



**Georgia Department of Human Resources,
Department of Public Health Communications Services for Tu-
berculosis (TB) Prevention among African American in Fulton
County, GA - Acsential**



Product/Service:

The Georgia Department of Human Resources (DHR), Division of Public Health, Tuberculosis Program (TB) mission is to control transmission, prevent illness and ensure treatment of disease due to tuberculosis.

Strategies & Delivery:

In 2002, the Georgia TB Program was selected by CDC to be one of 3 pilot sites (Chicago, Georgia and South Carolina) for a project focused on TB elimination in African-Americans. DHR Tuberculosis Program implemented a project titled, Communications Consultant for Tuberculosis (TB) Prevention among African Americans in Fulton County, Georgia.

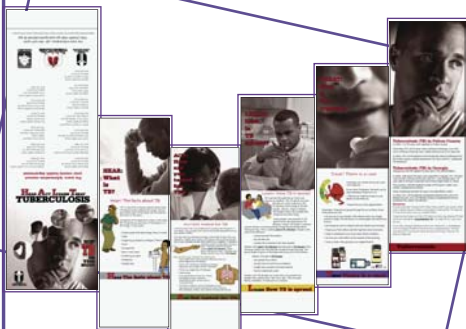


Acsential developed processes and strategies that delivered a consistent message, to clearly state the goals and initiatives of the prevention of TB among African American and enabled a direct impact on the issues that affect the delivery of services to the community of Fulton County, Georgia by providing these services.

Creative Strategy Development:

We identified the following services to satisfy this request:

- a) Acsential reviewed and analyzed previously collected research data on the “Tuberculosis Intensification of African Americans in Fulton County Project”.
- b) Acsential maintains strong working partnerships with key stakeholders through attending quarterly meetings of the Metropolitan Atlanta TB Task Force and various health agencies like the Center for Disease Control.



c) A detailed implementation plan and media strategy was developed with core messages targeted to the African American community designed to increase awareness of Tuberculosis among African American in Fulton County.

a. Several focus groups were hosted with the Key Informants and the Target Audience in November 2004 and January 2005 at the Fulton County Department of Health and Wellness. The Key Informants and the Target Audience were exposed to the future marketing material designs.



d) Event management services were developed for “World TB Day” March 24, 2005

e) A media campaign developed and produced based on a developed media communications plan created by Acscential for Tuberculosis using core messages on products in multiple formats including print (palms cards, fact sheets, posters), television, radio, video and CD. In addition, a homeless survival kit was developed that including a backpack, water bottle, neck tote, hat, socks and tissues to be distributed to the homeless.

f) Throughout the campaign Acscential monitored and tracked media coverage, and provided a cumulative report of all negative and positive media coverage.



Results:

“H.A.L.T. Tuberculosis” campaign
The HALT-TB communication campaign used:

- Formative research for needs assessment
- Community participation
- Targeted placement of information
- Marketing expertise to increase TB awareness and education among African-Americans in Fulton County.

WORLD TUBERCULOSIS DAY MARCH 24, 2005
Georgia Department of Human Resources-Acsential, Inc.
H.A.L.T. Tuberculosis –Now Is the Time!

Media Plan

Strategies & Delivery: To increase awareness of Tuberculosis (TB) by providing a community education and awareness forum. DHR TB Program's new campaign, "H.A.L.T. Tuberculosis: Hear, Act, Learn, Treat Tuberculosis" was also launched on World TB Day.

Community Relations/Public Relations Strategy Development: In efforts to combat the high rate of TB in African Americans in Fulton County, the event was hosted at the Mall West End, which is located in one of the targeted outreach areas. Our strategy generally consisted of the following:

- Exposing DHR Deputy Director Dr. Stuart Brown, Dr. Rose-Marie Sales, Epidemiologist and Beverly DeVoe-Payton, TB Program Director to the public through print, radio and TV.
- Educating the public on the symptoms of TB, how TB is spread and the locations of the Fulton County health departments for testing.

PSA Distribution: Provided two versions of the PSA to over 50 radio stations throughout the State of Georgia.

Press Release & Media Alert: Distributed press release and media alert throughout the state and in target areas of the event.

Media Tour: DHR World TB Day spokespersons were interviewed on several local radio and TV talk shows.

Special Presentations: DHR TB Program received proclamations from the Atlanta City Council, Fulton County Commissioners and the State of Georgia Legislators acknowledging March 24, 2005 as World TB Day.

Street Team Outreach: Street Team outreaches were used in targeted communities to pass out informational palm cards on the DHR World TB Day event and info on Tuberculosis.

Results: Surveys were disseminated during the event to measure the attendance of the event, total number of people who had prior knowledge of what TB is and how it is spread; and if they learned anything about TB while attending the DHR World TB Day event.

