



ADVOCACY &
COMMUNICATIONS
TOOLKIT

WORLD TUBERCULOSIS DAY

24 MARCH 2022



ABOUT THE CAMPAIGN



ABOUT WORLD TB DAY

World TB Day is observed on March 24 each year to raise public awareness and understanding about one of the world's deadliest infectious killers - 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.

Every day, over 4100 people die from TB and nearly 30 000 people fall ill with TB disease – despite it being preventable and treatable. TB is the leading cause of death of people with HIV and a major contributor to antimicrobial resistance. 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, especially in the midst of the ongoing COVID-19 crisis.

CAMPAIGN THEME

The theme of World TB Day 2022 - 'Invest to End TB. Save Lives.' – conveys the urgent need to invest resources to ramp up the fight against TB and achieve 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.

More investment will save millions more lives, accelerating the end of the TB epidemic.



CALLS TO ACTION

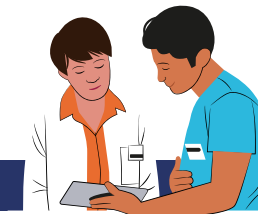


MINISTRIES OF HEALTH AND OTHER PUBLIC HEALTH LEADERS



- Take decisive action to revive and maintain essential TB services during the COVID-19 pandemic;
- Allocate sufficient resources to improve the quality of TB diagnosis, prevention, treatment and care services and make them more resilient and sustainable;
- Support and empower health workers to deliver high-quality TB services, while recognizing their critical contributions in enabling access to TB prevention and care for affected populations including children and adolescents, and in reaching TB targets;
- Expand high quality TB services for children and adolescents in a flexible and sustainable manner;

HEALTH WORKERS



- Empower communities to combat TB related stigma and discrimination.
- Advocate for maintaining high quality essential TB services during the COVID pandemic;
- Incorporate TB into routine health interventions;
- Deliver care that is kind, respectful of human rights and without stigma;
- Ensure you are trained and have the latest guidance available to you for TB treatment and care services.



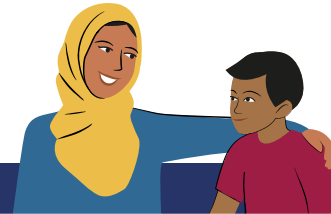
CALLS TO ACTION



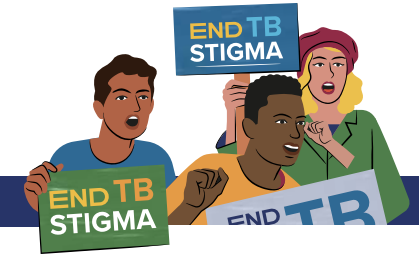
TB PROGRAMME MANAGERS



YOUTH



GENERAL PUBLIC



- Support and empower health workers to deliver high quality TB services to everyone who needs them;
- Ensure adequate training and up-to date information sharing in TB services for health workers.

- Advocate for investment of resources, support, care and information to win the fight against TB;
- Sensitize young people, encourage them to become TB advocates;
- Support TB patients in the community with resources and advice.

- Educate yourself on TB causes, symptoms and prevention;
- If you think you are affected with TB, get tested, get treated and follow the advice of your health care provider;
- Don't believe in myths or misinformation;
- Stand up against TB stigma and discrimination.



