

ADVOCACY & COMMUNICATIONS TOOLKIT



Towards the
UNITED NATIONS
HIGH-LEVEL MEETING ON THE
FIGHT TO END TUBERCULOSIS
26 SEPTEMBER 2018, UNHQ, NEW YORK



WE WILL #EndTB

www.who.int/UNHLMonTB/



BACKGROUND

Tuberculosis (TB) is the leading infectious killer worldwide and one of the top ten causes of deaths. Every day, over 4300 people die from TB and nearly 30 000 people fall ill with this disease. This preventable and curable disease is deeply rooted in communities “left behind” – where poverty is pervasive and human rights and dignity are limited. The devastating social and economic impact on people affected and their families is profound. Drug-resistant TB is the most common and lethal airborne antimicrobial resistant disease in the world today and a global health security threat, with over 0.5 million people affected in 2017.

Although 54 million lives have been saved since 2000, the pace of progress is slow and actions and investments fall far short of those needed to end the TB epidemic.

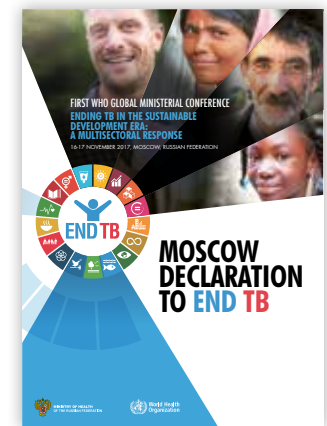
Around the world, the challenges associated with TB diagnosis and treatment are attributed to economic, social and physical factors limiting access to care. TB patients often suffer from social exclusion, lack of egalitarian participation in society and lack of trust. These factors have dimensions that extend well beyond the health sector, calling for a multisectoral response.

Urgent accelerated and concerted actions across all sectors of society are needed now.



UNITED NATIONS GENERAL ASSEMBLY HIGH LEVEL MEETING ON TUBERCULOSIS

The United Nations General Assembly will hold a high-level meeting on 26 September 2018 on the fight against tuberculosis (TB) for the very first time. The theme of the meeting is “United to end Tuberculosis: an urgent global response to a global epidemic”. The UN high-level meeting on TB is a tremendous and unprecedented step forward by governments and all partners engaged in the fight against TB. It follows on from a very successful Ministerial Conference on Ending TB in Moscow on 16-17 November, 2017 which resulted in high-level commitments from nearly 120 countries and 800 participants to accelerate the End TBs as expressed in the Moscow Declaration to End TB.



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WHO IS THIS TOOLKIT FOR?

This communications toolkit contains practical guidance and essential information and has been compiled by WHO to amplify key TB messages in the lead-up to and during the high-level meeting.

This toolkit is for you - whether you work for the government, a nongovernmental organization, the civil society, the academia or a media outlet, whether you are a doctor, teacher, journalist, blogger or simply someone who would like to get involved. We hope that the information contained in this toolkit is useful to your work. We look forward to receiving your suggestions and inputs to improve it further

COMMUNICATIONS OBJECTIVES

- ✓ Raise awareness and engage public discussion on the importance of ending TB in the lead up to the UN high-level meeting;
- ✓ Create a conversation on ending TB that will extend far beyond the UN General Assembly;
- ✓ Build an understanding of the importance of multisectoral engagement and action as imperative to defeating TB;
- ✓ Promote examples of good multisectoral engagement leading to improvements in conditions for ending TB;
- ✓ Build platforms and momentum to lead from the UN high-level meeting in 2018 to encourage concerted and urgent action by all stakeholders and leadership.

OVERARCHING MESSAGES

- 1 TB is the leading infectious disease killer worldwide today, and among the top ten causes of death. It carries profound economic and social consequences;
2. Ending the TB epidemic by 2030 is a key health target of the UN Sustainable Development Goals and the WHO end TB Strategy;
3. Current actions and investments by countries fall short of what is needed to end TB;
4. Ending TB requires concerted action by all sectors to provide the right services, support and enabling safe environment in the right place, at the right time;
5. Everyone has a role to play in ending TB – individuals, communities, businesses, governments, societies.
6. Progress on TB is a contributor to, and an indicator of, sustainable development (SDG tracer);
7. Everyone with TB should have access to rapid diagnosis, treatment and care. This is a matter of social justice, fundamental to WHO's goal of universal health coverage;
8. Ending TB is a moral imperative and makes economic sense; for every US\$1 invested to end TB, US\$ 43 is returned as the benefits of a healthy functioning society. (Economist/Copenhagen Consensus)

HOW CAN YOU GET INVOLVED?

Below are some materials you can use in your communications channels (website, social media, etc) to promote the High Level Meeting. Please let us know if you require additional material.

 <http://www.who.int/UNHLMonTB/>

MEDIA RESOURCES

Conference Logo



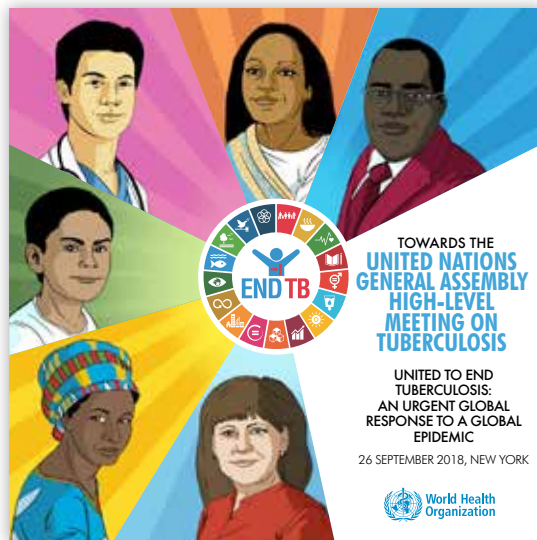
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Banner



