



TB COALITION EVALUATION SUMMARY

February 2nd, 2017

ABSTRACT

The following is a summary of the evaluation responses from the first TB Coalition meeting of 2017.

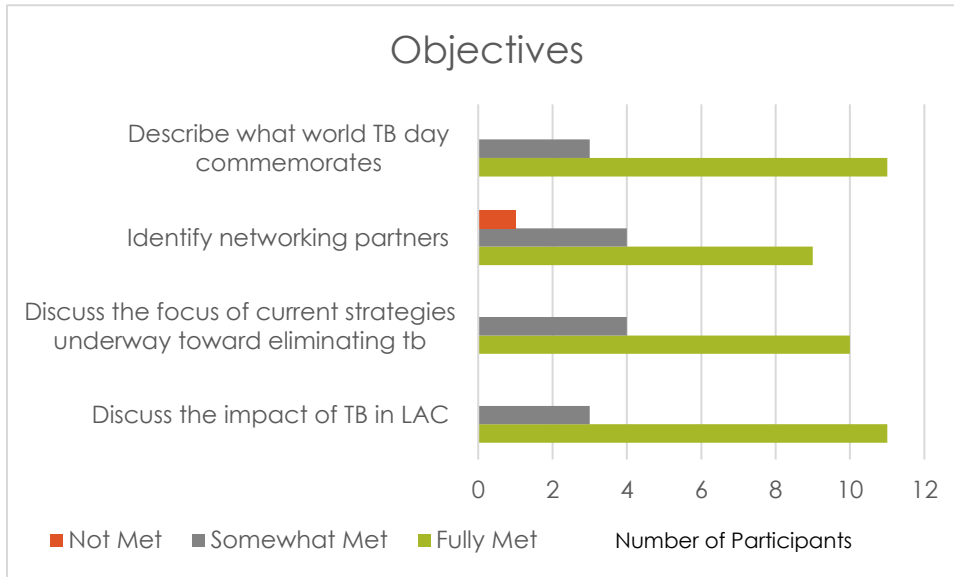
TB Control Program

Sandra Martinez

Executive Summary

The TB Control Program held its first TB Coalition meeting of 2017 on Thursday, February 2nd in the Ferguson Complex in the City of Commerce. At the end of the presentation, participants were asked to fill out an evaluation form, assessing the quality and performance of the coalition meeting. Below are the results, yielding responses from participants who were present at the coalition meeting. Overall, participants felt that most of the coalition objectives were fully met, the quality of the coalition delivery was good, and the presenters were very effective in carrying out the goals of the presentation.

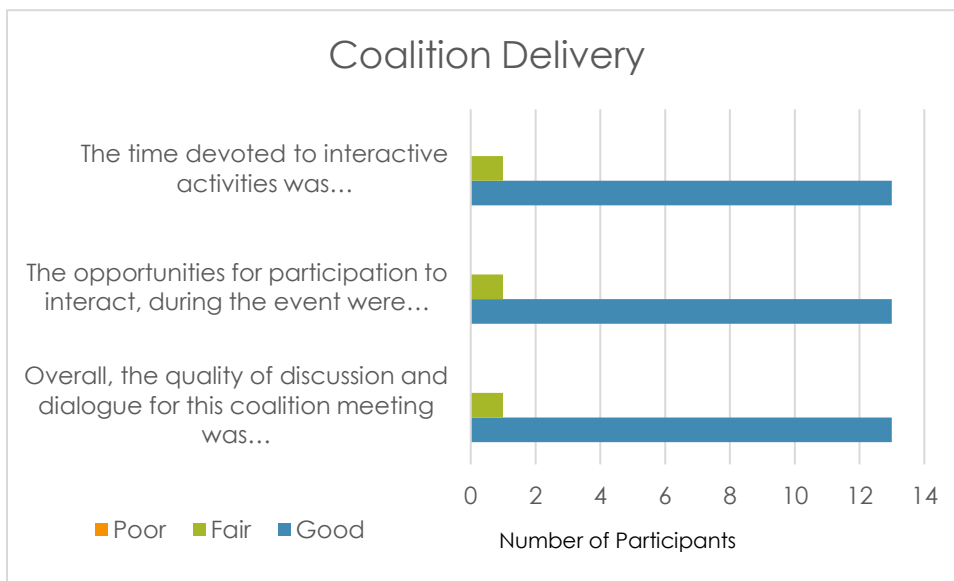
Objectives



14 surveys were filled out during the TB Coalition meeting. **78%** of the participants felt that the objective of discussing the impact of TB in LA County was **“fully met”**, while **21%** felt that it was **“somewhat met”**. Discussing the focus of current

strategies underway toward eliminating TB was rated to be **“fully met”** by **71%** of the participants and **“somewhat met”** by **29%** of the participants. In terms of identifying networking partners, **64%** felt that this objective was **“fully met”**, **29%** felt that it was **“somewhat met”** and **7%** felt that it was **“not met”**. **78%** felt that describing what world TB Day commemorates was **“fully met”** while **21%** felt that it was **“somewhat met”**.