KEY MESSAGES

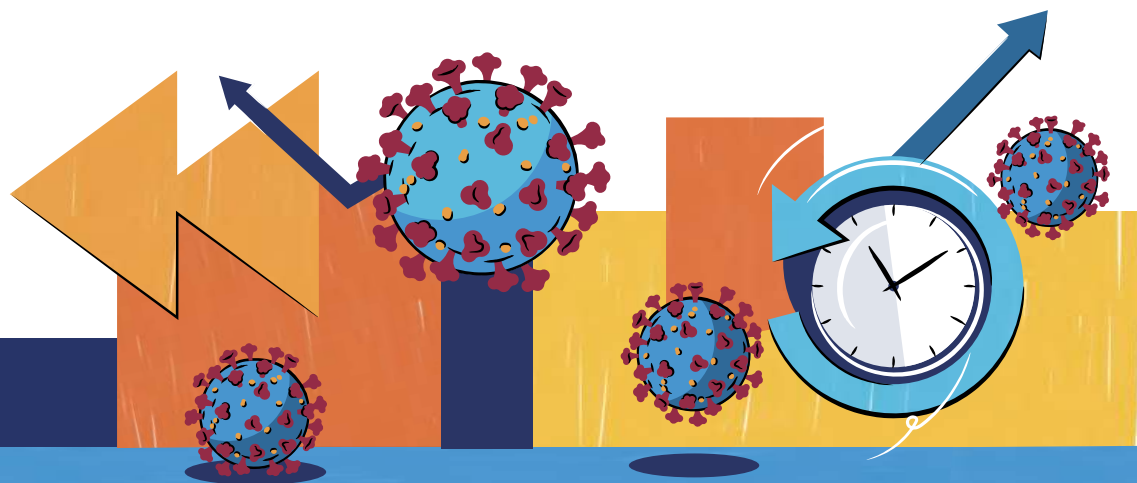


URGENT INVESTMENT OF RESOURCES, SUPPORT, CARE AND INFORMATION ARE VITAL TO WIN THE FIGHT AGAINST TB

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. More investments towards TB diagnosis, prevention treatment, and care will save millions more lives.

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. Health authorities should maintain support to essential TB services, including during emergencies such as COVID-19. 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.



KEY MESSAGES



TACKLING HEALTH INEQUITIES TO ENSURE HEALTH FOR ALL

The COVID-19 pandemic has drawn attention to the deep disparities that persist between and within countries. People with TB are among the most marginalized and vulnerable, facing barriers in accessing care. WHO is calling for global action to address health inequities for people with TB and other diseases.

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.

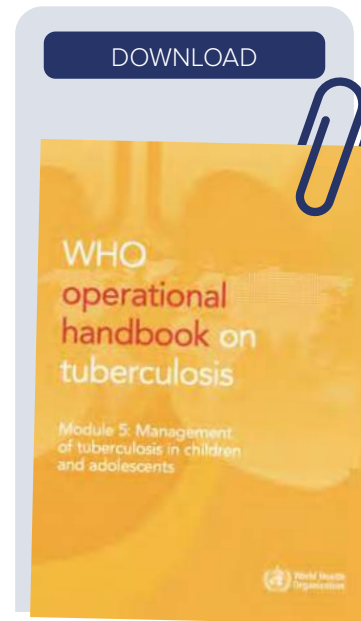
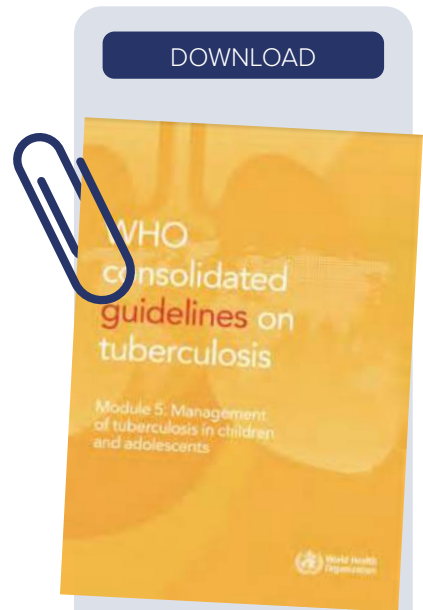


SPECIAL SPOTLIGHT



ENDING TB IN CHILDREN AND ADOLESCENTS

On World TB Day, WHO released new guidelines for the management of TB in children and adolescents. The consolidated WHO guidelines include recommendations that span the TB cascade of care, from diagnostic approaches to treatment of both drug susceptible and drug resistant TB, to models of care to optimise TB prevention and case detection efforts. The new recommendations provide an opportunity to significantly improve the care provided to children, adolescents and families affected by TB.



CAMPAIGN RESOURCES: POSTERS



COVID-19 HAS REVERSED PROGRESS IN THE FIGHT AGAINST TB BY OVER A DECADE.

INVEST TO ENSURE ACCESS
to essential TB services, including for TB and COVID diagnosis for First-Time Adults TB.

INVEST TO SAVE LIVES

UNDERNUTRITION, POVERTY AS WELL AS HIV, DIABETES AND TOBACCO ARE AMONG THE KEY DRIVERS OF THE TB EPIDEMIC.

INVEST IN ENABLING
collaboration, action and accountability across sectors to end TB.

INVEST TO SAVE LIVES

OVER HALF OF THE CHILDREN AND ADOLESCENTS WITH TB FACE BARRIERS IN ACCESSING TB CARE DUE TO DIFFICULTIES IN DIAGNOSIS AND TREATMENT.

INVEST TO ROLL OUT
WHO-recommended prevention, diagnosis and treatment services for children and adolescents.

