



TB Alert Change Story Map

Introduction

TB Alert works in the UK and overseas to help fight TB. The UK's Department of Health has given TB Alert a lead role in raising awareness of TB among primary care health professionals and at-risk communities.

TB Alert works in the UK by enabling local partnerships between public and third sector organisations to deliver awareness-raising work. In addition TB Alert has created 'The Truth About TB' programme (www.thetruthabouttb.org).

TB Alert recognised the need for a structured approach to monitoring and evaluation in order to provide evidence of outcomes and to demonstrate learning. Programme staff worked with Charities Evaluation Services (CES) to develop a theory of change as part of their planning processes and to build self-evaluation capacity. First, a stakeholder workshop gathered views on programme priorities, outcomes, outputs, indicators and tools. During a second workshop, a full story map was developed, which CES was able to use as the basis for developing a full monitoring framework and information collection tools.

As TB Alert's programme moves out of the pilot phase, the theory of change will be reviewed and updated. It is a living document that shows both the intended outcomes and the programme's developing practice.

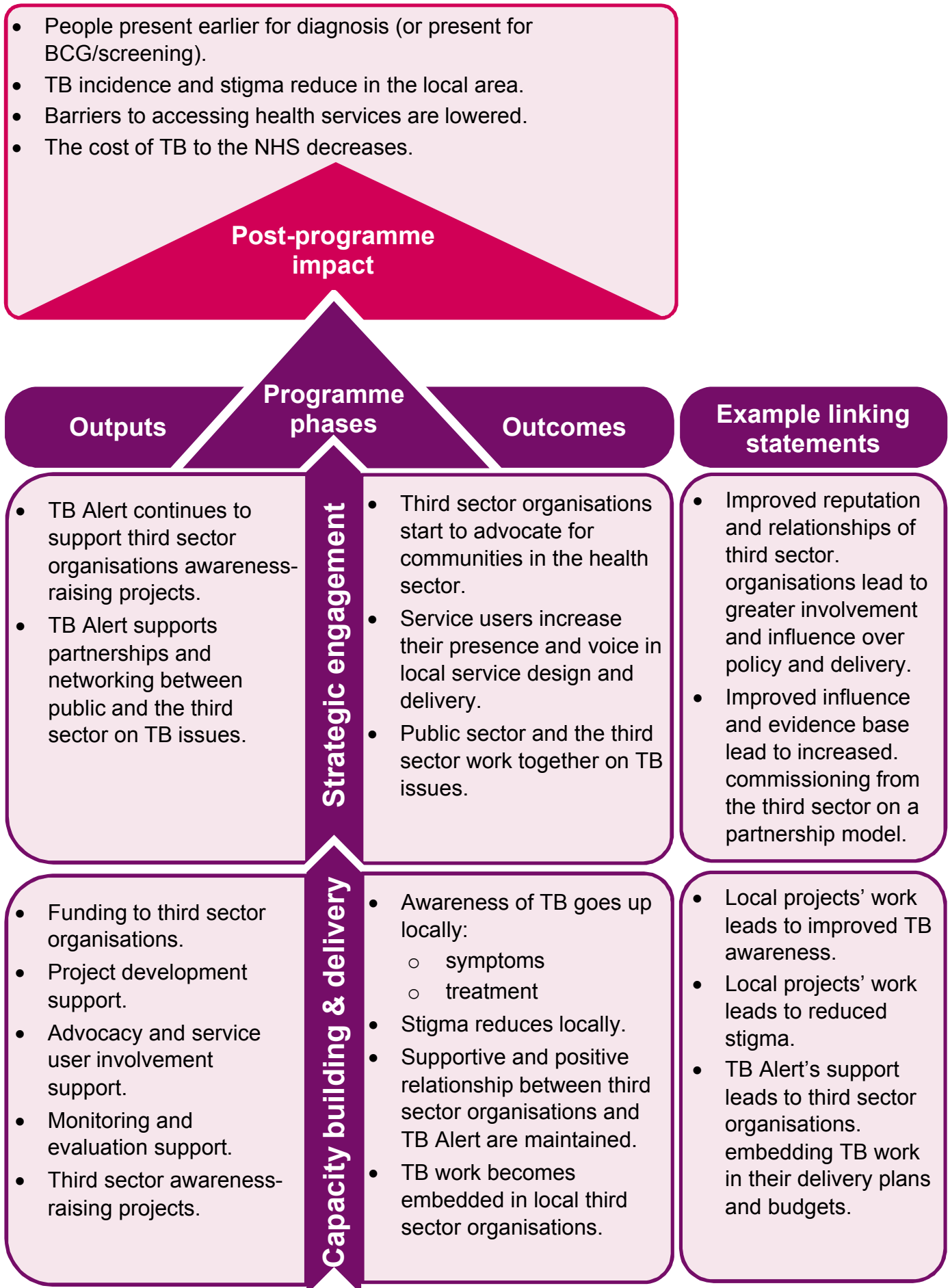
Using the map

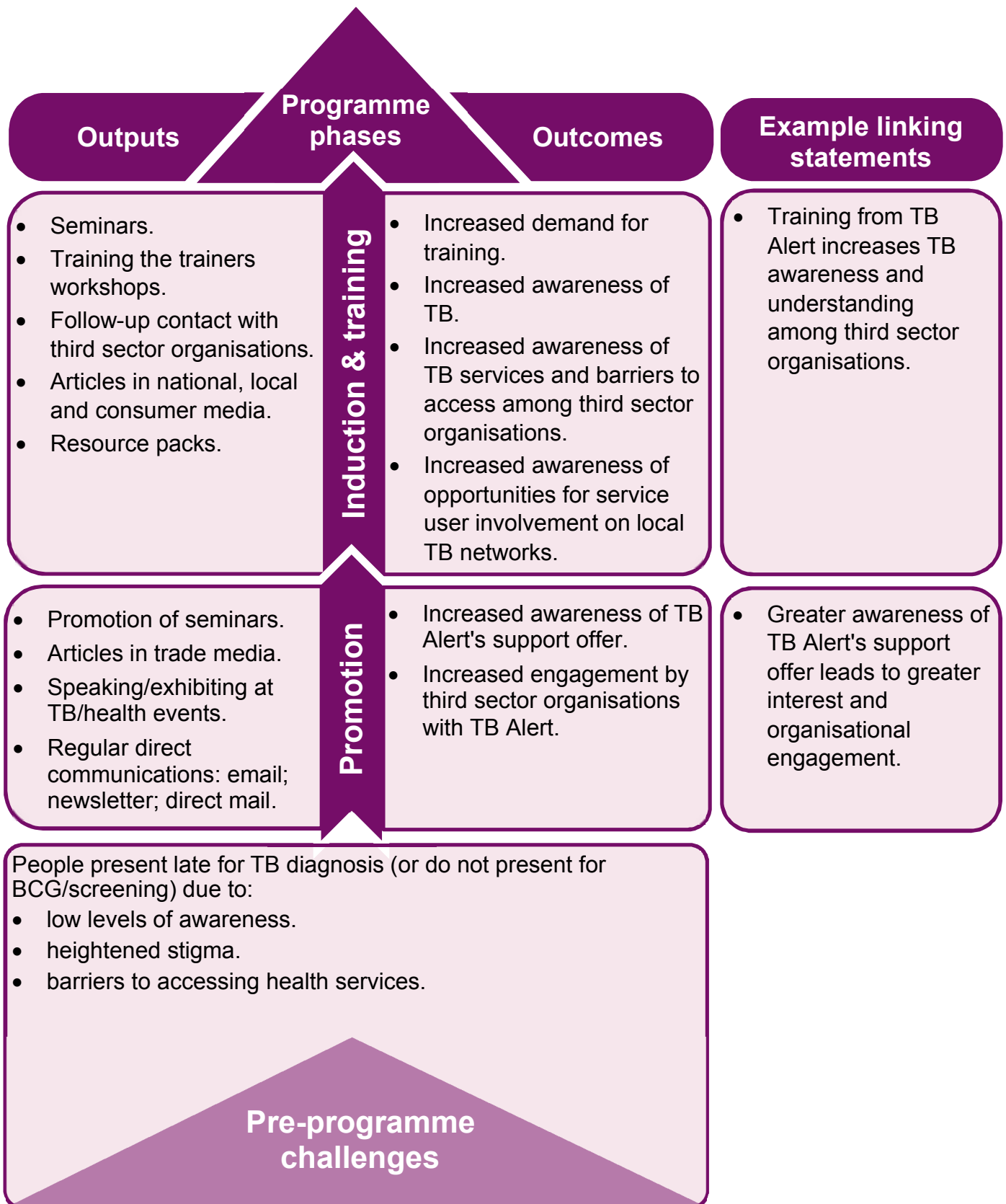
This map shows the story of the programme in its four phases of promotion, induction and training, local delivery and strategic engagement. Each phase has its own outputs and outcomes, which can be tested through monitoring and evaluation, so that the programme's effectiveness can be assessed and demonstrated.

