

## National Workshop on Advocacy, Communication, and Social Mobilisation (ACSM): A United Front to End TB

To accelerate India's mission to end Tuberculosis (TB), *The Union*, through its ACSM National Technical Support Unit (NTSU), hosted the 3rd Annual National ACSM Workshop. The two-day event brought together NTEP staff from across India, community leaders, and external experts to build capacity, strategize collectively, and integrate innovative practices into TB response efforts.

The workshop focused on:

- Cross-state learning and strategic planning
- Strengthening ACSM processes at all levels
- Empowering community voices in TB advocacy
- Tackling stigma and misinformation through inclusive messaging

### Insights from GCTA CEO, Blessina Kumar

Blessina Kumar, CEO of the Global Coalition of TB Advocates (GCTA), delivered a powerful address at the workshop, emphasizing the need to centre community experiences in all TB responses. She stated, “Stigma is one of the biggest barriers to ending TB. But with sustained efforts, inclusive messaging, and empowered communities, we can overcome it.”

The session served as a prelude to an upcoming stigma elimination workshop, recognizing that only those with lived experience can truly expose and dismantle the impact of TB stigma.

The workshop was a well-organized and creative one marking a major milestone in India's path to a TB-free future.

