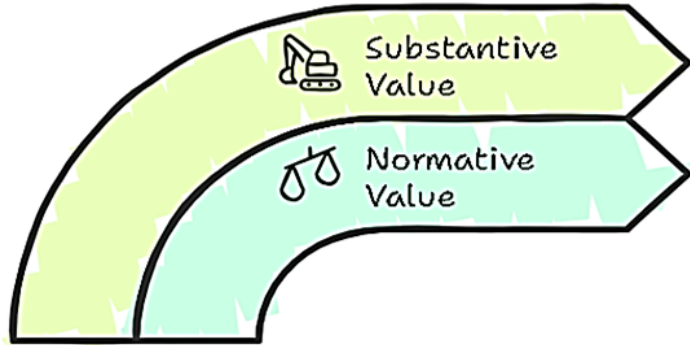


Art for Impact: Community-Driven Creations for Tuberculosis and Mental Health Awareness

NIHR201773

NIHR CEI GUIDING PRINCIPLES PILOT PROJECT

The VoICE (Value of Integrated Community Engagement) of CONTROL is a programme of **interactive public partnership** focusing on establishing **strong linkages and mutual understanding** between public, patients, communities, community gatekeepers, influencers, civil society representatives and researchers regarding TB and mental health outcomes and awareness.



Normative Values

- Built on ethics of inclusivity, equity, and cultural respect → ensured marginalized voices (Afghan refugees) & local communities shaped strategies.

Substantive Values

- Community insights on stigma, barriers, and cultural norms directly informed intervention design (e.g., language-specific & culturally sensitive materials).

Art for Impact Contributors



Art for Impact Project Team



CONTROLPPIE Advisory Group



**Development &
Dissemination of
Art Genre**

**8 community field
activities in
Peshawar & Haripur**



Co-creation Workshop



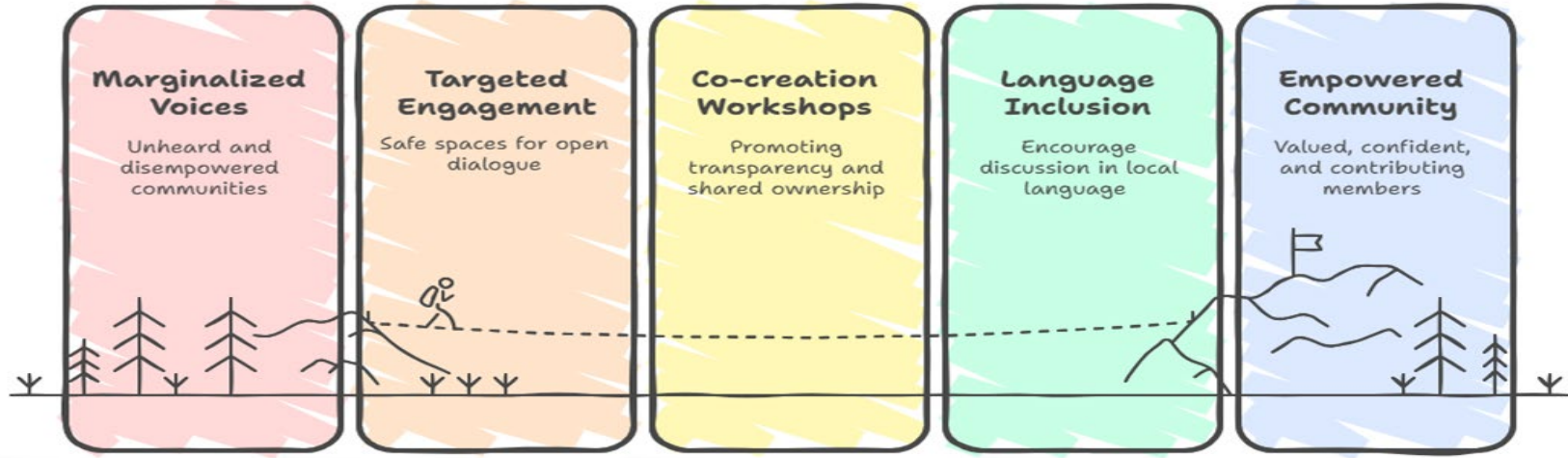
**Development &
Dissemination of
Art Genre**



