



WORLD TB DAY 2019

ADVOCACY & COMMUNICATION TOOLKIT



World Health
Organization



ABOUT WORLD TB DAY

World TB Day is observed on March 24 each year to raise public awareness and understanding about the world's deadliest infectious killer - tuberculosis (TB) and its devastating health, social and economic impact on people around the world.

March 24 marks the day in 1882 when Dr Robert Koch announced that he had discovered the bacterium that causes TB, which opened the way towards diagnosing and curing this disease.

However, TB still claims 4500 people lives each day and close to 30,000 people fall ill with this preventable and curable disease. The emergence of drug-resistant TB poses a major health threat that could put at risk the gains made to end the global TB epidemic. World TB Day is an opportunity to focus on the people affected by this disease and to call for accelerated action to end TB suffering and deaths.



WORLD TB DAY CAMPAIGN THEME – “IT’S TIME!”

World TB Day 2019 follows a year which generated concerted high-level commitment for the fight against TB. Heads of State came together at the first-ever UN high-level meeting on TB (UNHLM on TB) in New York last September, and agreed to bold targets and urgent actions to end TB.

This is the momentum behind **this year’s World TB Day theme: ‘It’s time’!**

It’s time! – means there is not a moment to lose to achieve the promises made during the UNHLM on TB, and endorsed by the UN General Assembly, which could save millions of lives.

It’s time! – stresses on the need to close gaps in care as part of WHO’s overall drive towards universal health coverage, and urges countries to work together with WHO, Stop TB and the Global Fund to realise their joint initiative [Find. Treat. All. #EndTB.](#)

All partners, communities and those affected by TB must act now and drive their initiatives forward.

IT’S TIME TO ENSURE NO ONE IS LEFT BEHIND.

IT’S TIME FOR THE WORLD TO TAKE ACTION TO END TB.



IT'S TIME! - A CAMPAIGN FOR ACTION

Starting on 1 March, the month leading to World TB Day, WHO aims to raise awareness on the importance of ending TB, and we plan to call on all leaders and partners in the fight to translate their commitments and promises into urgent actions to End TB, including:

- ✓ **DRIVING POLICIES THAT WORK FOR THE POOR AND MARGINALIZED**
with zero discrimination and catastrophic costs, ensuring no one is left behind.
- ✓ **ACCELERATING THE END TB RESPONSE**
to reach the targets set in SDGs, WHO End TB Strategy, the Moscow Declaration to End TB and the political declaration of the UN High Level Meeting on TB.
- ✓ **REQUESTING ACCELERATED, INCREASED AND SUSTAINABLE FUNDING**
to support efforts to end TB; for every USD1 invested to end TB, USD 43 is returned as the benefits of a healthy functioning society (Economist/ Copenhagen Consensus).
- ✓ **CALLING FOR INCREASED INVESTMENTS IN TB RESEARCH**
for better science, better tools and better delivery.

HOW THE TOOLKIT CAN HELP

This toolkit contains materials and resources which can be used in the lead-up to and during World TB Day 2019 to support your activities and outreach.

Whether you are a person affected by TB or a caregiver, whether you work in a government, academia, a nongovernmental organization and civil society organization or a media outlet, whether you are a doctor, teacher, journalist, blogger or simply a well-wisher, this toolkit is for you!



2019 WORLD TB DAY CAMPAIGN MESSAGES

It's time to translate global TB commitments into urgent action and accelerate the TB response

✓ **OVER ONE THIRD OF PEOPLE WITH TB DO NOT ACCESS QUALITY CARE**

It's time for universal access to reach and treat all people with TB with **QUALITY** care.

✓ **OVER 50% OF CHILDREN WITH TB MISS OUT ON ACCESS TO LIFE-SAVING SERVICES**

It's time to ensure universal access to care.

✓ **ONLY ONE IN FOUR PEOPLE WITH DRUG-RESISTANT TB ACCESS TREATMENT**

It's time to end the global health threat of multidrug-resistant TB.

