



Advocacy and
Communications
Toolkit

World Tuberculosis Day

24 March 2024



ABOUT THE CAMPAIGN



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 — tuberculosis (TB) and its devastating health, social and economic impact on people around the world. The theme of World TB Day 2024 —‘Yes! We can end TB!’— conveys a message of hope that getting back-on-track to turn the tide against the TB epidemic is possible through high level leadership, increased investments and faster uptake of new WHO recommendations.

Each day, over 3,500 people lose their lives to TB and close to 30,000 people fall ill with this preventable and curable disease. 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.

Campaign theme

The theme of World TB Day 2024 —‘Yes! We can end TB!’— conveys a message of hope that getting back-on-track to turn the tide against the TB epidemic is possible through high level leadership, increased investments and faster uptake of new WHO recommendations. Following the commitments made by Heads of State at the UN High Level meeting in 2023 to accelerate progress to end TB, this year's focus shifts to turning these commitments into tangible actions.

To help countries scale-up access to TB preventive treatment, WHO will release an investment case on scaling up the roll out of TB preventive treatment.

An illustration of two white, rounded figures with simple black dot eyes and curved smiles. Above them is a yellow Y-shaped structure. At the bottom, an orange banner contains the text "WE CAN #ENDTB".

WE CAN #ENDTB

CALLS TO ACTION

General public

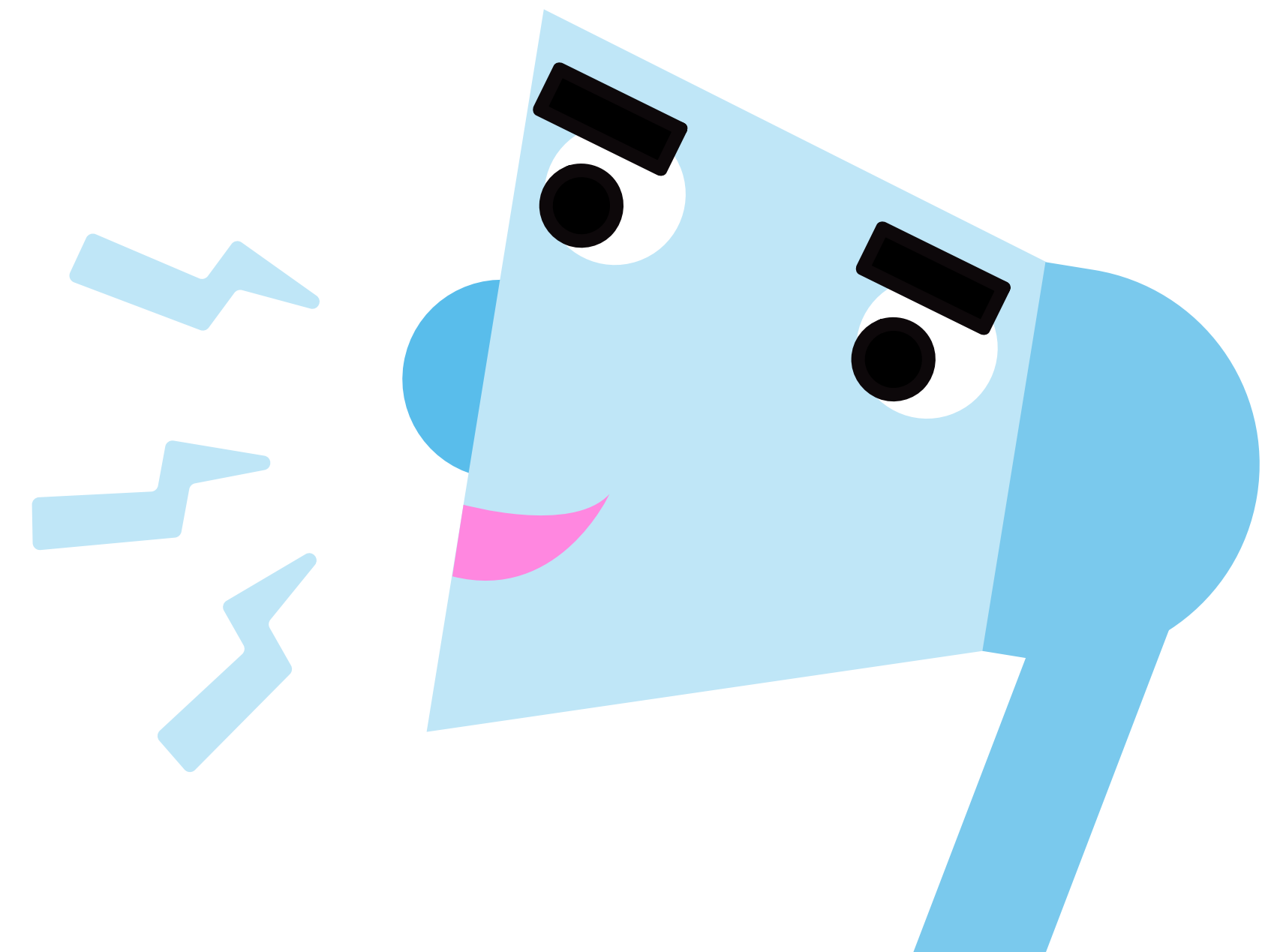
- Educate yourself on TB causes, symptoms and prevention.
- Don't believe in myths or misinformation.
- Stand up against TB stigma and discrimination.

