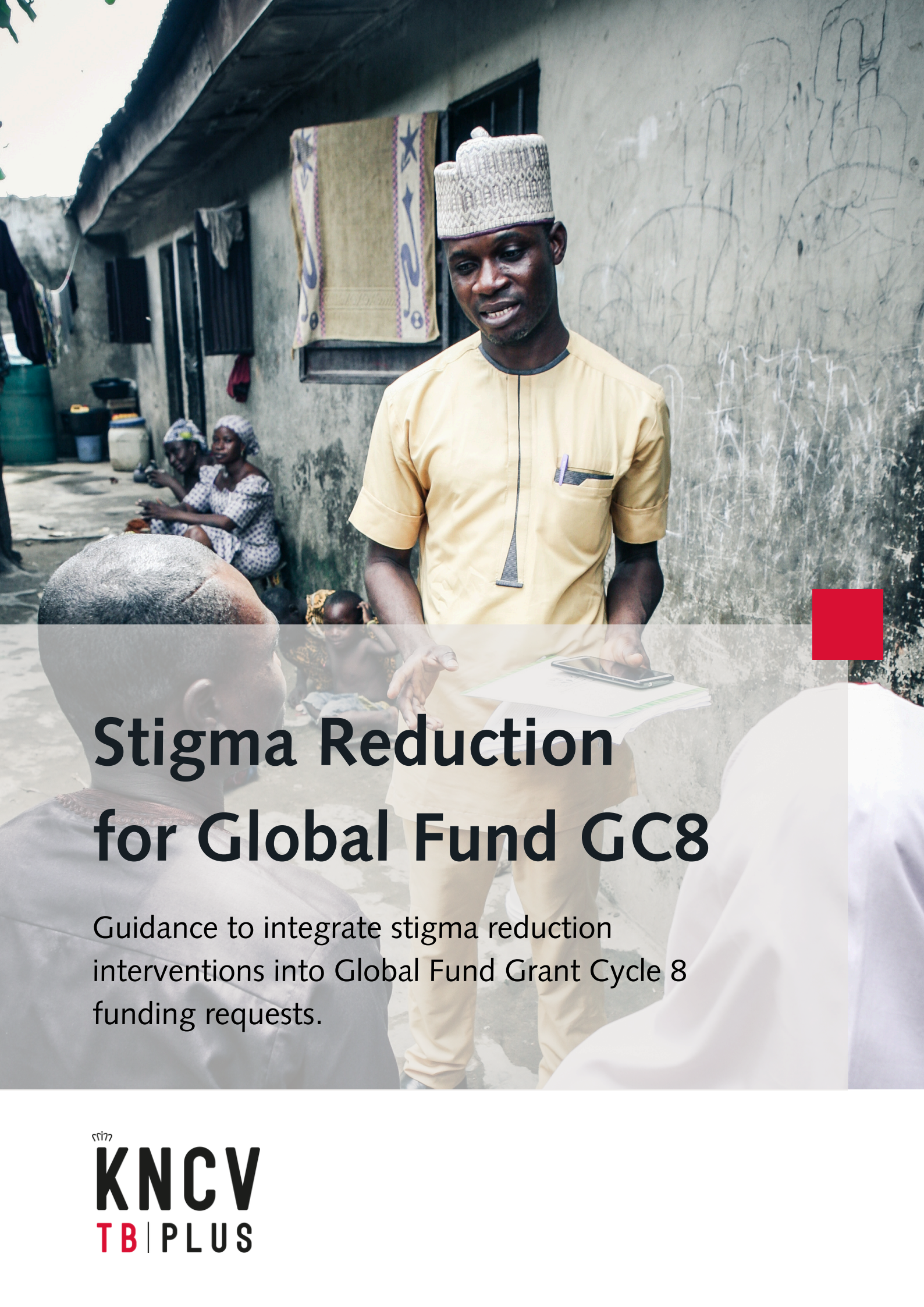




# Stigma Reduction for Global Fund GC8

Guidance to integrate stigma reduction interventions into Global Fund Grant Cycle 8 funding requests.

