



A Practical Guide to Collaborative Partnerships with Celebrities

Author: International Federation of Red Cross and Red Crescent Societies Stop TB Partnership

Publication Date: 2012

Format: Book

Physical Description: 48 p.: col., ill.; tables.

Language: English

Abstract:

This handbook, A practical guide to collaborative partnerships with celebrities, co-produced by the Stop TB Partnership and International Federation of Red Cross and Red Crescent Societies, provides Stop TB Partners with guidance on how to engage celebrities and benefit from their support. The targeted audience is mainly public health professionals who would like to expand their knowledge for engaging celebrities and managing high profile events. The objective is to share the experience gained while working with current Goodwill Ambassadors and Champions against tuberculosis.

Publisher:

International Federation of Red Cross and Red Crescent Societies
PO Box 372
CH-1211
Geneva 19, Switzerland
International Phone: (+41) (22) 730 4222
<http://www.ifrc.org>

Stop TB Partnership
Chemin de Blandonnet 2
1214 Vernier
Geneva, Switzerland 27
International Phone: (41) 22 552 2883
<http://www.stoptb.org>

Audience(s):

Advocates, Health Educators/Communicators, Health Professionals, International Agencies

Topic:

Advocacy/Communications

How to Access this Material:

HTML: http://www.stoptb.org/news/stories/2012/news12_071.asp

PDF: http://www.stoptb.org/assets/documents/resources/publications/acsm/handbook_champions_Web.pdf

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