

1 About the Guide and Toolkit

The purpose of the *guide* is to provide TB controllers and state and local TB programs with the basic information they need to create and sustain productive TB partnerships. The purpose of the *toolkit* is to make it easier to implement the tips and strategies provided in the guide.

The guide and toolkit emphasize reaching and involving nontraditional partners in TB prevention and control efforts. The guide and toolkit are designed to be used with partners to facilitate the planning of new intervention strategies and the strengthening of existing ones. No single solution or plan will meet the needs of every TB program—creativity, perseverance, and productive partners are needed to make TB prevention and control efforts successful.

What's Inside the Guide

Chapter	Contents
Chapter 2: <i>What Your Colleagues Say About TB Partnerships</i>	<ul style="list-style-type: none">■ TB colleagues and partners provide tips and insights
Chapter 3: <i>What Successful Health-Related Community Partnerships Have in Common</i>	<ul style="list-style-type: none">■ Nine practices partnerships use to ensure productivity
Chapter 4: <i>How Well Do You Know Your Environment?</i>	<ul style="list-style-type: none">■ Six information sources to help you focus your resources for maximum results
Chapter 5: <i>Determining Your Purpose and Choosing Partners</i>	<ul style="list-style-type: none">■ Match your needs with the right partnership framework■ Recruit diverse, influential partners with the skills you need
Chapter 6: <i>Creating a Sense of Ownership</i>	<ul style="list-style-type: none">■ Three proven strategies for achieving the buy-in and commitment needed to accomplish your purpose
Chapter 7: <i>Making Progress and Making Decisions: Structure and Decisionmaking Issues</i>	<ul style="list-style-type: none">■ Structures and decisionmaking styles that fit your needs■ Strategies for anticipating and managing differences in ways that minimize conflict and unproductive discussion

Chapter	Contents
Chapter 8: <i>Sustaining Longer-Term Partnerships</i>	<ul style="list-style-type: none"> ■ Three strategies for keeping productive partners on board
Chapter 9: <i>Sharing the Message: Working with the Media and TB Stakeholders</i>	<ul style="list-style-type: none"> ■ Tips and strategies for effectively delivering your message in common media formats
Chapter 10: <i>Preparing Your Partnership to Communicate During a TB Outbreak</i>	<ul style="list-style-type: none"> ■ Communication planning for TB outbreaks ■ Involving partners in pre-event, event, and post event planning
Chapter 11: <i>Evaluating and Measuring Success</i>	<ul style="list-style-type: none"> ■ Applying the six-step CDC <i>Framework for program evaluation in public health</i> ■ Using evaluation findings to improve TB prevention and control outcomes
Chapter 12: <i>Selling Your Success to Others: Getting Support</i>	<ul style="list-style-type: none"> ■ Where to look for funding ■ Where to find tips on effective grant writing ■ Strategies for addressing public policy
Chapter 13: Glossary	<ul style="list-style-type: none"> ■ Specialized terms and definitions associated with TB and forging partnerships
Chapter 14: Reference List	<ul style="list-style-type: none"> ■ Alphabetical list of all works specifically mentioned or quoted anywhere in this guide
Chapter 15: Key CDC Resources	<ul style="list-style-type: none"> ■ List of CDC resources
Chapter 16: Toolkit	<ul style="list-style-type: none"> ■ Checklists and worksheets for assessing local assets and barriers to TB prevention and control ■ Planning tools for developing effective strategies and implementing SMART objectives ■ Sample materials easily adapted for local use

Making the Guide and Toolkit Work for You

Although each chapter builds on concepts presented in the chapters before it, each chapter has also been designed to stand on its own, so that you may pull out and use those chapters that are most relevant to you in the partnership process at any given time.

This guide and accompanying toolkit are offered in print and CD ROM formats. The sample tools are in Microsoft Word and can be easily edited to suit your partnership needs.

The following text-formatting conventions are used in the guide:

Text Format	Used to Identify:
Bold	Names of sections of chapters
<u>Underline</u>	■ Terms defined in the glossary ■ E-mail addresses
<i>Italics</i>	■ Titles of publications, chapters, and tools ■ Scientific names, such as <i>M. tuberculosis</i>