World Health Organization

ADVOCACY TOOLKIT

THE CLOCK IS TICKING

WORLD TB DAY 20 21

THIS TOOLKIT

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https://www.who.int/campaigns/world-tb-day/world-tb-day-2021

ABOUT
WORLD TB DAY
2021

- Each year, we commemorate **World Tuberculosis (TB) Day** on **March 24** to raise public awareness about the devastating health, social and economic consequences of TB, and to step up efforts to end the global TB epidemic. The date 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.

- **TB** remains one of the **world's deadliest infectious killers.** Each day, nearly 4000 lose their lives to TB and close to 28,000 people fall ill with this preventable and curable disease. **Global efforts to combat TB have saved an estimated 63 million lives** since the year 2000.

- **The theme of World TB Day 2021 - 'The Clock is Ticking'** – conveys the sense that the world is **running out of time** to act on the commitments to end TB made by global leaders. This is especially critical in the context of the **COVID-19 pandemic** that has put End TB progress at risk, and to ensure equitable access to prevention and care in line with WHO's drive towards achieving **Universal Health Coverage**.

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ABOUT
TUBERCULOSIS

- Tuberculosis (TB) is one of the **leading infectious killers** worldwide. **Every day**, close to **4000 people die** from TB and nearly **30 000 people fall ill** with this disease.
- TB is **caused by the bacillus *Mycobacteria tuberculosis*** which is spread when people sick with TB expel bacteria into the air; for example, by coughing. TB typically affects the lungs but can also affect other parts of the body.
- About a **quarter of the world's population is infected** with *M. tuberculosis* and thus at risk of developing TB disease.
- Drug-resistant forms of TB are a **major contributor to deaths from antimicrobial resistance** globally. In 2019, about 0.5 million people fell ill with drug-resistant TB.
- Although **63 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.

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KEY MESSAGES

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On World TB Day, WHO is calling for action on several fronts to ensure that the commitments made to end TB are achieved.

1. **Countries are urged to implement ten priority recommendations outlined in the 2020 progress report on TB issued by the United Nations Secretary-General António Guterres and developed with WHO support**. The report stressed that high-level commitments and targets have galvanized global and national progress towards ending TB, but urgent and more ambitious investments and actions are required, especially in the context of the COVID-19 pandemic. WHO is urging countries to implement the ten priority recommendations from the report to put the world on track to reach agreed targets by 2022 and beyond.

1. Fully activate high-level leadership to urgently reduce TB deaths and drive multisectoral action to end TB
2. Urgently increase funding for essential TB services including for the health workforce
3. Advance universal health coverage to ensure all people with TB have access to affordable quality care and resolve under-reporting challenges
4. Address the drug-resistant TB crisis to close persistent gaps in care
5. Dramatically scale up provision of TB preventive treatment
6. Promote human rights and combat stigma and discrimination
7. Ensure meaningful engagement of civil society, communities and people affected by TB
8. Substantially increase investments in TB research to drive technological breakthroughs and rapid uptake of innovations
9. Ensure that TB prevention and care are safeguarded in the context of COVID-19 and other emerging threats
10. Request WHO to continue to provide global leadership for the TB response, working in close collaboration with Member States and other stakeholders, including to prepare for a High-Level Meeting on TB in 2023

KEY MESSAGES (CONTD.)

https://www.who.int/campaigns/world-tb-day/world-tb-day-2021

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2. **Essential TB services should be sustained during the COVID-19 pandemic to ensure that gains made in the fight against TB are not reversed**. All measures should be taken to ensure continuity of services for people who need preventive and curative treatment for TB, including during emergencies such as the COVID-19 pandemic. People-centred delivery of TB prevention, diagnosis, treatment and care services, including through digital technologies, should be ensured in tandem with the COVID-19 response.

3. **Tackling health inequities is vital to ensure health for all**. The COVID-19 pandemic has drawn attention to the deep disparities that persist between and within countries, some of which are being exacerbated and risk widening even further. People with TB are among the most marginalized and vulnerable, facing barriers in accessing care. In alignment with World Health Day, 7 April 2021, WHO is calling for global action to address health inequities for people with TB and other diseases.

4. **Systematic screening should be scaled-up to help reach all people with TB prevention and care.** It is estimated that close to three million people with TB are not diagnosed or reported annually around the world. Improved TB screening using new tools and approaches to reach all people with care could help bridge this gap. Systematic screening is critical to ensure we can detect TB early in the people who need it, while also identifying people who could benefit from TB preventive treatment. WHO is releasing new guidelines on TB systematic screening along with an accompanying operational guide on 22 March.

