



# ADVOCACY & COMMUNICATIONS TOOLKIT



World Health  
Organization



MINISTRY OF HEALTH  
OF THE RUSSIAN FEDERATION

**FIRST WHO GLOBAL MINISTERIAL CONFERENCE  
ENDING TB IN THE SUSTAINABLE DEVELOPMENT ERA:  
A MULTISECTORAL RESPONSE**

16-17 NOVEMBER 2017, MOSCOW, RUSSIAN FEDERATION

WE WILL **#EndTB**

[www.who.int/tb/endtb-sdgministerial-conference/en](http://www.who.int/tb/endtb-sdgministerial-conference/en)



TB IS THE **LEADING INFECTIOUS KILLER** IN THE WORLD & ONE OF THE **TOP 10 CAUSES OF DEATH WORLDWIDE**

## BACKGROUND

Tuberculosis (TB) is the **leading infectious killer worldwide** and one of the top ten causes of deaths. Every day, nearly 5000 people die from TB and more than 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, responsible for 240 000 deaths each year.

Although **53 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.

To ramp up the TB response and accelerate efforts to reach the end TB targets set as part of the UN Sustainable Development Agenda and the WHO End TB Strategy, Ministers of Health and other sectors will come together at the **First WHO Global Ministerial Conference on Ending TB in the Sustainable Development Era**. The conference will be held in Moscow, Russian Federation, on 16-17 November 2017.

IN 2016:



**10.4  
MILLION**

PEOPLE  
FELL ILL  
WITH TB



**1.7  
MILLION**

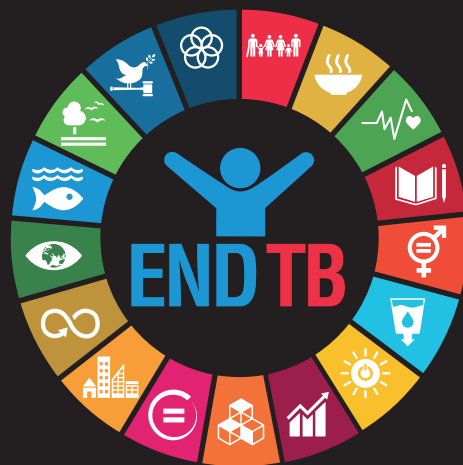
DIED  
FROM  
TB



**0.5  
MILLION**

PEOPLE DEVELOPED  
MULTIDRUG-  
RESISTANT TB





## ABOUT THE CONFERENCE

### **ENDING TB IN THE SUSTAINABLE DEVELOPMENT ERA: A MULTISECTORAL RESPONSE**

16-17 NOVEMBER 2017, MOSCOW, RUSSIAN FEDERATION

#### VISION

- ✓ To accelerate efforts of all [WHO Member States](#) in [ending the global TB epidemic in line with the targets set by the WHO End TB Strategy and the UN Sustainable Development Goals](#).

#### MINISTERIAL DECLARATION

- ✓ Ministers will sign a high-level [Declaration](#) containing bold commitments by countries to accelerate action to end TB.
- ✓ This will inform the first [UN General Assembly High Level Meeting on TB in 2018](#).

## WHO IS THIS TOOLKIT FOR?

**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. The communications toolkit has been compiled by **WHO Global TB Programme**, and contains practical guidance and information for use in the lead-up to and during the conference. We hope that the information contained in this toolkit is useful to your work.

## COMMUNICATIONS OBJECTIVES

- ✓ Raise awareness and engage public discussion on the importance of ending TB in the lead up to the Conference;
- ✓ Create a conversation on ending TB that will extend far beyond the Conference itself;
- ✓ 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 **Ministerial Declaration** in 2017 to **UNGA high level meeting** in 2018.


## OVERARCHING MESSAGES


- ✓ TB is the leading infectious disease killer worldwide today, and among the top ten causes of death. It carries profound economic and social consequences;
- ✓ Current actions and investments by countries fall short of what is needed to end TB;
- ✓ Ending the TB epidemic by 2030 is a key health target of the **UN Sustainable Development Goals** and the **WHO End TB Strategy**;
- ✓ 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;
- ✓ Progress on TB is a contributor to, and an indicator of, sustainable development (SDG tracer);
- ✓ 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;
- ✓ 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 conference. Please let us know if you require additional material.


[Conference website](#)


[Our announcement on the first WHO Global Ministerial Conference](#)

 [Conference website](#)

[Our announcement on the first WHO Global Ministerial Conference](#)

## ADVOCACY MATERIALS



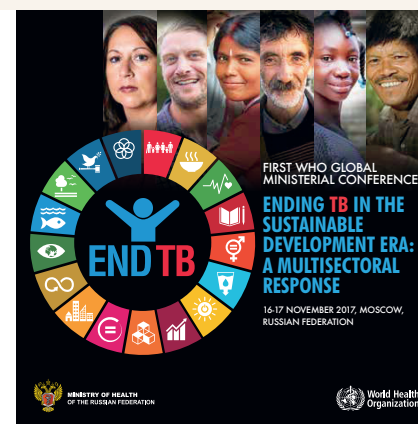
Conference Logo

DOWNLOAD



**Web Banner** (jpeg, 523 px by 269 px)

DOWNLOAD



## Conference Flyer

DOWNLOAD



## Poster

DOWNLOAD



## Video

WHO: We will end Tuberculosis - Global Ministerial  
Conference on TB

YOUTUBE LINK



## Video

WHO: Tuberculosis is the leading infectious killer -  
Ministers declare commitment to end TB

