

**TAKE ACTION:**

We are now just one week out from the start of our UK wide tour of They Go To Die. This month we are asking you to ensure that your screening is going to be as successful as possible in terms of media coverage and attendance and to take our ‘first stage’ actions.

**Take action:**

- Sign and share our online petition calling for Anglo Gold Ashanti to Prevent, Find and Treat TB in their mines. You can find the petition at [www.dyingforgold.co.uk](http://www.dyingforgold.co.uk)
- If your MP isn’t attending your screening, invite them to the private briefing in parliament organised by the APPG-TB that is taking place on Wednesday 20<sup>th</sup> March (See attached invite)
- Keep promoting your screening and push local media on coverage. We have had an excellent response from BBC local radio and national media looking to cover the tour, keep going back to those stations and papers!
- Read the checklist at the bottom of this page to make sure you have everything covered to make the evening a big success!

**One week and counting**

We are now in the final stages of preparation before we embark on our UK wide screening and advocacy tour with ‘They Go To Die’. This month we want to set out exactly what we are doing on the tour and what you can do to ensure the whole event is a success.

**Our day to day tour schedule**

On each day of the tour we are going to be undertaking three key activities other than screening the film!

1. Setting up a stall on the university campus or in the city to do some public campaigning on the issue of TB and mining; to promote the screening; and to get ‘action cards’ signed.
2. Meeting with researchers and academics from local universities to discuss the campaign and how they can contribute to our advocacy objectives.
3. Meeting with media outlets that are interested in covering the tour, campaign or event.

**Action cards: Prevent, Find, Treat**

TB in the gold mining industry is out of control and a key ask of our campaign is for Anglo Gold Ashanti (AGA)–the biggest UK Gold Miner listed on the London Stock Exchange- to implement a three point plan called ‘Prevent, Find, Treat’ to end the epidemic. We are specifically targeting AGA as they have a huge presence in the region and are a UK company. As an industry leader it is important that we have their support for fighting TB. They can set a standard by which we can then hold others to account. We are petitioning AGA in three ways: **our action cards, an online petition and a**

**photo petition.** For details of these actions please see background sheet 1.

This petition will bring the issue to a whole new audience and will allow us to build a list of engaged campaigners who want to continue to take action on the issue of TB and Mining.

If you would like to join us for this campaigning we would be delighted to have you come along. Just email or call Felix to get details of where we will be.

**Sign on letter for researchers**

Each day of the tour we are arranging to meet with researchers and academics from Universities to discuss the film, the issues of TB and mining and of our campaign. We are preparing a sign-on letter which we will be asking them to co-sign which will call on the UK government to do two things:

1. For DFID to use their convening power to bring together engaged stakeholders to devise a coordinated action plan for tackling TB in mining.
2. For the UK government to make strong funding commitments to the Global Fund and TB REACH.

If you would like to join us for these meetings, let us know.

**Media**

We are currently in the process of setting up media interviews with local and national media as we go about the tour, however, we can always use more.

Those are the key activities we are engaging in over the two weeks. Below is a checklist of point to ensure your event is as successful as can be!

### **Checklist:**

#### **Take the time to learn the key facts and asks**

- As the screening draws near, it's important to memorise some of the key facts, figures and asks around the campaign. **See background sheet 1** for full details. **Particularly important are:**
  - The numbers around TB and mining: how many miners per year contract the disease
  - The conditions which make mining such a dangerous activity
  - What the UK and Mining companies can do to tackle the problem
  - Why we should care!
- This is important so that in the lead up to the screening and on the night you can relay these to attendees. If a local paper turns up and asks you why this is important it's key to be prepared!

#### **Media**

- If you haven't yet done so, contact your local paper, BBC Radio station, other local radio stations and any other local media outlets. Sell the local angle: YOUR LOCAL RESULTS GROUP is arranging this screening and bringing a famous Yale epidemiologist to the UK.
- If you have done so, go back to any media you have already tried and follow up with them if you haven't heard from them. With media, persistence is key.

#### **MPs**

- If you haven't yet done so, now is the time to invite your MP to your screening. See our January action materials for a template invite.
- If you have already invited your MP but they have declined because they will be at Parliament, then invite them to attend the private briefing that is being organised by the All Party Parliamentary Group on Global Tuberculosis on March 20<sup>th</sup> at 2pm. This will feature Jonathan Smith briefing MPs in detail

about the issue of TB and mining, the steps we are asking the UK government to take and what they can do to help create change.

- It's also worth inviting your MEPs, local councillors etc.

#### **Venue**

- As we approach the date of your screening, it's worth double checking that your venue has everything you are going to need to ensure that the screening and Q&A afterwards are going to work. We will send out a copy of the film in advance of the screening so that you can test it and ensure you don't have any problems. It's important that the venue will be able to provide equipment for the Q&A.....preferably a standing mic and a free mic.

#### **Attendees**

- While these events are free to attend and in most places we haven't introduced a ticket system, it is worth making a list of some key people that you know are going to be attending to ensure that you save a few seats in case the event is very busy. You wouldn't want your MP turning up and not getting a seat!

#### **Keep promoting**

- In our experience, most people make their mind up about attending an event in the days just before it is due to take place so don't stop pushing your event out to people. If you had a few warm responses from people since you began talking about the project then go back to those people and remind them that the event is soon to take place. You'll be surprised how many people forgot about events

#### **Talk to us and be ready!**

- If you have any problems or questions, please please do get in touch. You will all have Felix's email and phone number and we are more than happy to help in any way we can.
- We're coming to you in the next three weeks so be ready for our arrival...we're super excited to make this a huge success. Thank you for all your efforts!