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## Contents

|                                                                                   |    |
|-----------------------------------------------------------------------------------|----|
| Executive Summary                                                                 | 3  |
| Global Fund key priority areas for stigma in GC8                                  | 4  |
| Positioning stigma reduction within GC8 modules                                   | 5  |
| Expected results for stigma investments in GC8                                    | 8  |
| KNCV TB Plus available tools to address stigma                                    | 9  |
| KNCV TB Plus Technical Assistance Budget                                          | 10 |
| Conclusion                                                                        | 12 |
| Work with KNCV TB Plus                                                            | 12 |
| Annex 1: KNCV TB Plus Stigma Tools - Illustrative Activities and Expected Results | 13 |
| The Allies Approach                                                               | 13 |
| PhotoLetters                                                                      | 13 |
| From the Inside Out                                                               | 14 |
| Writing to Health                                                                 | 14 |
| AIDA - Chat and Conversational AI                                                 | 15 |



## Executive Summary

Tuberculosis (TB)-related stigma remains a significant barrier to reaching our global end TB targets. Stigma cuts across multiple areas within the care continuum, including delayed diagnosis, reduced uptake of TB preventive treatment (TPT), treatment interruptions, and poor treatment outcomes. Stigma also leads to mental health challenges and the violation of human rights through discrimination. Despite advances in diagnostics and treatment in the last years, stigma remains a key challenge that undermines the effectiveness and equity of TB programmes.

A strong emphasis is placed by the Global Fund for Grant Cycle 8 (GC8) on maximizing impact in light of shrinking resources for the global health landscape. Emphasis is placed on strategic prioritization advancing access to essential services for vulnerable populations, strengthening health and community systems, as well as maximizing health outcomes through the removal of barriers to services. Within this framework, addressing stigma and discrimination is a highlighted, cross-cutting priority investment area.

In addition to stigma being a social challenge, evidence shows that it leads

to significant barriers affecting TB incidence, death rates and treatment outcomes. Reducing stigma is a high-impact investment for both TB and HIV that will directly support improved diagnosis and notification rates, treatment success, prevention, and retention in care.

The Global Fund encourages countries to include stigma assessments, stigma reduction interventions, community-led monitoring, and rights-based programming within their TB, HIV and RSSH investments.

### PURPOSE

The purpose of this information note is to provide country teams with relevant information and guidance to ensure stigma and discrimination are aligned with Global Fund prioritization, adequately included in GC8 grants, and effectively addressed in the grant period.



# Global Fund key priority areas for stigma in GC8

For GC8, countries are encouraged to plan activities within the following high-level framework to ensure stigma is addressed according to the Global Fund defined key priority areas.

## 1. Measure stigma

Conduct assessments to identify stigma and discrimination barriers and to guide further intervention approaches and investment decisions. Integrate stigma measurement across TB and HIV.

## 2. Implement stigma interventions

Adopt interventions to target stigma and discrimination related barriers to services at individual, community, healthcare facility, and policy levels. Ensure KVP's are included in stigma and discrimination interventions where these pose a threat to reaching key and vulnerable groups with TB and HIV services.

Where possible, leverage available data from previous stigma-related assessments to guide intervention approaches and investment decisions.

## 3. Stigma as a cross cutting priority

In order to maximize impact and support efficient resource allocation, stigma and discrimination should be addressed as a cross cutting priority within multiple modules in TB, HIV and RSSH allocations.

## 4. Community involvement & leadership

Plan for and strengthen meaningful partnership, involvement and leadership of communities (CHWs; CBOs; CSO; FBOs; peer survivors and network organizations) in stigma and discrimination programming, such as programme design, implementation and monitoring.

## 5. Monitor results

Include stigma indicators within grant monitoring systems, country M&E systems and CLM frameworks.



## Positioning stigma reduction within GC8 modules

The table below indicates the GC8 modules where stigma reduction activities are highlighted as a priority intervention area, as well as high level illustrative activities for consideration within these modules. Further below are the KNCV TB Plus methods and tools to leverage for stigma reduction activities.

| GRANT CYCLE 8<br>MODULE                        | HIGH LEVEL ILLUSTRATIVE ACTIVITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TB and HIV Treatment, Care and Support         | <ol style="list-style-type: none"> <li>1. <b>Conduct stigma assessments</b> to identify barriers to TB and HIV services.</li> <li>2. Develop and implement a targeted <b>stigma reduction action plan</b> based on assessment findings and community led monitoring.</li> <li>3. <b>Integrate stigma reduction into support services</b> by strengthening capacity of social support providers, including psychosocial, peer and adherence support.</li> <li>4. <b>Provide education and communication materials</b> for those affected by TB and HIV that <b>reinforce stigma reduction messaging</b>.</li> <li>5. Strengthen capacity of care providers on providing non-stigmatizing and non-discriminatory care.</li> </ol> |
| TB and HIV testing and diagnostic services     | <ol style="list-style-type: none"> <li>1. <b>Deliver targeted, stigma-sensitive advocacy and communication to encourage testing</b> among key populations and high-risk groups.</li> <li>2. Ensure <b>stigma-free testing services by building capacity</b> of healthcare providers' to provide respectful, non-discriminatory testing and diagnostic services.</li> </ol>                                                                                                                                                                                                                                                                                                                                                      |
| Collaboration with other providers and sectors | <ol style="list-style-type: none"> <li>1. <b>Strengthen community-led stigma reduction</b> through peer support, community-based services (including support services), and conduct capacity building for peer educators and community service providers on stigma and discrimination.</li> <li>2. <b>Integrate stigma reduction approaches across community interventions</b>, including adherence support, psychosocial support, legal literacy, and awareness-raising activities.</li> <li>3. <b>Promote stigma-free workplaces</b> through awareness creation, anti-discrimination measures, medical leave and employee protection interventions.</li> </ol>                                                                |