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Brochure on the UN High Level Meeting on TB



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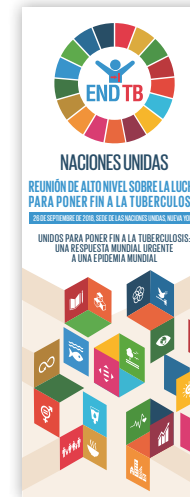


Pop up banners (33"X80")

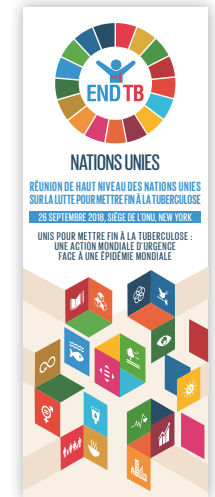
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MEDIA RESOURCES

Video

Video message from Dr Tedros Adhanom Ghebreyesus on the UN High Level Meeting



[WATCH & SHARE](#)

Video

Commitments from leaders in the lead up to the UN High Level Meeting on TB.



[WATCH & SHARE](#)

Video

Towards the UN High Level Meeting on TB: Animated video



[WATCH & SHARE](#)

Video

Top 5 facts on TB: Instagram video



[WATCH & SHARE](#)

Infographic

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



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



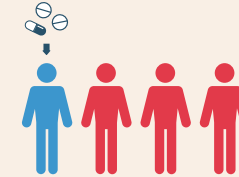
Better reporting, diagnosis and access to care will close this gap



TACKLING THE MDR-TB CRISIS



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



OF THOSE TREATED ONLY
55% WERE TREATED SUCCESSFULLY



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)



FUNDING GAPS IMPEDE PROGRESS TO END TB



US\$ 10.4 BILLION
REQUIRED FOR TB
IMPLEMENTATION



FUNDING GAP
\$ 3.5 BILLION

US\$ 2 BILLION
REQUIRED FOR
TB RESEARCH



FUNDING GAP
\$ 1.3 BILLION



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



SETTING/CONTEXT



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SOCIAL MEDIA POSTS

In the lead up and during the conference we will be communicating via our social media channels:

- Facebook: <https://www.facebook.com/WHO>
- Twitter: [@WHO](https://twitter.com/who)
- YouTube: <https://www.youtube.com/who>
- Instagram: <https://www.instagram.com/who/> @who

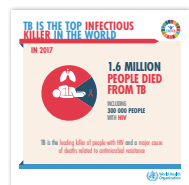
TWITTER

Join in the conversation using the following hashtags:

#EndTB
#UNHLMTB

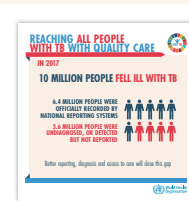
SUGGESTED TWEETS

- ✓ Tuberculosis is an airborne disease caused by bacteria. TB is contagious, but curable and preventable #ENDTB
Link to download Instagram video on Top 5 facts on TB https://www.dropbox.com/sh/3r8n6d3u1dl01yk/AABKtDliSI1_VuCbQ2UxuXqla?dl=0
- ✓ #TB claims 4 000 lives each day, 120,000 lives every month and 1,600,000 lives annually. Every year TB kills more people than #HIV. #EndTB
- ✓ Fewer people fell ill and died from #tuberculosis last year but countries are still not doing enough to end TB by 2030. #TB remains the world's deadliest infectious disease. WHO calls for urgent action to #EndTB! <http://bit.ly/2PJNtza> #EWECisme #UNHLMTB

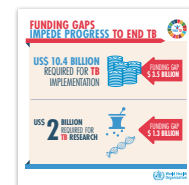


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- ✓ Underreporting & under-diagnosis of #TB cases remains a major challenge. In 2017, an estimated 3.6m people with #TB were undiagnosed, or detected but not reported. This gap is bigger for children. We need to urgently close gaps in care #EWECisme #EndTB
- ✓ Globally, an estimated 10 million people developed #tuberculosis in 2017, including 3.2 million women and 1 million children. We need political momentum to end #TB deaths & suffering #EWECisme <http://bit.ly/2PJNtza> #EndTB
- ✓ The progress that has been made in combating #TB has been hard won and must be intensified if we are to wipe out the TB global epidemic. Listen to the video message from @WHO Director-General @DrTedros on Ending #TB in lead up to #UNHLMTB <https://youtu.be/-Ywpwi73qjl> #EndTB
- ✓ Current action & investments are falling short of what is needed to end the global TB epidemic. We urgently need to fill gaps for #TB implementation & research #EndTB #UNHLMTB



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- ✓ The UN High Level Meeting will bring together Heads of State on 26 September at the UN in New York. Historic moment with hope for groundbreaking commitments



WATCH & SHARE

- ✓ UN HIGH-LEVEL MEETING ON TB : the power of multisectoral action can do more to accelerate global & national #TB responses



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FACEBOOK POST

On 26 September 2018, Heads of State from across the world will meet at the UN High-Level Meeting on TB in New York for the first time to ramp up the fight against TB and take forward the Moscow declaration to End TB. For more information visit the UN High Level Meeting page : <http://www.who.int/UNHLMonTB/>



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MEDIA INTEREST

If you are a journalist interested in covering issues related to the UN High Level Meeting please email us at diash@who.int
Press releases and other resources will be posted on the UN High Level Meeting website media corner. <http://www.who.int/UNHLMonTB>

CONTACT US

Global TB Programme
World Health Organization

diash@who.int

www.who.int/tb