



World Health
Organization

ADVOCACY &
COMMUNICATIONS
TOOLKIT

WORLD TUBERCULOSIS DAY

24 MARCH 2023



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.

Each day, close to 4400 people lose their lives to TB and close to 30,000 people fall ill with this preventable and curable disease. Global efforts to combat TB have saved an estimated 74 million lives since the year 2000. However, the COVID-19 pandemic, coupled with conflicts across Europe, Africa and the Middle East and socioeconomic inequities, has reversed years of progress made in the fight to end TB, and placed an even heavier burden on those affected, especially the most vulnerable. In its latest Global Tuberculosis Report, WHO highlighted that for the first time in over a decade, estimated TB incidence and deaths have increased.

CAMPAIGN THEME

The theme of World TB Day 2023 - 'Yes! We can end TB!' - aims to inspire hope and encourage high-level leadership, increased investments, faster uptake of new WHO recommendations, adoption of innovations, accelerated action, and multisectoral collaboration to combat the TB epidemic. This year is critical, with opportunities to raise visibility and political commitment.

The spotlight of World TB Day will be on urging countries to ramp up progress in the lead-up to the 2023 UN High-Level Meeting on TB. WHO will also issue a call to action with partners urging Member States to accelerate the rollout of the new WHO-recommended shorter all-oral treatment regimens for drug-resistant TB.



CALLS TO ACTION

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MINISTRIES OF HEALTH AND OTHER PUBLIC HEALTH LEADERS



- 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 in line with WHO recommendations, 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.
- Empower communities to combat TB related stigma and discrimination.

HEALTH WORKERS



- 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 WHO guidance available to you for TB prevention, treatment and care services.

COMMUNITY LEADERS



- Ensure essential TB services are maintained in the community.
- Support community health workers, including nurses and midwives, to provide essential TB services in line with WHO recommendations.
- Combat stigma and discrimination to ensure that everyone feels safe accessing TB 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 in line with WHO recommendations.
- Ensure adequate training and up-to-date information sharing for health workers on the latest WHO recommendation on TB services.

- 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 healthcare provider.
- Don't believe in myths or misinformation.
- Stand up against TB stigma and discrimination.



KEY MESSAGES



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HIGH-LEVEL LEADERSHIP AND ACTION TO END TB

2023: the year to shine a spotlight on ending TB and the suffering it causes to millions, and to call for comprehensive and universal care for those affected. The 2023 UN High-Level Meeting on TB at the General Assembly in September will bring together Heads of State, and provides the opportunity to mobilize political and social commitment to ramp up progress against these ancient diseases. It is our collective responsibility to confront inequalities and put an end to this preventable and curable disease.



URGENT INVESTMENT OF RESOURCES, SUPPORT, CARE AND INFORMATION ARE VITAL TO ENSURE UNIVERSAL ACCESS TO TB CARE FOR RESEARCH

More investments towards supporting the roll-out of WHO-recommended TB preventive treatment options, shorter TB treatment regimens, rapid molecular diagnostics and tests for TB infection, and other innovations and digital tools will lead to improvements in health outcomes and save millions of lives. Importantly, investments in research and innovation are vital to fast-track efforts to reach the end TB targets.



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

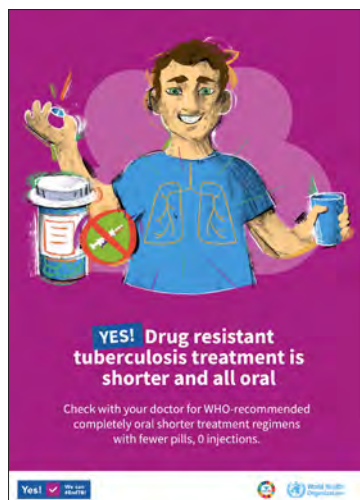
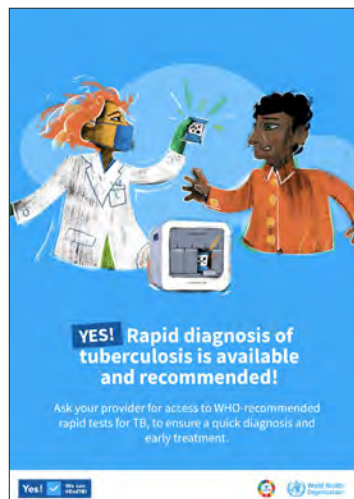
TB is mainly concentrated in settings beset by poverty and other social and economic challenges and in the most vulnerable populations. Poverty, undernourishment, poor living and working conditions, among others, affect how people fall ill, develop TB and cope with the demands of treatment (including medical, financial and social), and influence the health outcomes they face. Thus, progress in combating TB and its drivers cannot be achieved by the health system alone and requires firm political commitment at the highest level, strong multisectoral collaboration (beyond health), and an effective accountability system.



