



Advocacy, Communication and Social Mobilization for TB Control: A Guide to Developing Knowledge, Attitude and Practice Surveys

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Abstract:

This guide is designed for tuberculosis (TB) programme managers and staff who intend to conduct advocacy, communication and social mobilization (ACSM) activities as part of their broader TB control strategy. The guide was developed as a tool to help systematize countries' approaches to collecting and using data on knowledge, attitudes and practices (KAP) as an evidence base for planning, refining and evaluating ACSM work.

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Notes

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