✓ **PREVENTIVE TREATMENT CAN STOP TB INFECTION FROM ACTIVATING INTO INFECTIOUS DISEASE**

It's time to protect yourself and your loved ones - get tested and access preventive treatment.

✓ **NEARLY 50% OF PEOPLE WHO FALL ILL WITH HIV-ASSOCIATED TB DO NOT REACH CARE**

It's time to end preventable deaths by ensuring early access to TB treatment, life-saving ART and TB preventive treatment.

✓ **STIGMATIZING PEOPLE WITH TB INHIBITS CARE AND IS SOCIALLY DEVASTATING**

It's time to stand against stigma and discrimination.

✓ **MORE EFFECTIVE DIAGNOSTICS, MEDICINES, VACCINES, AND CARE DELIVERY INNOVATION IS URGENTLY NEEDED TO BREAK THE TRAJECTORY OF THE TB EPIDEMIC**

It's time to scale up investments in TB research & innovation.

WHAT CAN YOU DO?

You can play your part by raising awareness about the disease and holding your country's decision makers and leaders accountable to their promises. In this toolkit, you will find some key messages and social media content, but don't just stop there! Use your voice and creativity to:

✓ RAISE AWARENESS ABOUT TB

Inform your colleagues, employees, partners, families, friends, colleagues, and community about TB. The more people know about TB, the more focus – and resources – can be shifted toward ending it;

It's time to understand more about TB.

✓ ADVOCATE ALONGSIDE YOUR COMMUNITY LEADER AND YOUR POLITICAL REPRESENTATIVES

Secure their commitment to end TB; stress that we cannot waste another minute,

It's time to be an #End TB champion.

✓ STIMULATE LEADERSHIP AND ACTION BY ORGANIZING AN ACTIVITY

Discussion forums, sporting events, workshops for activists and media, art competitions, coffee mornings, concerts, sponsored activities can put the spotlight on TB and its devastating impact.

It's time to work together to #EndTB

✓ USE AND ADAPT OUR CAMPAIGN MATERIALS

Post them on your communications platforms (website, social media, etc.) to promote World TB Day 2019

It's time to play your part as an #EndTB influencer

✓ MAKE SOME NOISE TO END TB ON SOCIAL MEDIA TOOLS

Facebook, Twitter, Instagram, and Snapchat offer many opportunities to amplify TB issues.

It's time! It's time for action. It's time to End TB.



SHARE INFORMATION AND MATERIALS

Hashtags:

#EndTB

#ITSTIMETOENDTB

#WORLDTBDAY2019

#TBThursday

Each Thursday in the month leading up to World TB Day, we encourage you to post messages on your Social Media platforms to raise awareness and call for action....Tweets, Instagram posts and Facebook posts to be shared shortly.