5. **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. Everyone has a role to play in ending TB – individuals, communities, businesses, governments, societies.

SOCIAL MEDIA TILES

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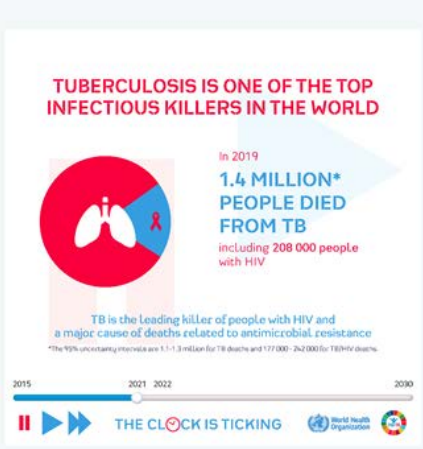
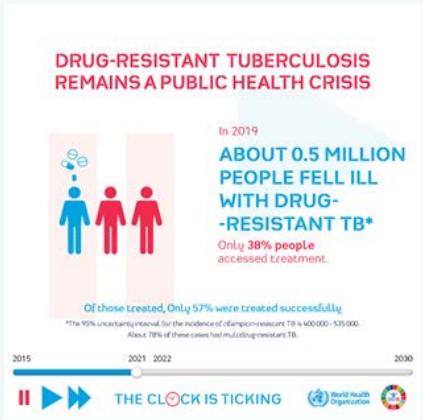
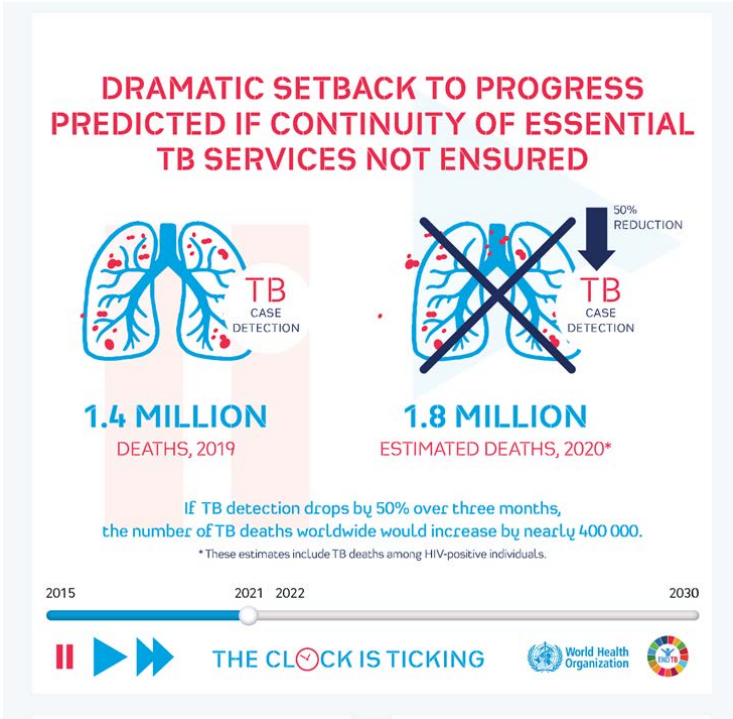
INFO GRAPHICS







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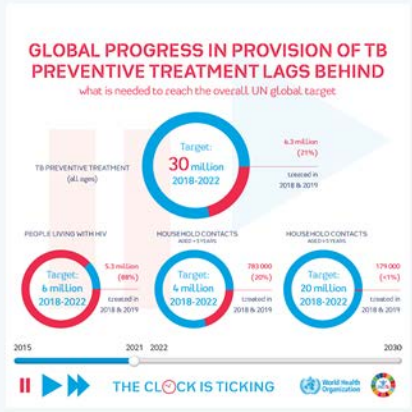