| GRANT CYCLE 8<br>MODULE                                              | HIGH LEVEL ILLUSTRATIVE ACTIVITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Collaboration with other providers and sectors                       | <p>4. <b>Implement community-led monitoring (CLM)</b> to measure stigma and discrimination, identify service barriers, define advocacy priorities and inform targeted approaches for service delivery within the AAAQ framework (availability, acceptability, accessibility and quality of services).</p> <p>5. <b>Foster multisectoral coordination</b> across HIV, TB, and relevant ministries to improve efficiency and address stigma and discrimination through a unified approach.</p>                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Key and Vulnerable Populations                                       | <p>1. <b>Provide tailored stigma reduction interventions within outreach services and advocacy</b> to address specific pain points of key and vulnerable populations.</p> <p>2. <b>Address population-specific stigma's by adapting messaging</b> to the needs of different key and vulnerable populations and high-risk groups.</p> <p>3. <b>Strengthen access to social protection and legal support</b> for KVPs to address discrimination and protect rights.</p> <p>4. <b>Provide integrated psychosocial support</b> for KVPs with embedded stigma reduction interventions tailored to their needs.</p>                                                                                                                                                                                                                                                                                                             |
| RSSH – Reducing human rights related barriers to HIV and TB Services | <p>1. <b>Promote legal literacy education and human rights awareness</b> among communities affected by TB.</p> <p>2. <b>Build capacity for rights-based care</b> by integrating people-centred and human rights principles into <b>pre- and in-service curricula</b> for healthcare workers, community health workers, and law enforcement officials.</p> <p>3. <b>Strengthen legal and policy environment</b> for health through <b>legal and policy assessments</b>, and <b>national action plans</b> that safeguard people's right to health.</p> <p>4. <b>Expand access to legal support</b> through formal legal services and community-based dispute resolution mechanisms.</p> <p>5. <b>Ensure community leadership and accountability</b> by involving community organizations in legal literacy activities, policy and legal framework assessments and adaptations, and monitoring of the legal environment.</p> |



| GRANT CYCLE 8<br>MODULE                                                                      | HIGH LEVEL ILLUSTRATIVE ACTIVITIES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|----------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| RSSH – Addressing gender discrimination and norms that pose a barrier to HIV and TB services | <ol style="list-style-type: none"> <li>1. <b>Address gender-related stigma and norms</b> that impede health-seeking, treatment initiation, and treatment adherence.</li> <li>2. <b>Strengthen healthcare providers' and community health worker capacity</b> to <b>deliver gender-sensitive care</b> that responds to the specific barriers faced by different genders.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                          |
| RSSH – Human resources for health and quality care                                           | <ol style="list-style-type: none"> <li>1. <b>Conduct stigma assessments in healthcare settings</b> to inform targeted capacity-building interventions.</li> <li>2. <b>Strengthen workforce capacity</b> by embedding stigma and discrimination content into <b>pre- and in-service training</b> for healthcare providers and community health workers – leverage digital systems for blended learning.</li> <li>3. Institutionalize accountability by <b>incorporating stigma and discrimination indicators into supportive supervision</b> framework and checklists.</li> <li>4. <b>Protect healthcare workers through policies and support mechanisms</b> that address stigma, abuse, and harassment related to providing TB and HIV services.</li> </ol> |
| Indicators                                                                                   | <ol style="list-style-type: none"> <li>1. <b>Embed stigma and discrimination indicators into national M&amp;E framework and reporting systems</b> to monitor progress and inform program improvements.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

# Expected results for stigma investments in GC8

By addressing stigma and discrimination across TB and HIV in a holistic and targeted manner it contributes directly to the achievement of GC8 priorities.



## Increasing Programme Impact

- Improved case finding and early diagnosis.
- Increased treatment initiation and completion.
- Preventative treatment uptake strengthened.