**Impact &
Success
Measurement**



Facilitate Power Sharing



Ensured flexibility and creativity by first offering the communities a choice of visual, performing, and digital art forms



Tailored involvement & engagement strategies for Lady Health Workers (LHWs)



Community members demonstrated creativity in shaping storyboards



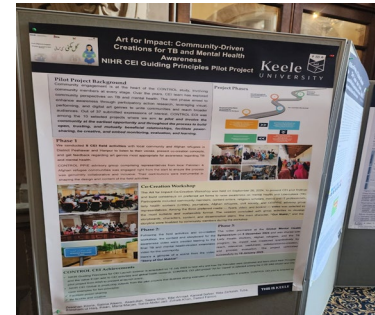
Co-created Video launch & dissemination



Global Mental Health Symposium
Dec 2024, Islamabad



Poster Presentation
Public Health Conference
April 2025, Peshawar



Poster Presentation
Keele/LMIC Symposium
June 2025, Keele University UK



Video Showcase
Afghan Refugee Camp, Haripur

From Stigma to Support:
Navigating TB and Mental Health
Recovery

گل مکئی کی کہانی



Find links to the 'Gul Makkai ke Kahani' video in Urdu and Pashto below:

Urdu version:

https://youtu.be/JyWPXPUS_TBY?si=4XthQKc5915GNtC

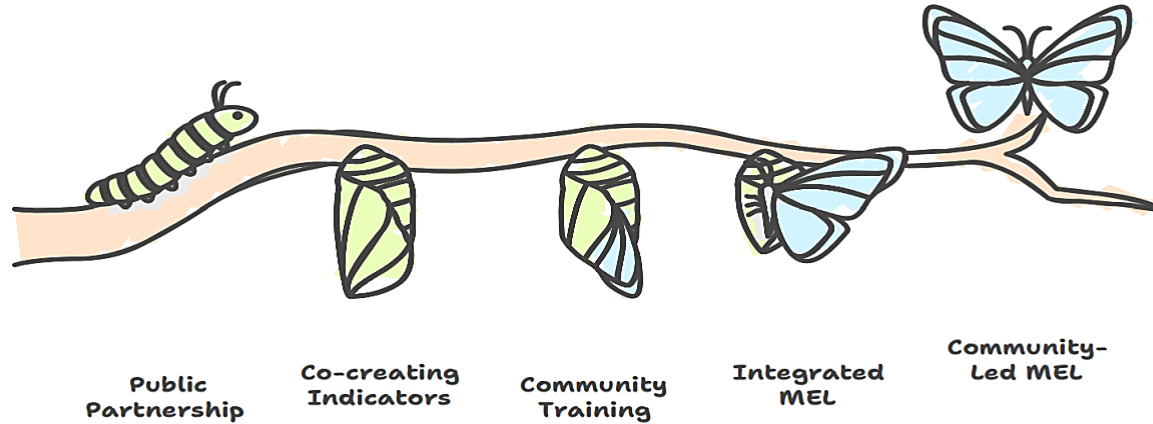
Pashto version:

https://youtu.be/GdKaSzQl_VPs?si=bv_ciKqxt4t3_sr

Gul Makkai ke Kahani is a community awareness video for the community by the community developed as part of the project **"Art for Impact: Community-Driven Creations for TB and Mental Health Awareness"** supported by The CONTROL study "Cognitive Therapy for Depression in Tuberculosis Patients" via the National Institute of Health Research Right Call 3 (Ref NIHR201773) to Pilot NIHR CEI Guiding Principles.

We want to acknowledge the contributions and support of local Pakistani and Afghan refugee community members, Prof. Saeed Farooq, Dr. Zohaib Khan, Saima Sheikh, Dr. Zeeshan Kibria, Dr. Saima Aleem, Asad Ullah, Sara Khan, Bilal Ahmad, Kanwal Safeer, Rida Zarkaish, Tuba Khan, Maria Marjan, Ethsham ul Haq, Ihsan Ullah, Abbie Milner and Sania Abdul Jalil, CONTROL CEI Advisory group members Dr. Ghazala, Asadullah, Aga Sherin, Ammara, Farman and Ihsan Ullah.

