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From Research to Advocacy: Developing a Multilingual Media Content to Support TB Infection Screening in People with HIV in Central and Eastern Europe

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OBJECTIVES

HIV and tuberculosis associated stigma[1] and low risk perception are considered a barrier for testing and treating people with HIV for TB infection[2] (TBI).
Here we present a process of developing educational materials featuring healthcare workers, aiming to improve awareness, strengthen prevention strategies, and decrease social or internalized stigma.

METHODS

The process was divided into two separate elements, one involving nurses and one involving physicians. Each one consisted of five components:

- forming the leading team of experts,
- participants selection, obtaining consents,
- working with production manager to confirm recording settings,
- a workshop for discussions, strengthened by education,
- half day production work, postproduction and distribution.

All HCPs were recruited through already existing network of HIV practitioners and experts - Euroguidelines in Central and Eastern Europe Network Group (ECEE NG).

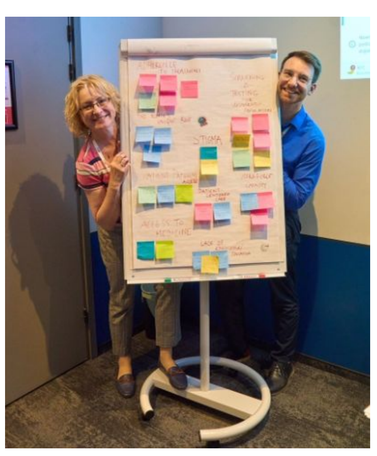
RESULTS

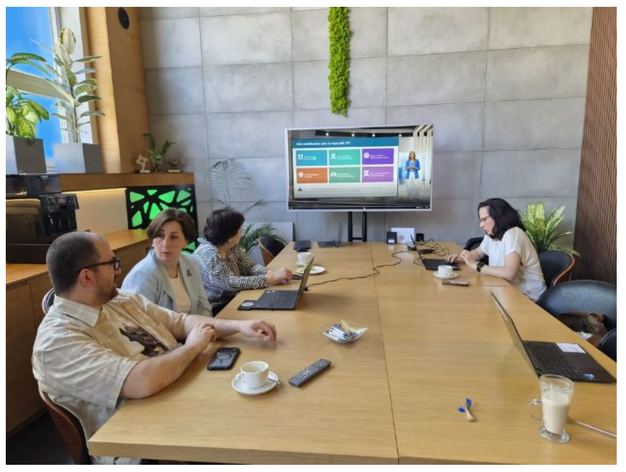
In total **22** healthcare providers (fourteen nurses and eight physicians involved in HIV/TB care), from **14** European countries (Albania, Cyprus, Denmark, Georgia, Greece,Ireland, North Macedonia, Montenegro, Poland, Republic of Moldova, Bosnia and Hercegovina, Romania, Serbia and the United Kingdom) were involved.
Videos were recorded in English and in participants' native languages to ensure authenticity and cultural relevance. Studio recordings involved recording team, two cameras and green screen setting. Post-production included selecting fragments for final spots, translation for subtitling and review by TB/HIV experts to ensure accuracy across languages. Three educational videos, one debate and one advertisement of MANAGE-TBI Study were finalised. Two were selected to be presented: Educational Spot and Doctors Debate. First one featured nurses, outlining the role of HCPs in patient support and addressing rationales for TBI testing to broader audience. Second one was carried out by the Study Investigators, underlining importance of research for daily practice improvement and encouraged collaboration between TB/HIV clinics. Content was adapted for dissemination within global community across Europe. Distribution is planned through websites, social media and TB/HIV conferences.

CONCLUSIONS

Development of multilingual educational media within the MANAGE-TBI Project was feasible across CEE[3] settings, yet involved substantial human and financial resources.
Expected outcome will be evaluated through media tracking to assess the reach and acceptability.




REFERENCES

1 Stigma is defined by the World Health Organisation (WHO) as ‘a mark of shame, disgrace or disapproval that results in an individual being rejected, discriminated against and excluded from participating in a number of different areas of society
2 TB infection- Tuberculosis infection (TBI) is defined as a state of persistent immune response to stimulation by *M. tuberculosis*antigens with no evidence of clinically manifest TB disease
3 CEE- Central and Eastern Europe

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Scan to view the videos!