MEDIA RESOURCES

Animated logo



DOWNLOAD

Video

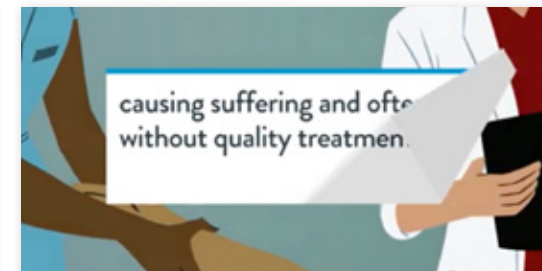
Survivor videos- Viet Nam



WATCH & SHARE

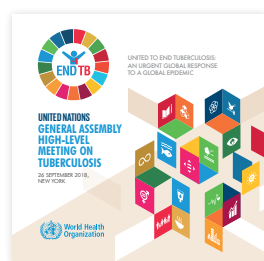
Video

Top 5 facts on TB Instagram video



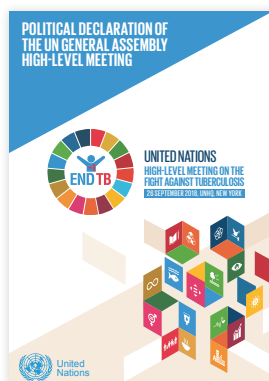
WATCH & SHARE

UNHLM brochure



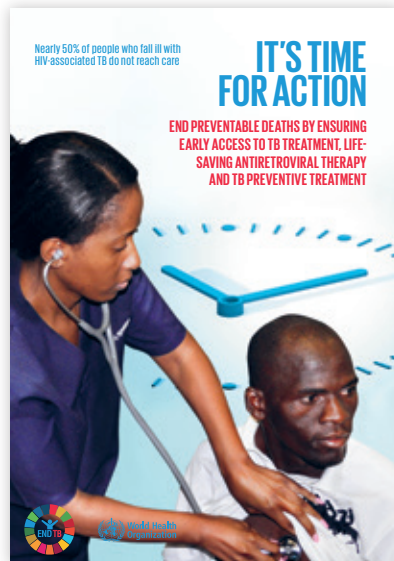
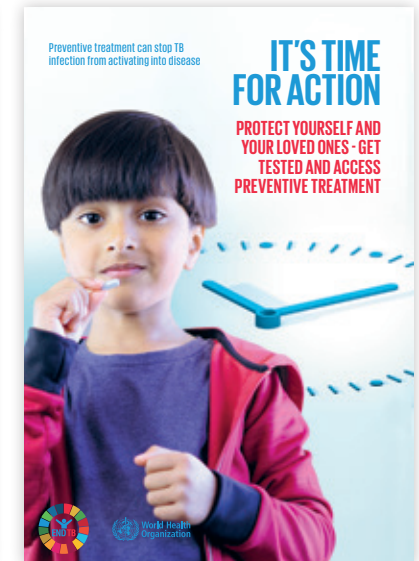
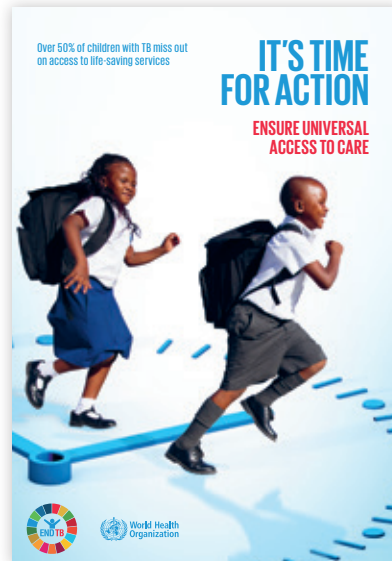
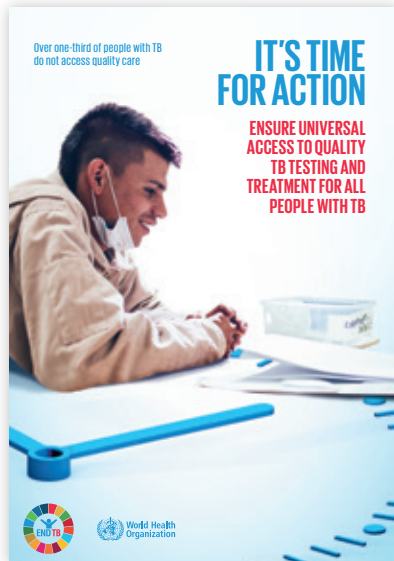
DOWNLOAD

UNHLM Political Declaration



DOWNLOAD

POSTERS



DOWNLOAD

INFOGRAPHICS

**TB IS
THE TOP
INFECTIOUS
KILLER
IN THE
WORLD**



**IN 2017
1.6 MILLION
PEOPLE DIED
FROM TB**

INCLUDING
300 000 PEOPLE
WITH HIV

TB is the leading killer of people with HIV
and a major cause of deaths related to
antimicrobial resistance