Community-Led MEL Transformation



Case Study 1:

A 23-year-old Afghan refugee reached out to a refugee focal person, sharing concerns about persistent symptoms he had been experiencing for few months, including a cough, fever, fatigue, weakness, and chest pain. Having attended the community awareness field session and later the video screening in the refugee camp, he recalled the message from *Gul Makkai ke Kahani*. Inspired by the video's emphasis on the treatability of TB, he decided to visit the nearest hospital. Following initial tests, he was diagnosed with tuberculosis and promptly began treatment. He expressed gratitude for the video's role in motivating him to seek medical help.

Case Study 2:

The uncle of a young Afghan refugee shared that a friend had shared with him the "*Gul Makkai ke Kahani*" video. Recognizing his niece's similar symptoms, the family, who had previously not sought medical care, acted on the uncle's guidance and took her to the nearest TB Basic Management Unit. There, she was diagnosed with TB and is now in the first month of her treatment. Expressing heartfelt gratitude, the uncle commended the CEI pilot team for creating an accessible and easy-to-understand video that played a major role in his niece's diagnosis and treatment.

Impact

Lady & community health workers star in the co-created awareness video, which is also used in their training, boosting their confidence, ownership, and visibility.



Communities are owning the fight by mobilizing people for TB and mental health screening.



Micro (Individuals)

- Transformed lives by replacing stigma and myths with knowledge, resilience, and agency.
- Empowered TB patients and carers to seek care confidently, speak openly, and challenge silence around mental health.
- Built personal skills in advocacy, communication, and leadership — creating local champions for change

Meso (Communities)

- Unified refugee and local communities through trust, dialogue, and collective action.
- Empowered **Advisory Group** that co-designed interventions, awareness campaigns, and even art-based innovations.
- Ensured women's voices and marginalized groups were represented in decision-making spaces once closed to them.
- Secured **dedicated TB treatment facilities for Afghan refugees** during the trial — embedding equity in service delivery.

Macro (Systems & Policy)

- Elevated community representatives to the **Trial Steering Committee**, ensuring research and services remained ethical, relevant, and people-centered.
- Triggered systemic change by inspiring the creation of the **first Community Engagement Unit at KMU**, positioning CEI as a permanent pillar in research and policy.
- Development of national guidelines for community engagement in research.

Together We Created



COMMENT

Open Access



Amplifying every echo; public partnerships in ongoing CONTROL (COgNitive Therapy for depResSiOn in tubercuLosis treatment) research study

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Abstract

With the health and social care research trends shifting towards conception, development, delivery, and implementation of more evidence-based interventions, public partnerships have emerged as key foundational moral components to tailor best practices to conduct research with the patient, public, and community. This paper reflects on how public partnerships were established in the ongoing CONTROL research study to open, trustworthy, and mutually beneficial relationships with public partners. This paper presents a reflective case study that exemplifies collaborative research in action using the Public Involvement Impact Assessment Framework and the UK standard of Public Involvement. We reflected on our approaches to public involvement and engagement, establishing a public advisory group, its capacity development, and contribution to the main study and multilevel impact of relational community engagement. Our strategies can inform future public partnerships in funded projects, especially in lower- and middle-income countries.

Plain English Summary

People affected by Tuberculosis and depression face stigma, poor treatment outcomes, and lack of access to healthcare, especially in low-income communities and refugee groups. The VoICE of CONTROL initiative was launched as part of the CONTROL research program to establish and strengthen the public partnership regarding tuberculosis and depression and shape the research from the start. We held community engagement sessions to learn about people's experiences with TB, stigma, myths, mental health, and challenges they face in accessing health care. From these sessions, we invited individuals to join the advisory group and contribute regularly to the CONTROL study's design, intervention development and refinement, materials, and outreach activities. To enhance capacity development, training sessions were arranged for team and advisory group members regarding

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