Tribun News
12. Nusa Media

Click media to access link



Social Media Campaigns

Using the main message #Youth4Health and #EndTB, social media content that is in line with the material presented in Youth Town Hall was disseminated through CISDI's and WHO's social media channels and amplified by several youth networks in Indonesia.

201

posts

262,138

impressions

indonesia

followers' country of
origin

#endTB

top hashtag accompanied
#Youth4Health

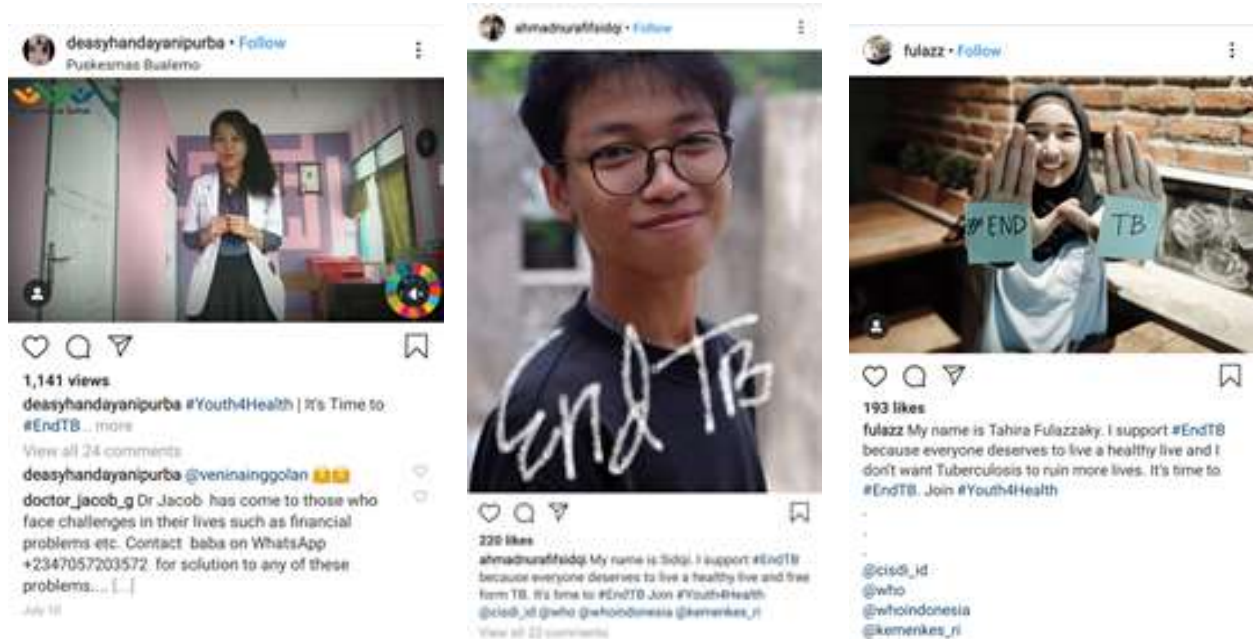
During the Youth Town Hall, online interactions related to #Youth4Health were raised through various channels, resulting in 262,318 social media impressions, of which 201 contents spread across various channels. This shows that there is a high interest in the hashtag used and the content that is issued, so the conversation continues to move between social media users, and the digital presence is getting stronger.

USER	POSTS	AVG ENG	FOLLOWERS	IMPRESSIONS	EXPOSURE	DOMAIN RANK	BIO
 CISDI @cisdi_id	15	2	7,846	117,690	126,855	-	Center for Indonesia... Jakarta, Indonesia
 Youth Center PILAR @pilar_pkbi	6	0	977	5,862	5,862	-	Wujudkan Pelibatan ... Jawa Tengah, Indon...
 hani handayani @handayani	5	0	316	1,560	1,560	-	Pharmacist and Arti... Bandung
 CISDI @cisdi_id	4	209	3,934	15,736	15,736	-	CENTER FOR INDON...
 Shagun Khare @shagunkhare	3	2	174	522	12,311	-	

In terms of the effectiveness of the content, channels that have a high number of followers contribute a lot to online conversations, such as the account of CISDI and Pilar PKBI. In addition to the content from the executing account, the content that attracted the most interaction was the content from CISDI twitter.

Through the post-event monitoring, several contents attracted most of the engagements and viewers are as listed below:

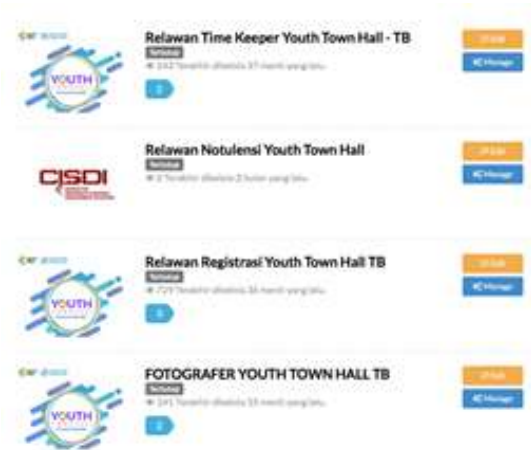
- Fellowship Submission



Participants were required to post their videos and photos online on their social media to validate their registration to the event. In addition to that, they also need to follow @cisdi_id, @kemenkes, @WHO and use the hashtag #Youth4Health #EndTB. These photo and video testimonials became the trigger of a rising number of online activation. As the content of the posts should be on how Youth can contribute towards the global action to End TB, the message of the Global Youth Town Hall to End TB was also emphasized and amplified through this method.

- Indorelawan Collaboration

Our collaboration with Indorelawan aimed to engage youth volunteers to support YTH-TB. In addition, we also held ticket giveaway to attend YTH-TB for both CISDI's and Indorelawan's followers. The collaboration resulting in cross-channel content related to Youth Town Hall TB and 15 chosen young volunteers to get involved as part of the committee of the Global Youth Town Hall to End TB



- Live Event Post

The digital reporting was carried out through CISDI's social media accounts, especially Instagram and Twitter, throughout the preparation, event and post-event. This activity resulted in significant use of the hashtag #Youth4Health #endTB which was consistently amplified before, during and after the event.

The top content on IG posted during YTH-TB moment was a post on Diah Saminarsih's quote on the role of youth in eliminating TB (2,099 reach, 341 likes). Meanwhile, the top contents on Twitter was from the Youth-TB declaration and Rhea Lobo's talk which have gained 845 impressions. Additionally, live report on IG Stories have earned more than 30,394 impressions.



YOUTH TOWN HALL TO END TB POST-EVENT REPORT

