

Northern Virginia TB Media Campaign
Standardized Talking Points for Campaign Material Distribution
Potential Evaluation Sites

Thank you very much for your time. We are here today on behalf of the Health Department and Virginia Department of Health.

The Health Departments in Northern Virginia, with support from the state health department, have come together to start an exciting campaign. To raise awareness about tuberculosis or TB in our communities, we are using posters and advertisements, and visiting establishments like yours.

Do you know what TB is? (*provide brief education regarding LTBI vs. active TB disease and BCG vaccination*)

Many people think that TB is only a problem in other countries, so it may surprise you that we have cases of active TB in certain high-risk populations here, including our (*insert appropriate racial/ethnic population*) residents. The good news is that TB can be prevented, treated, and cured. Our campaign's goal is to share two messages within our high-risk communities: 1) get tested and, if positive, treated and 2) if you have TB symptoms, contact your medical provider or Health Department.

We think that your _____ (*facility, restaurant, store, etc.*) would be a great place to reach people. Can we display our posters here? Also, would you be open to creating a partnership with us? We would like to come back to your site to see if the posters made an impact and to offer further TB education, such as having a guest speaker from the Health Department talk about TB or developing TB educational materials tailored for your site.

Evaluation talking points

Returning to your site to evaluate the impact that we have made is an important part of our campaign. Based on feedback that we get, we can strengthen and clarify our educational messages. Also, we can have TB experts available to answer questions about TB and empower your group to make educated decisions about their health.

We may use written surveys or Health Department team members may verbally survey your group. We want to capture information such as whether people saw the campaign materials, what they learned from the materials, and what, if any, action they took after seeing the material. These surveys will be completed 1-2 months after the materials are posted.

With the knowledge that your community is at high risk for TB, would you be willing to partner with us?

IF NO:

- May I ask...what are your concerns? (*Address concerns*). Find out if they are willing to participate at any level (i.e. hanging posters and allowing us to do evaluation piece, just hanging posters etc.).

[Please record concerns and level of participation in NOTES section of Material Distribution Tracker]

IF YES:

Great! We would like you to display the posters for the next two months or more. How many posters can we give you for display? Where can we hang them so that they will be visible to most people? May I help you hang the posters now?

Also, what would be the best way to tell your customers/members about this campaign/poster? Would you make an announcement about the campaign/poster? If so, we would be happy to provide you with talking points.

Lastly, what is the best day/time to reach the largest number of customers/members for completing the surveys that we mentioned?

Thank you for your participation in this important effort to inform our community about TB and stop its spread.

If you have any questions, or concerns, please call (*primary contact name/phone number*) or (*alternate phone number*).