The story is rooted in the needs originally identified by TB Alert, including addressing low levels of awareness and barriers to accessing health services. TB Alert aspires for the programme to have long-term positive impact, including reduced TB incidence and reduced cost to the NHS.

For more information on developing a Theory of Change map, see www.ces-vol.org.uk/TOC.

Visual map





Story map summary

Target group A:		Individuals at-risk of/with TB
Need	Pre-programme	<ul style="list-style-type: none"> • People present late for TB diagnosis (or do not present for BCG/screening) due to low levels of awareness. • High stigma. • Barriers to accessing health services.
Programme phase outcomes	Promotion	<ul style="list-style-type: none"> •
	Induction and training phase	<ul style="list-style-type: none"> • Awareness starts to increase.
	TSO capacity building and delivery phase	<ul style="list-style-type: none"> • Awareness increases more, leading to early presentation and reduced stigma.
	Strategic engagement between third and public sectors	<ul style="list-style-type: none"> • Awareness, early presentation and reduced stigma stabilise or improve. Individuals have better access to better services.
Impact	Post-programme	<ul style="list-style-type: none"> • People present earlier for diagnosis (or present for BCG/screening), TB management improves; incidence and stigma reduce in the local area, barriers to health services are lowered.

Target group B:		Public sector organisations
Need	Pre-programme	<ul style="list-style-type: none"> • A lack of locally owned public/third sector partnerships working on TB issues. • Barriers to accessing health services for at-risk communities. • TB incidence increasing.
Programme phase outcomes	Promotion	<ul style="list-style-type: none"> • Public sector organisations are aware of the programme and take an interest.
	Induction and training phase	<ul style="list-style-type: none"> • Awareness and interest increases, along with some partnership working and network activity with the voluntary sector. Public sector partners begin to engage in project delivery, eg, through seminars.
	TSO capacity building and delivery phase	<ul style="list-style-type: none"> • Awareness, interest and partnership working continue to build. Local networks of public sector and TSOs are strengthened.
	Strategic engagement between third and public sectors	<ul style="list-style-type: none"> • Networks are established and some partnerships become formal. Public sector partners can see that the work is of high-quality and effective; this leads to their commissioning TB work on a similar model.
Impact	Post-programme	<ul style="list-style-type: none"> • Locally owned public/third sector partnerships working on TB issues, funding provided, reduced barriers to access, incidence reduces and management improves, cost of TB reduces.

Target group C: Third sector organisations	
Need	<p>Pre-programme</p> <ul style="list-style-type: none"> • Low awareness of TB symptoms, diagnosis, services and support. • High stigma. • A lack of locally-owned public/third sector partnerships working on TB issues.
Programme phase outcomes	<p>Promotion</p> <ul style="list-style-type: none"> • Voluntary organisations start to hear about TB Alert through media, direct contact and word-of-mouth, as a result their understanding of TB Alert's work increases, and this results in further demand for training and other materials.
	<p>Induction and training phase</p> <ul style="list-style-type: none"> • TB Alert delivers awareness raising seminars and training for trainers, which increases TB awareness and understanding amongst staff. Their understanding of TB Alert's work increases. • Some organisations start to carry out awareness-raising work using resource packs. • Some voluntary sector organisations seek further involvement, by applying for funds from and developing projects with TB Alert. • These projects receive a range of support from TB Alert, which results in well-run projects focused on TB, which achieve their outputs and outcomes. • Support from TB Alert also builds the reputation of these projects with TB stakeholders, leading to more development and partnerships.
	<p>TSO capacity building and delivery phase</p> <ul style="list-style-type: none"> • Local awareness projects deliver TB-focused interventions, with ongoing support from TB Alert, resulting in improved awareness and reduced stigma around diagnosis and treatment. • Other TSOs continue with basic awareness-raising activities, supported by TB Alert. These activities result in improved awareness and reduced stigma, resulting in increased early presentation of TB cases in the intervention areas. • The high quality project and monitoring process design results in a decent evidence base regarding the projects' changes stories and outcomes.
	<p>Strategic engagement between third and public sectors</p> <ul style="list-style-type: none"> • Projects, with TB Alert's support, build their credibility and relationships and start to form networks with the local public sector, getting involved in both policy and delivery. • Their influence increases the voice of TB patients in public sector decision-making, improving policy at the local and national level.
Impact	<p>Post-programme</p> <ul style="list-style-type: none"> • Better TB management and lower stigma, locally owned public/third sector partnerships working on TB issues, funding for TB work

These materials were developed collaboratively by Milla Gregor of Charities Evaluation Services and the UK team at TB Alert.