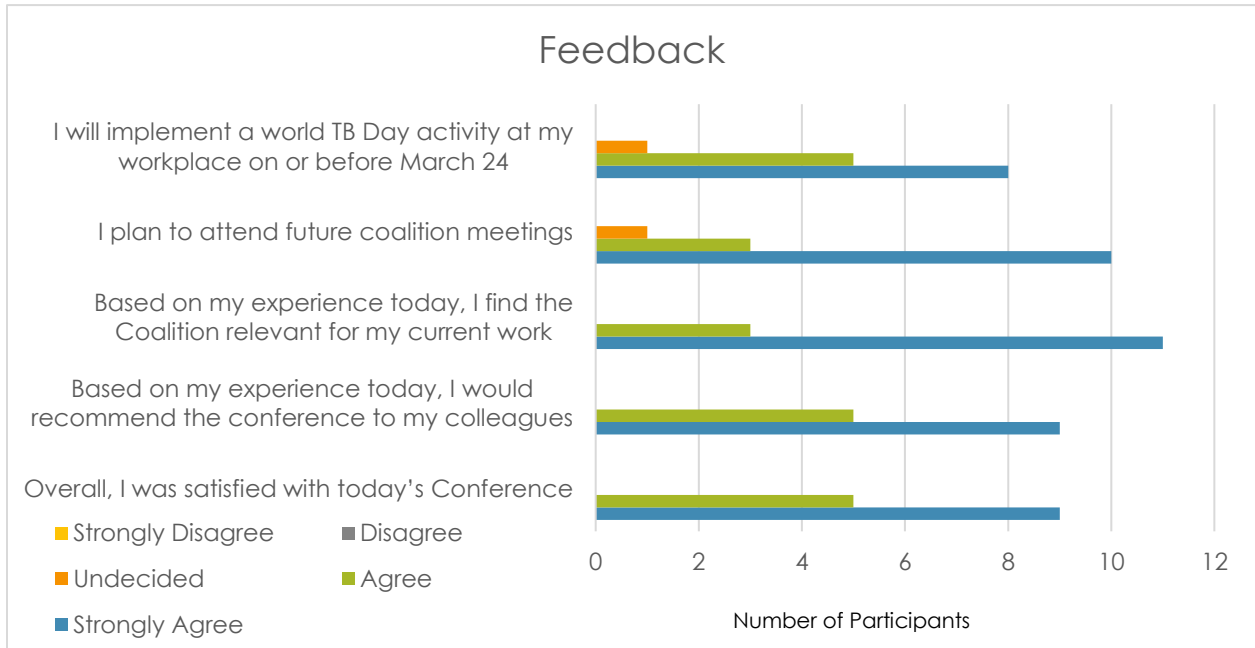
Coalition Delivery



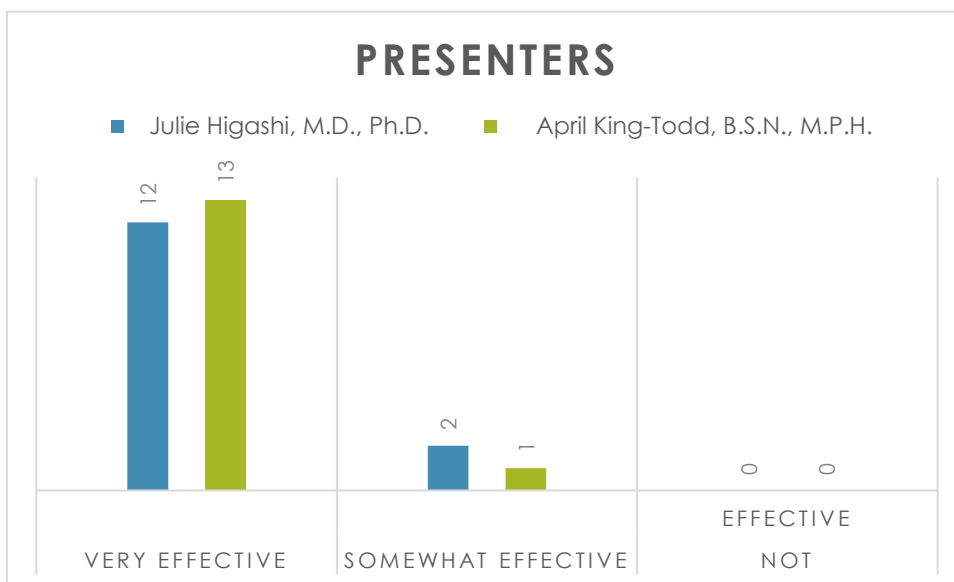
Overall **92%** of participants that the quality of discussion and dialogue for the coalition meeting, the opportunities

for participation to interact during the event, and the time devoted to interactivities were all **“good”**. Only **8%** felt that the coalition delivery aspects mentioned above, were **“fair”**.