INVEST TO SAVE LIVES

WE NEED TO URGENTLY CLOSE THE INVESTMENT GAP TO INCREASE ACCESS TO NEWER EFFECTIVE MEDICINES, VACCINES AND TOOLS.

INVEST IN TB RESEARCH
and innovation to end TB.

INVEST TO SAVE LIVES

STIGMA DEPRIVES PEOPLE WITH TB OF THEIR RIGHT TO QUALITY CARE.

INVEST IN EMPOWERING
those affected and start as uniquely targeted stigma and discrimination.

INVEST TO SAVE LIVES

DRUG-RESISTANT TB REMAINS A PUBLIC HEALTH CRISIS AND A HEALTH SECURITY THREAT.

INVEST IN ENABLING
access to WHO-recommended long-acting, all-oral, shorter treatment regimens for better treatment outcomes for people with drug-resistant TB.

INVEST TO SAVE LIVES

PROGRESS IN ENABLING ACCESS TO TB PREVENTIVE TREATMENT FOR MILLIONS IN NEED, FALLS FAR SHORT.

INVEST TO ENSURE ACCESS
to TB preventive treatment to stop TB from starting in the first place.

INVEST TO SAVE LIVES

TB IS THE 2ND TOP INFECTIOUS KILLER IN THE WORLD, WITH DEATHS INCREASING IN 2020 FOR THE FIRST TIME IN OVER A DECADE.

INVEST IN TB SERVICES
to strengthen health systems, diagnostics, prophylaxis and anti-tubercular drugs.

INVEST TO SAVE LIVES



SOCIAL MEDIA TILES



COVID-19 disruptions have reversed progress in the fight against tuberculosis, with fewer people able to access TB prevention and care services.

Ask your leaders to invest in and ensure access to essential TB services during the pandemic.

INVEST TO END TB. SAVE LIVES. World Health Organization

Tuberculosis is the 2nd top infectious killer in the world.

Contact your health provider to get a rapid test if you:

- have symptoms like cough, fever and weight loss;
- are a close contact of a TB patient, or
- belong to a high risk group.

TB is curable and preventable.

INVEST TO END TB. SAVE LIVES. World Health Organization

Millions miss out on access to TB preventive treatment that can stop progression of TB infection to TB disease.

When it's available to you and if you have symptoms:

- get tested for infection;
- and complete your full course of preventive treatment.

INVEST TO END TB. SAVE LIVES. World Health Organization

One in three people with drug resistant TB are able to access life-saving care.

Ask your doctor for WHO-recommended fully-oral 2-3 times shorter treatment regimens so you can get well sooner, with fewer pills and no injections.

INVEST TO END TB. SAVE LIVES. World Health Organization

Stigma deprives people with tuberculosis of their right to quality care.

Learn the facts about TB.

Don't stigmatize and discriminate people with TB.

INVEST TO END TB. SAVE LIVES. World Health Organization

Over half of the children and adolescents with tuberculosis miss out on lifesaving TB prevention, diagnosis and care services.

Get children and adolescents tested and treated, if they have symptoms or are at risk.

INVEST TO END TB. SAVE LIVES. World Health Organization

UNDERNUTRITION
POVERTY **HIV**
DIABETES **TOBACCO**

are among the key drivers of the tuberculosis epidemic.

Collaboration, action and accountability across sectors can help to end TB.

INVEST TO END TB. SAVE LIVES. World Health Organization

We urgently need newer effective diagnostics, medicines, vaccines and other tools to combat tuberculosis.

Invest in TB research and innovation like for COVID-19.