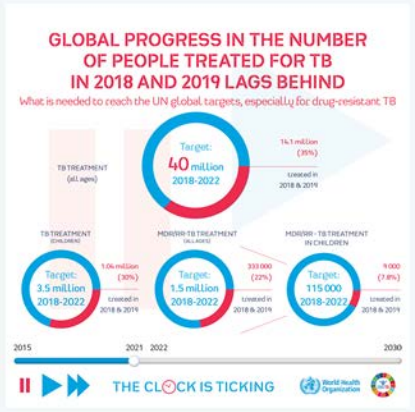

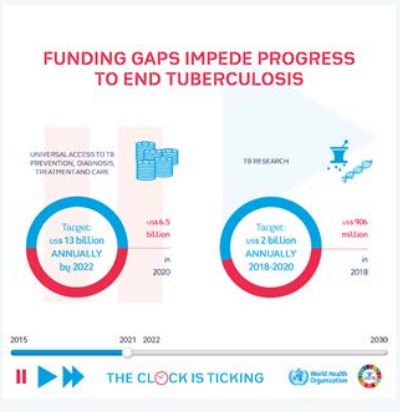

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POSTERS

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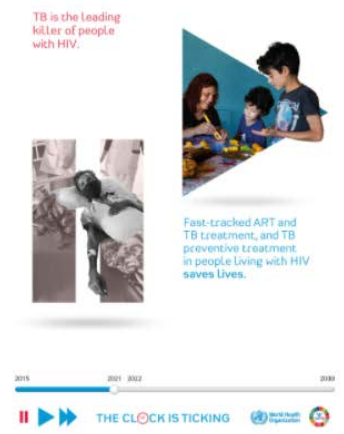

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GIFs

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NEW GIFS COMING SOON

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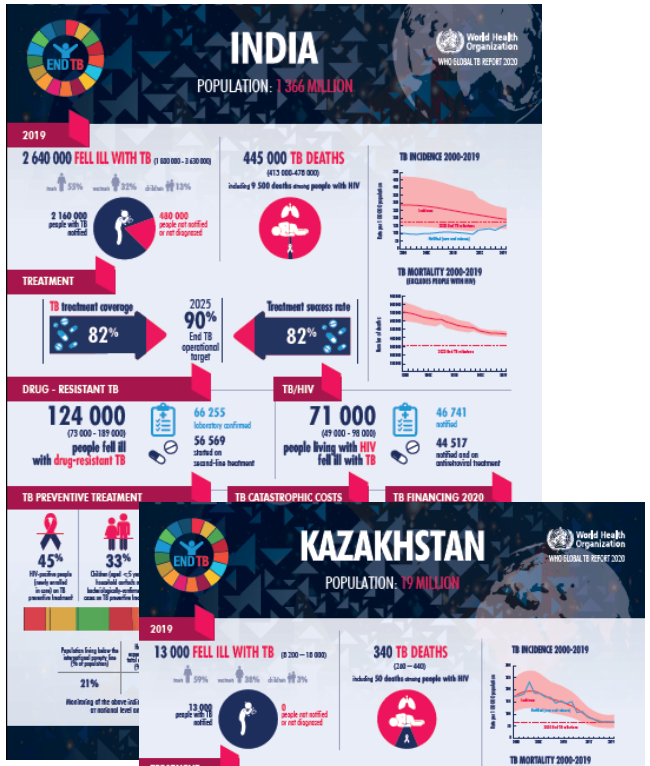
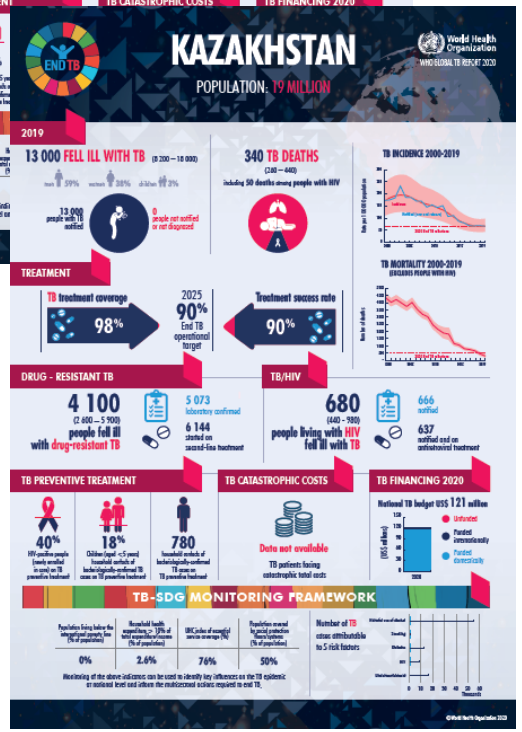
INFOGRAPHIC COUNTRY & REGIONAL PROFILES





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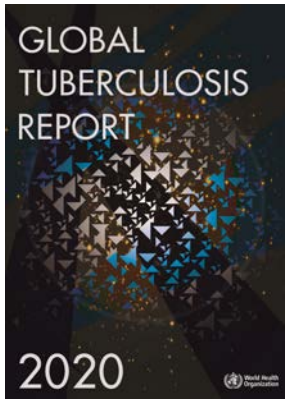