POSTERS ENGLISH



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DOWNLOAD IN ENGLISH



POSTERS ARABIC, CHINESE, FRENCH, RUSSIAN AND SPANISH



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DOWNLOAD IN
ARABIC



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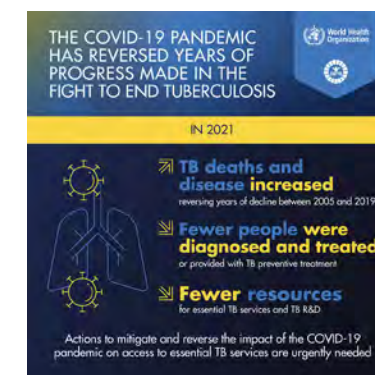
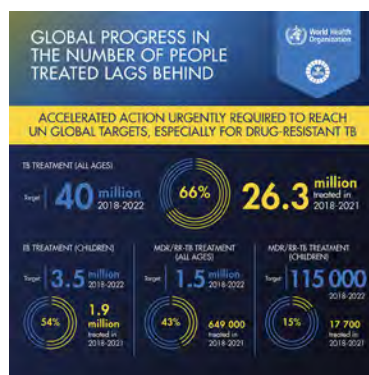
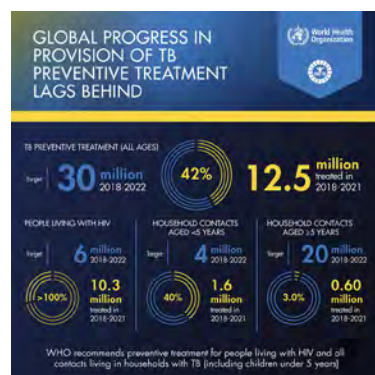
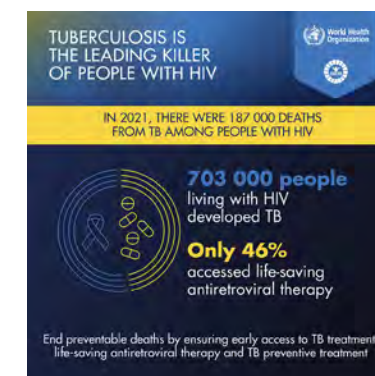
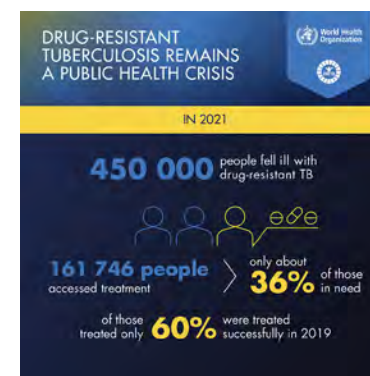
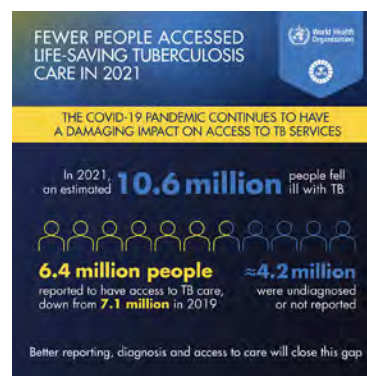
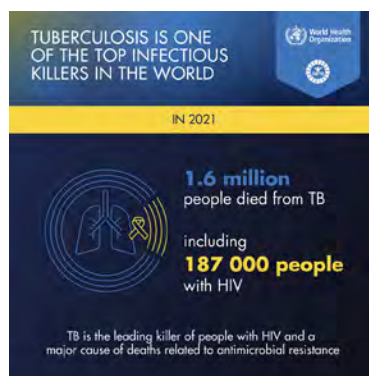
INFOGRAPHICS



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SOCIAL MEDIA TILES ENGLISH



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YES! We must ensure universal access to tuberculosis services

COVID-19 has reversed progress in the fight against tuberculosis. Ask your leaders to invest in and ensure access to essential TB prevention and treatment.

Yes! We can #EndTB

World Health Organization



YES! Tuberculosis is curable!

Contact your health provider 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

Complete your full course of treatment.

Yes! We can #EndTB

World Health Organization



YES! Rapid diagnosis of tuberculosis is available and recommended!

Ask your provider for access to WHO-recommended rapid tests for TB, to ensure a quick diagnosis and early treatment.