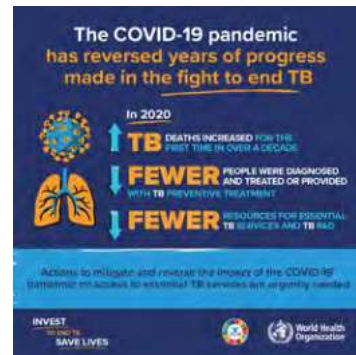
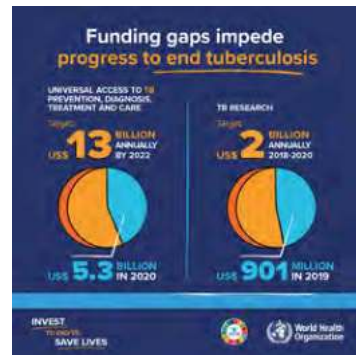
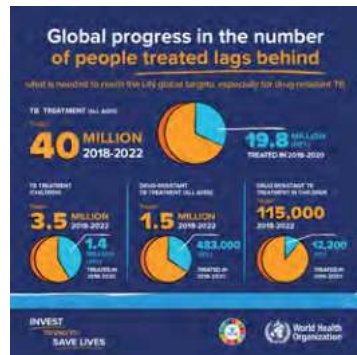
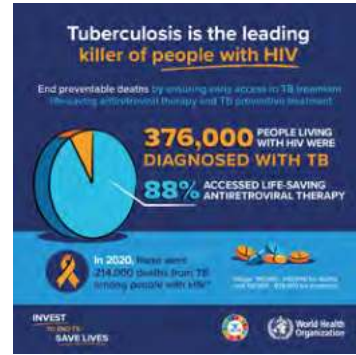
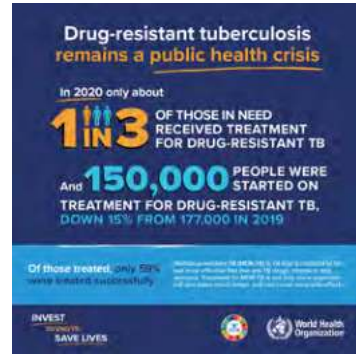
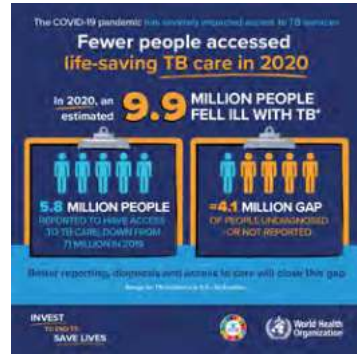
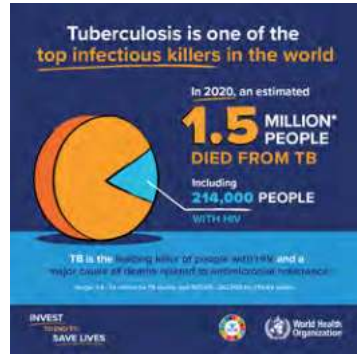
INVEST TO END TB. SAVE LIVES. World Health Organization



INFOGRAPHICS



DOWNLOAD



GIFS



TIKTOK AND INSTAGRAM CHALLENGE



For World TB Day, WHO is launching a special “Invest to #EndTB Challenge” to showcase personal stories and calls to action to invest in ending TB.

We invite you to participate in the challenge by sharing your story on why you are inspired to end TB, and what your contribution / investment is towards ending TB. You can close with a Call to Action urging others to invest in ending TB. Develop and post short 15-second TikTok / Instagram / Facebook videos tagging WHO, using filters, and gesturing towards text to tell your story. You can use the below proposed parameters as a guide:

Name: XXXX

Age: XXXX

Country: XXXX

I want to End TB because: XXXX

This is my contribution to End TB: XXXX

Join me. Invest to #EndTB!

Please post the video on various social media platforms that are available in your country/region. Please don't forget to tag WHO and use the #EndTB hashtag.

Please check out our sample videos below for ideas:



