

# Encouraging screening for latent TB in the Midlands

## Project introduction

# Project team

**Project sponsors (on behalf of Sandwell and West Birmingham CCG, Birmingham South Central CCG and Birmingham Cross City CCG)**

- Carol Watson – Commissioning and Redesign Manager
- Philomena Gales - LTBI Screening Project Manager

**Project manager at Midlands and Lancashire CSU**

- Dr Stephen Williams - Marketing, Research and Insight Manager

**Project team at Midlands and Lancashire CSU**

- Danielle Hopley – Communications and Engagement Specialist
- Veena Darbhanga – Communications and Engagement Specialist

# Introduction

In 2014, the WHO estimated 9.6 million new TB cases and 1.5 million TB deaths worldwide (WHO, 2015). In comparison to other European countries, the incidence of tuberculosis (TB) in the UK has remained high.

It is likely that the majority of TB cases in the UK are the result of 'reactivation' of latent TB infection (LTBI), an asymptomatic phase of TB, which can last for years.

# What do we need to achieve?

Recent studies have identified an increase in LTBI within migrants aged 16-35 who have entered the UK within the last five years from countries with a TB high incidence rate, or Sub-Saharan Africa and people who have lived in these countries for at least six months.

We need to achieve an **increase in screening for latent TB amongst this group**. We have been commissioned to create a marketing campaign to help achieve this.

Before we can create a campaign, we need to understand our target group.

# Project objectives

- To gain an understanding of the target audience's perceptions and current behaviours associated with the national health system, registering with and using GPs
- To explore the target audience's awareness of and cultural perceptions towards TB, latent and health
- To detect the target audience's motivations and barriers around screening for latent TB
- To determine the target audience's media usage and preference of marketing messages, styles and tones.

# What do we need to know before creating the campaign?



Your **success** is our **success**



# Our approach



# Who do we need to talk to?

Stakeholders who are close to the target audience that can provide insights into the target audience's lifestyles and behaviours:

- Faith groups
- Community organisations
- Volunteer groups
- Societies
- Universities and colleges

# Who do we need to talk to?

For focus groups and 1-2-1 interviews, we need to talk to:

- Migrants from countries of high TB incidence or Sub-Saharan Africa who have been in the UK for up to five years
- Aged between 16 and 35 years of age
- Male and female
- Currently living in the Birmingham and Sandwell area.

# Why it's important to be involved?

We'd appreciate your help and support for this project. We're currently approaching key organisations and stakeholders to help us gain access to our target audience.

It's a chance to help shape a local campaign that could make a difference to someone's health.

**It's a chance to add value.**

Your **success** is our **success**



# How you can help?

You can help us to:

- Understand your experience with our target audience and share any best practice
- Determine how best to gain access to the target audience and encourage participation in focus groups and interviews
- Become aware of any other contacts or organisations that may be able to help us engage with the audience. It's a chance to be a part of a local project that could make a difference to someone's health.

Your **success** is our **success**



# Any queries?

Please get in touch with the project team:

- Dr Stephen Williams - Marketing, Research and Insight Manager - [stephen.williams15@nhs.net](mailto:stephen.williams15@nhs.net) / 0121 612 1647
- Danielle Hopley – Communications and Engagement Specialist - [d.hopley@nhs.net](mailto:d.hopley@nhs.net)
- Veena Darbhanga – Communications and Engagement Specialist - [veena.darbhanga@nhs.net](mailto:veena.darbhanga@nhs.net) / 0121 612 2794