**IT'S TIME FOR ACTION
IT'S TIME TO #ENDTB**

**REACHING
ALL
PEOPLE
WITH TB
WITH
QUALITY
CARE**

**IN 2017
10 MILLION PEOPLE
FELL ILL WITH TB**



6.4 MILLION PEOPLE WERE
OFFICIALLY RECORDED BY
NATIONAL REPORTING SYSTEMS
3.6 MILLION PEOPLE WERE
UNDIAGNOSED, OR DETECTED
BUT NOT REPORTED

Better reporting, diagnosis
and access to care will close this gap



**IT'S TIME FOR ACTION
IT'S TIME TO #ENDTB**

**TACKLING
THE
MDR-TB
CRISIS**

**ONLY ONE IN FOUR
PEOPLE HAD ACCESS TO
MDR-TB TREATMENT**



Of those treated Only
55% were treated successfully



**IT'S TIME FOR ACTION
IT'S TIME TO #ENDTB**

**EXPANDING
ACCESS
TO TB
PREVENTIVE
TREATMENT**



ONLY 36%
OF PEOPLE NEWLY ENROLLED IN
HIV CARE WERE STARTED ON
TB PREVENTIVE TREATMENT



ONLY 23%
OF CHILDREN UNDER 5 YEARS,
ESTIMATED TO BE ELIGIBLE FOR
TB PREVENTIVE TREATMENT
WERE STARTED ON IT.

WHO recommends preventive treatment
for people living with HIV and all contacts
living in households with TB (including
children under 5 years)



**IT'S TIME FOR ACTION
IT'S TIME TO #ENDTB**

**FUNDING
GAPS
IMPEDE
PROGRESS
TO END TB**



FUNDING GAP
\$ 3.5 BILLION

**US\$ 10.4 BILLION
REQUIRED FOR TB
IMPLEMENTATION**



FUNDING GAP
\$ 1.3 BILLION

**2 BILLION
REQUIRED FOR
TB RESEARCH**

**TREATMENT
OF TB
INFECTION
(LATENT TB)**



1/4
of the global
population is infected with
latent tuberculosis



10-15%
will go
on to develop
TB disease

**PRIORITY
RISK GROUPS**



CHILD CONTACTS
UNDER 5 YEARS
PEOPLE LIVING
WITH HIV
RECEIVING
DIAGNOSIS

**SETTING/
CONTEXT**



RECEIVING ORGAN OR
HISTOLOGICAL
TRANSPLANTATION
RECEIVING ANTI-
TNF TREATMENT
PURE SUCCESS
CONTACTS 5 YEARS
OLD AND OLDER
HOMELESS
HEALTHCARE
WORKERS
PEOPLE WHO
USE DRUGS
IN PRISON

DOWNLOAD



WEBSITE

Promote World TB Day 2019 on your websites- please find the link to a short notice that can be featured on your web page.

<https://www.who.int/campaigns/world-tb-day/world-tb-day-2019>

WEBSITE

All WHO materials are available on the global World TB DayTrello Board

<https://trello.com/b/QE4X0OhQ/world-tb-day-2019>

We invite you to share your materials and experiences there. The board will be updated as we go and we will also use it to inform and coordinate about events on World TB Day worldwide.

END TB VISIBILITY VESTS

Raise visibility and build awareness on the fight to End TB.

Download the design files for our End TB Visibility vests here.



DOWNLOAD

IT'S TIME!
IT'S TIME FOR ACTION
IT'S TIME TO #ENDTB

C'EST MAINTENANT!
MAINTENANT IL FAUT AGIR!
#ENDTB: C'EST MAINTENANT QU'IL
FAUT METTRE FIN À LA TUBERCULOSE!

¡ES HORA!
ES HORA DE ACTUAR
ES HORA DE PONER FIN A
LA TUBERCULOSIS

ВРЕМЯ ПРИШЛО!
ПОРА ДЕЙСТВОВАТЬ!
ПОРА
#ЛИКВИДИРОВАТЬТУБЕРКУЛЕЗ

时不我待!
开展行动时不我待
终止结核时不我待

حان الوقت !
حان وقت العمل
حان وقت إنهاء السل #EndTB

