



TB Alert Strategic Plan 2017-2020 **Summary version**

The overarching focus of this plan is to develop TB Alert's role as a knowledge-based, technical agency in order to engage more effectively with influential actors in the UK and internationally, and to remain relevant in a period of challenge to the conventional NGO model. At the same time, we aim to strengthen the organisation's financial base, in part by growing sustainable fee-based income streams generated by providing technical services. The vision and mission of the charity remain unaltered:

Vision: The control and ultimate elimination of TB

Mission Statement: TB Alert works to increase access to effective treatment for all

TB Alert operates within an environment of change for UK-based NGOs. Institutional funding for international projects is increasingly focused on specific themes which often exclude TB. The role of Northern NGOs is also changing, with a potential lessening of their involvement in field project implementation. Within the context of our work in the UK, government austerity has made it more challenging to access statutory funding despite TB being one of Public Health England's seven priority areas.

These and other shifts are increasingly affecting how TB Alert must work to maximise its impact while at the same time ensuring its survival and growth. Recent years have seen the charity adapt and expand the scope of its work: historically, our focus was primarily on community-level awareness and access to services; today, while we still do not provide clinical treatment, our work increasingly considers the full public health and patient pathways and addresses multiple issues concerning prevention, diagnosis and patient care.

This three year strategic plan will take these developments forward, increasing TB Alert's role as a source of technical knowledge and assistance, focusing our work where appropriate on the needs of key populations, and seeking to reduce our reliance on institutionally-based project funding. We will also explore the feasibility of extending our work into Eastern Europe and Central Asia.

Strategic Objectives

- 1 Provide information, guidance and support to individuals, communities and health and care services, so that people with TB access healthcare and receive a prompt and accurate diagnosis.**
 - Continue to expand our strategies to increase awareness, reduce stigma and tackle false beliefs about TB, working with key influencers and stakeholders and using forms of media appropriate to different audiences and settings
 - Raise awareness of TB among formal and informal healthcare providers and among key workers
 - Support localities in England to develop and deliver multi-stakeholder awareness and health promotion programmes for latent and active TB and to reach under-served populations
 - Increase the focus of our international programme on helping different key populations access diagnosis and treatment.



- 2 Partner health and care services to ensure people with TB receive the clinical and psychosocial support necessary for successful treatment.**
 - Link TB patients and their families to existing government and non-government social safety nets
 - Work with health and care services, communities and civil society to develop patient-centred care programmes which support successful treatment and prevent catastrophic cost to patients or their families
 - Develop a new range of NHS co-branded multi-media patient information and support resources for the UK.

- 3 Build TB capacity among civil society, and strengthen collaboration between health and care services and civil society.**
 - Promote the development and support the delivery of multi-stakeholder partnership approaches, adapted to regional and country settings
 - Continually adapt our work to reflect the changing role of Northern NGOs in tackling TB in high incidence countries
 - Work to increase the engagement of local authorities in England in meeting their public health, housing and social care responsibilities in relation to TB
 - Support the development of the TB Action Group and the delivery of sustainable activities
 - Support the continued growth, reach and effectiveness of TB Alert India
 - Work through the TB Europe Coalition to increase understanding within EECA government services of the potential roles of civil society in TB care and control.

- 4 Develop and use our organisational expertise to generate new partnerships and programmes and to support national and international advocacy.**
 - Incorporate impact and value for money measures into our major programmes, focusing where possible on measuring health outcomes among specific demographic groups
 - Focus on maximising the synergies between our field projects and technical advisory work, growing and embedding our knowledge in the process
 - Document our work and disseminate its learnings through publications, conferences and other appropriate fora
 - Further our involvement in international working groups and partnerships.

- 5 Strengthen financial and staffing resources and systems to build the foundation for long-term sustainability and growth.**
 - Develop our role as an international technical agency generating fee income
 - Expand our international partnerships with agencies with access to large scale funds
 - Develop offers of commissioned services to UK statutory bodies
 - Develop a rolling programme of funding applications to grant-making trusts
 - Seek to develop a small network of associates – consultants or contract staff – for delivering short-term contracts or programmes
 - Develop a feasibility plan and, if appropriate, a business plan for having an organisational or staff presence in Africa.