SEE MORE



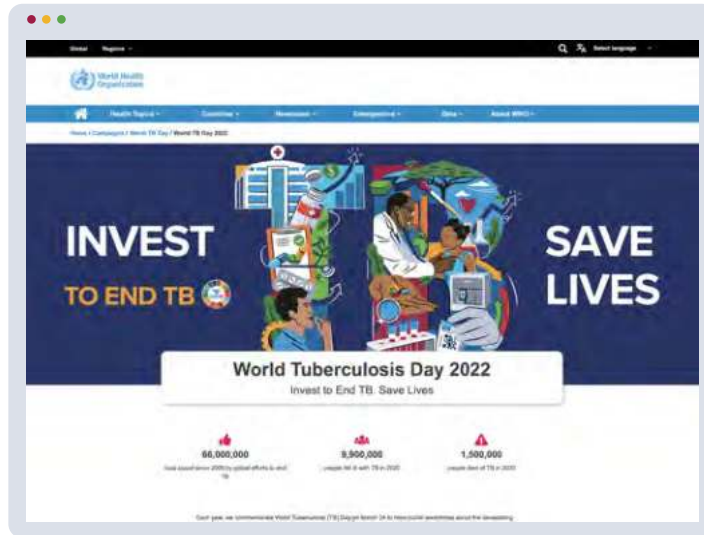
SEE MORE



WEBSITE AND HASHTAGS



CAMPAIGN WEBPAGE

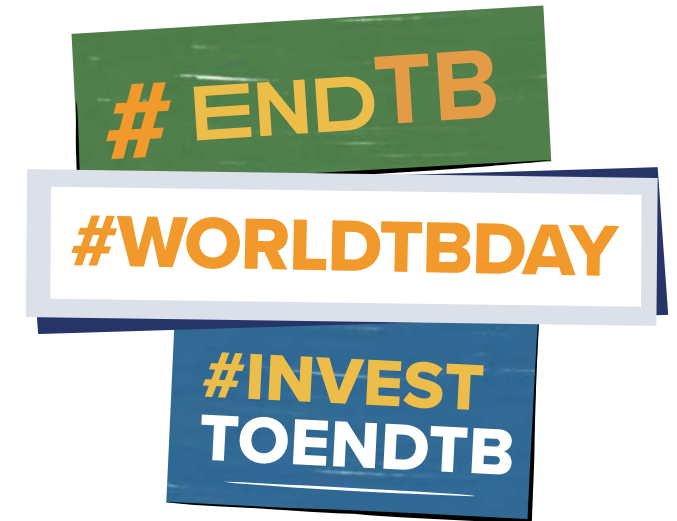


[HTTPS://WWW.WHO.INT/CAMPAIGNS/WORLD-TB-DAY/2022](https://www.who.int/campaigns/world-tb-day/2022)

CAMPAIGN WEB BANNER



HASTAGS



ZOOM VIRTUAL BACKGROUND



WORLD TB DAY 2022
INVEST TO END TB. SAVE LIVES.

World Health Organization

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A dark blue virtual background for Zoom. It features the WHO logo and the text 'WORLD TB DAY 2022' and 'INVEST TO END TB. SAVE LIVES.' in the top left corner. The WHO logo and name are in the top right corner. A paperclip icon is at the top center. A 'DOWNLOAD' button is at the bottom center.

WORLD TB DAY 2022
INVEST TO END TB. SAVE LIVES.

World Health Organization

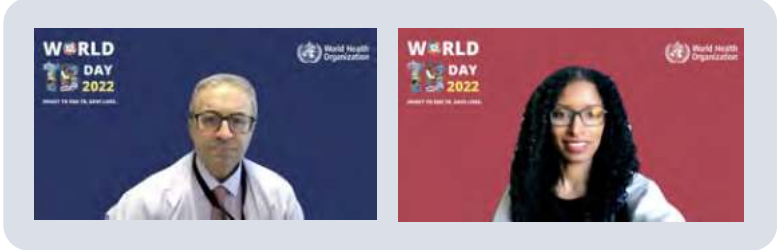
DOWNLOAD

A red virtual background for Zoom. It features the WHO logo and the text 'WORLD TB DAY 2022' and 'INVEST TO END TB. SAVE LIVES.' in the top left corner. The WHO logo and name are in the top right corner. A paperclip icon is at the top center. A 'DOWNLOAD' button is at the bottom center.

WORLD TB DAY 2022
INVEST TO END TB. SAVE LIVES.

World Health Organization

DOWNLOAD

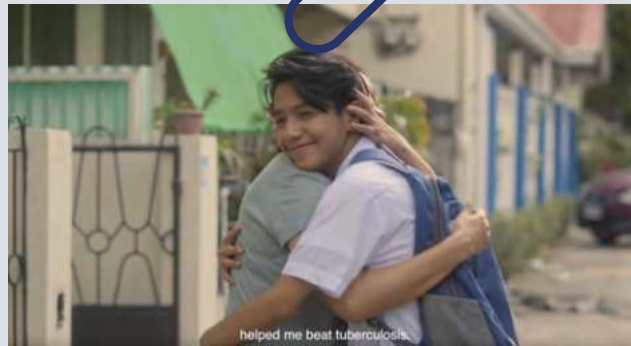
A yellow virtual background for Zoom. It features the WHO logo and the text 'WORLD TB DAY 2022' and 'INVEST TO END TB. SAVE LIVES.' in the top left corner. The WHO logo and name are in the top right corner. A paperclip icon is at the top center. A 'DOWNLOAD' button is at the bottom center.

VIDEO RESOURCES



WORLD TB DAY VIDEO MESSAGE
DR TEREZA KASAEVA,
DIRECTOR, WHO GLOBAL TB PROGRAMME

VIEW



SHORT FILM
INVEST TO END TB

VIEW



INVEST
TO END TB



SAVE LIVES

WHO Global TB Programme
20 Avenue Appia
1211 GENEVA • SWITZERLAND

gtbprogramme@who.int | <https://www.who.int/campaigns/world-tb-day/2022>