## Strengthening Community and Health Systems

- Meaningful engagement of TB-affected communities.
- Community leadership and advocacy strengthened.
- Expanding community-led monitoring mechanisms.
- Stigma reduction integrated into routine health systems and workforce professional development.



## Advancing Health Equity and Promoting Human Rights and Gender Equality

- Reducing discrimination and exclusion at all levels of the health system.
- Addressing gaps and challenges experienced by key and vulnerable populations and underserved populations.
- Improving service access for key and vulnerable populations, including women, migrants, prisoners, miners, indigenous populations, and people living with HIV.
- Person centered care enhanced through dignity and respectful care.
- Accountability strengthened through upholding people's right to health.



## KNCV TB Plus available tools to address stigma

KNCV TB Plus has numerous stigma reduction methods and tools that countries can incorporate into their Global Fund GC8 funding requests.

The following pages are intended to highlight available tools and support countries to translate these into overarching activities and budgets that strengthen person-centered, rights-based TB and HIV programmes. The tools and activities can be selected based on the country specific needs and context.

**Annex 1 provides more detail on these tools**, as well as illustrative activities and expected results.



### Allies Approach

To address stigma amongst healthcare and community health practitioners.



### PhotoLetters

Art-based psychosocial support tool to address self-stigma, and support advocacy and awareness creation.



### From the Inside Out

To address stigma and self-stigma amongst people and communities affected by TB and HIV.



### Writing to Health

Expressive writing psychosocial support tool to address self-stigma, and support advocacy and awareness creation.



### AIDA

AI Powered treatment support tool providing education and information to reduce stigma. Community led monitoring is embedded within the tool.

# KNCV TB Plus Technical Assistance Budget

KNCV TB Plus, as leading experts in stigma, provides a range of technical assistance (TA) for stigma reduction. Below is high level insight into the technical assistance that we can offer countries, as well as budget guidance. All TA costs are indicative for inclusion in Global Fund budgets and will be refined during contracting based on final scope of work.

## Stigma Reduction Action Plan Development



### Facilitation for action plan development

5 day in-country facilitation with MoH staff, CSOs & patient advocates to jointly develop stigma reduction action plan.

### Virtual TA

3 x virtual TA sessions over 3 years to discuss progress, challenges and refine action plan to reach targets.

**TA Budget:** 25 000 USD

## Stigma Assessment



### Training of trainers

10 day in-country training to conduct stigma assessments for MoH staff, CSOs, and patient advocates.

### Tool

Assessment tool delivered in digital format, including implementation handbook & data collection instruments.

**TA Budget:** 24 000 USD

## Allies Approach



### Training of trainers

5 day in-country training for MoH staff & CSOs on facilitating the Allies Approach workshops in healthcare facilities and amongst community-based care workers.

### Tool

The Allies Approach tool delivered in digital format, including facilitation guide, presentations and other materials.

**TA Budget:** 14 000 USD

## PhotoLetters



### Training of trainers

5 day in-country training for CSOs, peer supporters and patient advocates on facilitating PhotoLetters workshops for affected people and communities.

### Tool

PhotoLetters tool delivered in digital format, including facilitation guide, presentations and other materials.

**TA Budget:** 14 000 USD

# KNCV TB Plus Provided Technical Assistance

## From the Inside Out



### Training of trainers

5 day in-country training for CSOs, peer supporters and patient advocates on facilitating From the Inside Out workshops for affected people and communities.

### Tool

From the Inside Out tool delivered in digital format, including facilitation guide, presentations and other materials.

**TA Budget:** 14 000 USD

## Writing to Health



### Training of trainers

5 day in-country training for CSOs, peer supporters and patient advocates on facilitating Writing to Health workshops for affected people and communities.

### Tool

Writing to Health tool delivered in digital format, including facilitation guide, presentations, and other materials.

**TA Budget:** 14 000 USD

## Aida - Chat and Conversational AI



### Tool adaptation and delivery

Localization to national TB care pathways - includes stigma reduction messaging, patient rights content, community-led monitoring, escalation logic, quality assurance and responsible AI oversight. Adaptation conducted virtually.

### Training for Implementing Partner

Training for implementing partner on tool management and usage.

### Additional budget considerations:

2 USD per person for 6 months for WhatsApp / Telegram platform costs.

Local hosting and storage infrastructure.

Implementing partner time for reviewing flagged concerns.

**TA Budget:** 40 000 USD

Reach out to KNCV TB Plus for more information on our technical assistance packages, or to request a tailor made quote for stigma reduction approaches in your country. Virtual TA packages can also be considered.