**YOUTUBE LINK**

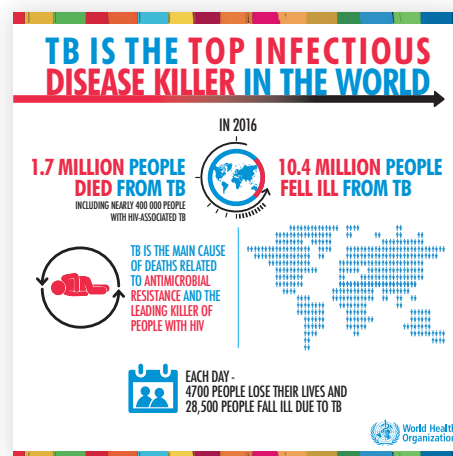
# SHARE INFORMATION AND MATERIALS ON SOCIAL MEDIA

## INFOGRAPHICS



infographic

[DOWNLOAD](#)



infographic

[DOWNLOAD](#)



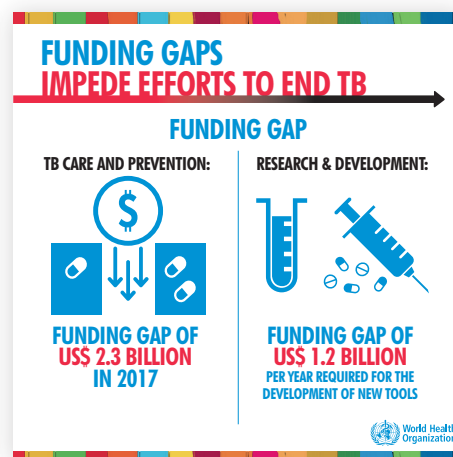
infographic

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infographic

[DOWNLOAD](#)



infographic

[DOWNLOAD](#)







infographic

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## SHARE INFORMATION AND MATERIALS ON SOCIAL MEDIA

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

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

### TWITTER

Official hashtag:  
**#EndTB**

Additional supporting hashtags:

**#WeWillEndTB**  
**#SDGs**  
**#GlobalGoals**  
**#HealthforAll**  
**#LeaveNoOneBehind**

Conference website short link:  
<http://bit.ly/2uNzNbC>



Banner for Facebook

DOWNLOAD



Banner for Twitter

DOWNLOAD

### TWEETS

- ✓ @WHO & #Russia invite world leaders to Moscow in Nov. to accelerate action & investment to #EndTB <http://bit.ly/2uNzNbC>
- ✓ #TB is the leading infectious killer. >30K people fall ill & 4700 ppl die/day due to TB. Unite to #EndTB <http://bit.ly/2z6GATw>
- ✓ Look out for November's landmark @WHO event - 1st WHO Global Ministerial Conference on ending TB in the #SDG agenda <http://bit.ly/2gFyWZp>
- ✓ @WHO Ministerial #EndTB Conference - a critical pathfinder to 1st #UNGA HLM on #TB in 2018. United we will #End TB <http://bit.ly/2xtQM4s>
- ✓ Progress in combating TB has been hard won and must be intensified if we are to wipe out TB global epidemic #EndTB (add infographic: <http://www.who.int/tb/WHO-INFOGRAPHIC-2.jpg>)
- ✓ Ending TB is a moral imperative & makes economic sense; for every US\$1 invested US\$43 is gained in return. #EndTB (add infographic: <http://www.who.int/tb/WHO-INFOGRAPHIC-6.jpg>)

### FACEBOOK POSTS

- ✓ On 16-17 November 2017, Ministers and other global leaders from across the world, will meet in Moscow for WHO's Global Ministerial Conference on Ending TB in the Sustainable Development Era to commit to ramping up the fight against TB. #EndTB (add link VIDEO "WHO: We will end Tuberculosis - Global Ministerial Conference on TB - <https://www.youtube.com/watch?v=51RDclab5nc&feature=youtu.be>)
- ✓ Ministers of Health from around the world declare their commitment to end TB at the World Health Assembly this year and pledged to attend WHO's upcoming Global Ministerial Conference on Ending TB, which will be held on November 16-17 in Moscow, Russian Federation. (add link VIDEO "WHO: Tuberculosis is the leading infectious killer - Ministers declare commitment to end TB - <https://www.youtube.com/watch?v=mqPKp-ELPOg>)
- ✓ Hosted by the Ministry of Health of the Russian Federation, the first WHO Global Ministerial Conference "Ending Tuberculosis in the Sustainable Development Era: A Multisectoral Response" aims to accelerate efforts of all WHO Member States in taking effective measures to end the global TB epidemic by 2030, through a multisectoral and interdisciplinary approach within the Sustainable Development agenda. For more information visit the conference page: <http://bit.ly/2uNzNbC> #EndTB
- ✓ During the first WHO Global Ministerial Conference on ending tuberculosis, a Ministerial Declaration will be signed, containing bold commitments by countries to accelerate action to end TB and meet the milestones towards the 2030 SDGs. This will inform the UN General Assembly High Level Meeting on TB in 2018, which will bring together Heads of States in New York and will be crucial to heighten the need for urgent global attention to end TB. #EndTB

### MEDIA INTEREST

If you are a journalist interested in covering issues related to the Conference please email us at [diash@who.int](mailto:diash@who.int)

Press releases and other resources will be posted on the Conference website media corner.

<http://www.who.int/conferences/tb-global-ministerial-conference/en/>





## CONTACT US

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