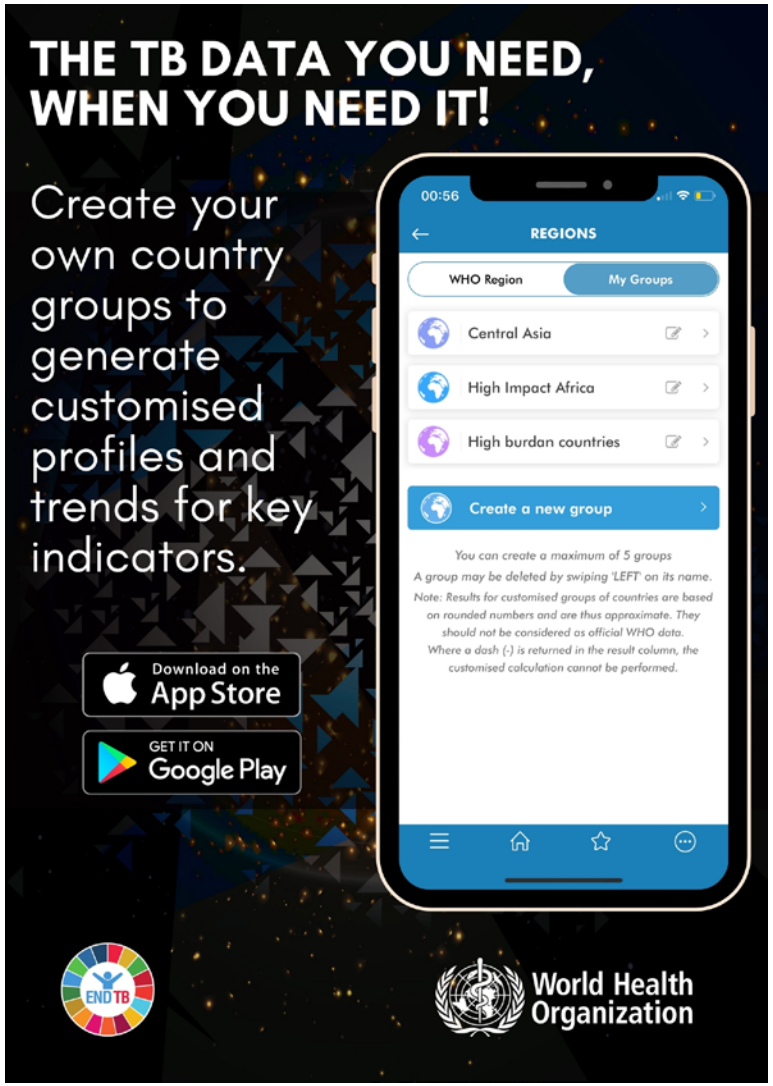
AVAILABLE FOR 6 WHO REGIONS & 48 HIGH TB-BURDEN COUNTRIES

Angola, Azerbaijan, Bangladesh, Belarus, Botswana, Brazil, Cambodia, Cameroon, Central African Republic, Chad, China, Congo, Democratic People's Republic of Korea, Democratic Republic of the Congo, Eswatini, Ethiopia, Ghana, Guinea-Bissau, India, Indonesia, Kazakhstan, Kenya, Kyrgyzstan, Lesotho, Liberia, Malawi, Mozambique, Myanmar, Namibia, Nigeria, Pakistan, Papua New Guinea, Peru, Philippines, Republic of Moldova, Russian Federation, Sierra Leone, Somalia, South Africa, Thailand, Uganda, United Republic of Tanzania, Tajikistan, Ukraine, Uzbekistan, Viet Nam, Zambia and Zimbabwe.

Available at this link

GLOBAL TB REPORT APP

https://www.who.int/campaigns/world-tb-day/world-tb-day-2021



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Get the Global TB Report App

www.who.int/tb/global-report-2020

OTHER RESOURCES

https://www.who.int/campaigns/world-tb-day/world-tb-day-2021

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VIDEO STATEMENTS (COMING SOON)

Video statements from WHO Director-General Dr Tedros Adhanom Ghebreyesus, WHO Assistant Director-General Dr Ren Minghui, the Director of WHO's Global TB Programme Dr Tereza Kasaeva and other leaders from countries, civil society and partners.

END TB DIARIES (COMING SOON)

To emphasize that TB is curable and that advances have been made in treatment and prevention- these short videos showcase the lives of those affected by TB.

SAMPLE TWEETS (COMING SOON)

Join the World TB Day conversation using the campaign hashtags: #TheClockIsTicking, #WorldTBDay and #EndTB. Sample tweets reflecting key messages will be shared soon.

WHO Global TB Programme
20 Avenue Appia
1211 Geneva
Switzerland

gtbprogramme@who.int

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