## Conclusion

Addressing stigma and discrimination related to TB and HIV is a high-impact investment that directly contributes to improved outcomes and aligns strongly with Global Fund GC8 priorities on impact, equity, human rights, and community systems strengthening. Countries are encouraged to move beyond awareness-raising activities alone and invest in a comprehensive package that combines stigma assessments, facility-based change, psychosocial support, community engagement, accountability mechanisms, and outcome monitoring.

A comprehensive stigma reduction package—anchored in globally available tools and approaches—provides countries with a practical framework for addressing one of the most persistent barriers to ending TB.

## Work with KNCV TB Plus

Would you like more information about our stigma reduction approaches, or to request more information about technical assistance for stigma reduction?

Reach out to us via:  
[info@kncvtbc.org](mailto:info@kncvtbc.org)

To find out more information about our work:

- KNCV [strategic program areas](#)
- KNCV [technical assistance packages](#)

Visit us at [www.kncvtbplus.com](http://www.kncvtbplus.com)



# Annex 1: KNCV TB Plus Stigma Tools - Illustrative Activities and Expected Results

## The Allies Approach



The Allies Approach supports healthcare workers, community health workers, peer supporters, etc. to reduce stigma within their service provision through dialogue and practical action.

### Illustrative Activities

- Conduct workshops using the Allies Approach for healthcare workers, community health workers and peer educators in priority districts.
- Integrate content from the Allies Approach into pre- and in-service training curricula.
- Develop facility-level stigma reduction action plans using content from the Allies Approach.

### Expected results

- Improved knowledge and attitudes among healthcare providers related to stigma.
- Increased provision of respectful, person-centred and non-discriminatory care.
- Reduced stigmatizing behaviours within health facilities.

## PhotoLetters



PhotoLetters uses art-based methods through photography and storytelling as a psychosocial support tool in individual and group contexts. It can also be used as an advocacy and awareness creation tool to reduce stigma.

### Illustrative Activities

- Conduct PhotoLetters workshops and support groups with TB and HIV affected communities.
- Develop digital and social media campaigns featuring participants PhotoLetters.
- Organize community exhibitions and advocacy events leveraging the lived experiences reflected in PhotoLetters.

### Expected results

- Increased psychosocial support for people affected by TB and HIV.
- Increased public awareness and reduced stigma within communities.
- Greater visibility and meaningful engagement of TB and HIV survivors in advocacy.

## From the Inside Out



From the Inside Out addresses stigma and self-stigma for individuals through peer group workshops, and thereby also ensuring peer and psychosocial support.

### Illustrative Activities

- Conduct From the Inside Out workshops and integrate methods from the tool into adherence support and psychosocial support services.
- Leverage From the Inside Out for community dialogues, such as workplaces, schools and other community settings.
- Develop community owned stigma reduction action plans based on priorities identified during From the Inside Out sessions.

### Expected results

- Strengthened peer and psychosocial support.
- Increased willingness to continue treatment.
- Reduced stigmatizing attitudes within communities.

## Writing to Health



Writing to Health is a psychosocial support & stigma reduction tool using expressive writing. It helps people process their experiences while generating powerful narratives that can be used for awareness creation & stigma reduction.

### Illustrative Activities

- Conduct Writing to Health workshops with people affected by TB, TB survivors, family members, and TB care workers.
- Integrate the Writing to Health method into psychosocial support, peer support, and community engagement activities.
- Organise community and digital advocacy campaigns using participant generated narratives, highlighting lived experience and personal stories.

### Expected results

- Increased psychosocial support and emotional wellbeing for people affected and reduced self-stigma among participants.
- Increased public awareness of the social and emotional impact of TB.
- Greater visibility and meaningful engagement of TB and HIV survivors in advocacy.



## AIDA - Chat and Conversational AI



Aida is an AI-powered virtual treatment supporter using WhatsApp and Telegram to extend support and provide education for people between clinic visits. It has an embedded community-led monitoring module for people to report barriers in service delivery directly through Whatsapp or Telegram.

### Illustrative Activities

- Deploy AIDA, adapted to local language, to provide education, support and practical guidance throughout the treatment journey, including information on TB and HIV, treatment, adherence, stigma, patient rights messaging, etc.
- Use AIDA as a digital community-led monitoring platform for people to report service barriers, stigma, discrimination and quality-of-care concerns in real time.

### Expected results

- Increased understanding of TB, treatment literacy, and health rights literacy, and positively impacting treatment completion.
- Reduced fear, misconceptions, self-stigma and barriers to asking questions or seeking support.
- Strengthened community-led monitoring and accountability for service availability, accessibility, acceptability and quality.





# Stigma Reduction Information Note

Visit us at [www.kncvtbplus.com](http://www.kncvtbplus.com)