Yes! We can #EndTB

World Health Organization



YES! Tuberculosis preventive treatment can stop progression to TB disease

If you are a close contact of a TB patient or belong to a high-risk group:

- get tested for infection
- complete your full course of preventive treatment to ensure your TB infection does not turn into TB disease.

Yes! We can #EndTB

World Health Organization



YES! Drug resistant tuberculosis treatment is shorter and all oral

Check with your doctor for WHO-recommended completely oral shorter treatment regimens with fewer pills, 0 injections.

Yes! We can #EndTB

World Health Organization



YES! We must stand against tuberculosis stigma and discrimination

Stigma compromises quality care for patients.

- Learn the facts about TB
- Don't believe in myths which can stigmatize and discriminate

Yes! We can #EndTB

World Health Organization



YES! Cross-sector collaboration and accountability are vital to #EndTB!

Let's tackle the key drivers of the tuberculosis epidemic:

- Undernutrition
- HIV
- Tobacco
- Poverty
- Diabetes
- Alcohol use

Yes! We can #EndTB

World Health Organization



YES! Investment in tuberculosis research and innovation can save more lives

New effective diagnostics, medicines and vaccines can speed-up progress to #EndTB!

Yes! We can #EndTB

World Health Organization



DOWNLOAD IN
ENGLISH



SOCIAL MEDIA TILES

ARABIC, CHINESE, FRENCH,
RUSSIAN AND SPANISH



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ARABIC



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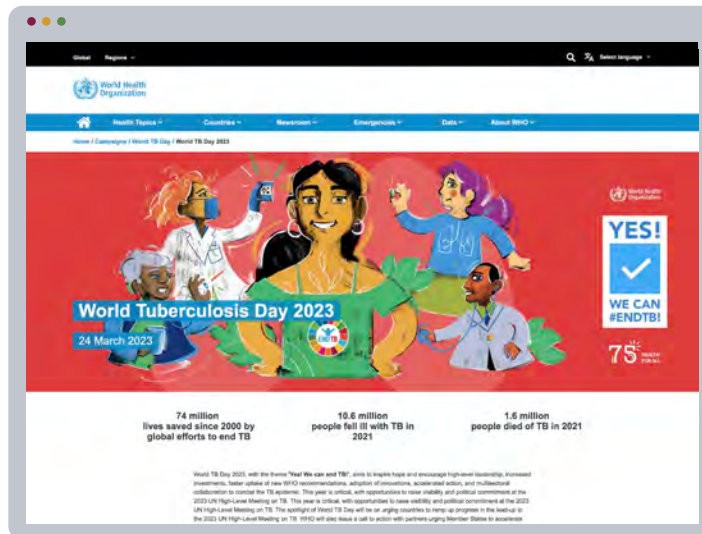


WEBSITE AND HASHTAGS



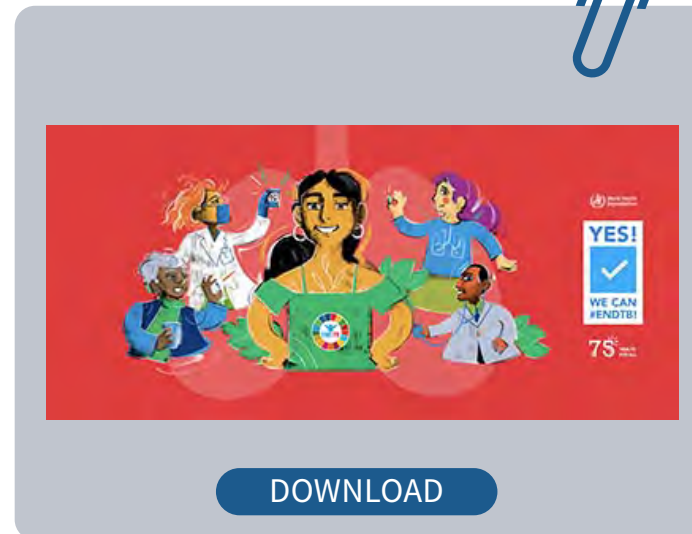
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CAMPAIGN WEBPAGE



[HTTPS://WWW.WHO.INT/CAMPAIGNS/WORLD-TB-DAY/2023](https://www.who.int/campaigns/world-tb-day/2023)

CAMPAIGN WEB BANNER



HASTAGS

#ENDTB

#WORLDTB DAY

#YESWE CAN ENDTB



ZOOM VIRTUAL BACKGROUND



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VIDEO RESOURCES



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

WATCH



WHO's Science in 5:
Tuberculosis and COVID-19

WATCH





World Health Organization Global TB Programme

gtbprogramme@who.int | <https://www.who.int/campaigns/world-tb-day/2023>