Feedback



In this 5 question feedback questionnaire, **64%** “strongly agree” and **36%** “agree” that they were satisfied with the coalition conference and would recommend the conference to their colleagues. Moreover, **76%** strongly agree that they find the Coalition relevant to their current work while **21%** agree. Overall, **92%** plan to attend future coalition meetings while **8%** is undecided. Altogether, **92%** will implement a World TB Day activity at their workplace on or before March 24, while **8%** is undecided.



Overall, the majority of people felt that both Dr. Higashi and April King were very effective in their presentations (**86%** and **93%** respectively).

TB Activity Summary

During the coalition meeting, community partner's brainstormed ideas for the Coalitions' Mission, Structure, and Vision as well as possible names for the organization. Some names that were discussed for the Coalition were, Take out TB, Tackle TB, Take Down TB, Slam Dunk TB, LAC TB Coalition, United to End TB, TB United, LAC Coalition to End TB, and United Against TB (UATB). The proposed mission statements for the Coalition included ideas on education, prevention, identifying, treating and testing for TB such as increasing awareness about TB, broader screening modalities, treating LTBI, engaging and educating providers to facilitate transmission of information to targeted communities, and focusing on at risk populations. In order to successfully address these goals, participants felt that by creating a structure that consists of quarterly meetings, email updates through a newsletter, creating a neighborhood council, working with high risk populations, having an embassy staff with a communication coordinator to reach out to organizations and having a multidisciplinary membership of professionals to work on tackling TB would best address the Coalition's needs. The overall vision that was consistent among groups was overall elimination of TB. However, in order to do so, participants felt that in order to end TB, having a cohesive unit of community partners, wellness centers and mobile clinics would more effectively end TB in Los Angeles.

The main themes that participants created for World TB Day 2017 consisted of two groups; education and outreach. Participants felt that for World TB Day, there should be a focus on staff and client training for higher risk populations, increased awareness in blood test (vs skin test), health fairs or workshops, webinar or teaching institutions, educating families through outreach of community sources such as schools and churches, and homeless TB education through care packages. Moreover, they felt that in order to reach a wider audience, steps should be made to promote World TB Day on a larger scale. These included things such as social media promotion, creating a marketed symbol, having a massive email to community partners, informational brochures, testimonies, a celebrity spokesperson, and increased access to TB Screening through mobile clinics.

APPENDIX

Poster Brainstorming Ideas

Coalition

Name:

- Take out TB
- Take Down TB
- Tackle TB
- Slam Dunk TB
- LAC TB Coalition
- United to End TB – TB United
- LAC Coalition to End to TB
- United Against TB (UATB)

Mission:

- Increase awareness about TB
- Broader screening modalities
- Treatment of LTBI
- To promote existence and prevention of TB in the LA County
- To engage & educate the providers to facilitate the transmission of information to the targeted community
- Educate, prevent, identify, treat, test for TB
- Focus on increased risk populations

Structure:

- Quarterly meetings
 - Open meetings to as many people as possible
- Quarterly Meetings
- Email updates Newsletter
- Communication coordinator
- Work w/high risk population
- Embassy staff
- Neighborhood counsel
- Multi-disciplinary membership different locations
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Vision:

- To end TB
- Community partners
- Wellness center
- Mobile clinic
- End TB
- Overall TB elimination

World TB Day -2017

Media Promotion

- Social media
- Marketed symbol
 - Recognizable symbol
- Incentives
- Spokesperson (celebrity)
- Make it a requirement for funding
- Games
- Massive Email
- Across the board brochure
- Testimonies (personal)
- Breakfast/lunch/snack for providers- regional breakouts
- PSA for World TB Day on radio/mornings news
- More TB Clinics
- Social media (twitter, facebook, Instagram)
- Increased access to TB screening (weekends, evenings)

Education

- Staff/Client Training
- Increased awareness in blood test (vs. skin test)
- Education for clinics on blood testing
- Training specific to facility
- A related/site champion
- Education on site
 - Topic/health fairs/workshop
- Webinar/teaching institutions
- Educate families outreach
- Community (churches, schools)
- Educate providers and higher risk persons
- Education booth in the community
- Homeless TB education with care packages