Ministries of Health, TB programme managers and other public health leaders

- Allocate 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.
- Ensure adequate training and up-to-date information sharing for health workers on the latest WHO recommendations on TB services.

Health workers

- Incorporate essential TB services into routine health interventions.
- Deliver care that is kind, respectful of human rights, and without stigma.

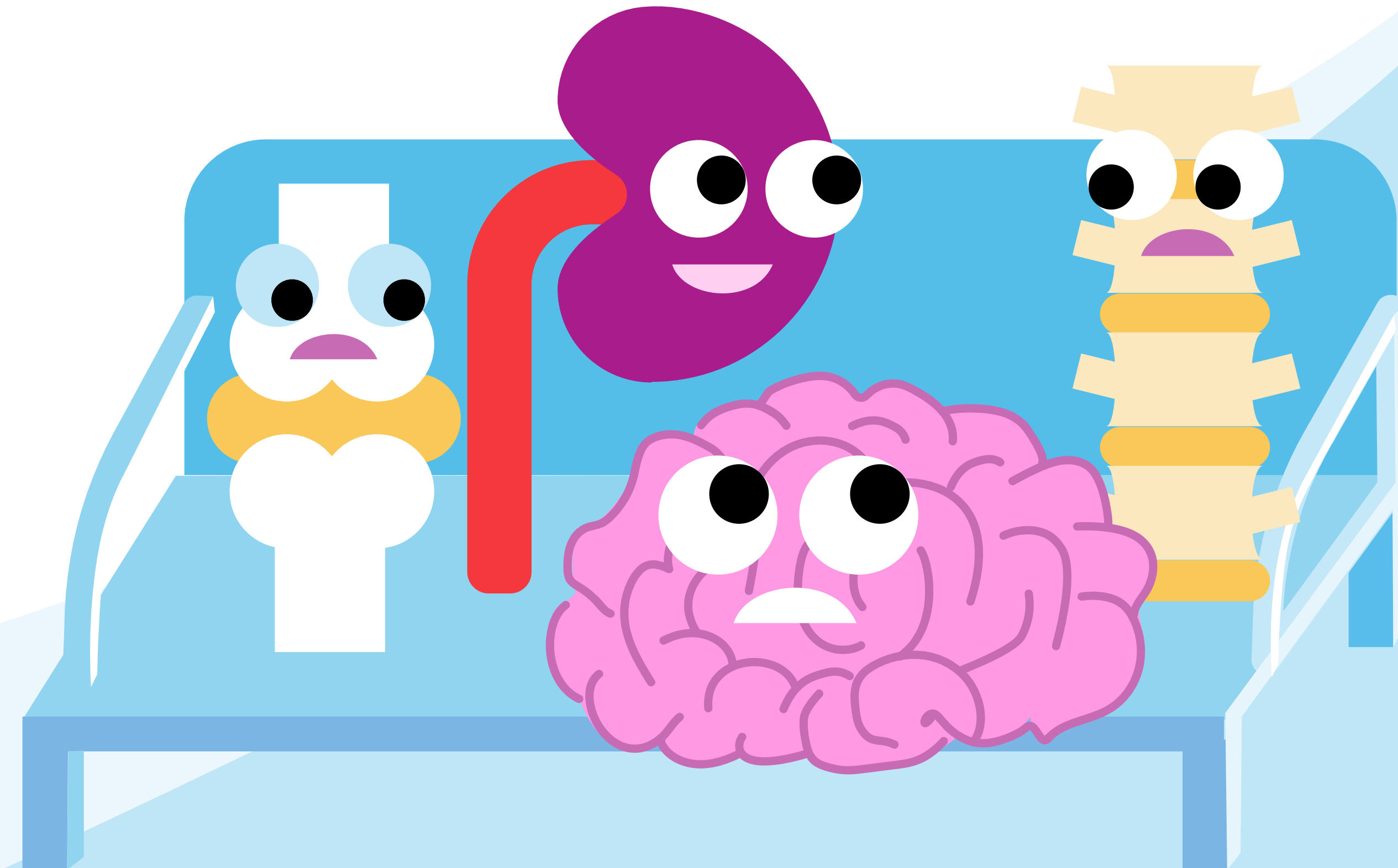


Community leaders

- Ensure essential TB services are maintained in the community;
- Support health workers to provide essential TB services in line with WHO recommendations
- Combat stigma and discrimination to ensure that everyone feels safe to access TB services.

Youth

- Sensitize young people, encourage them to become TB advocates.
- Support TB patients in the community with resources and advice.



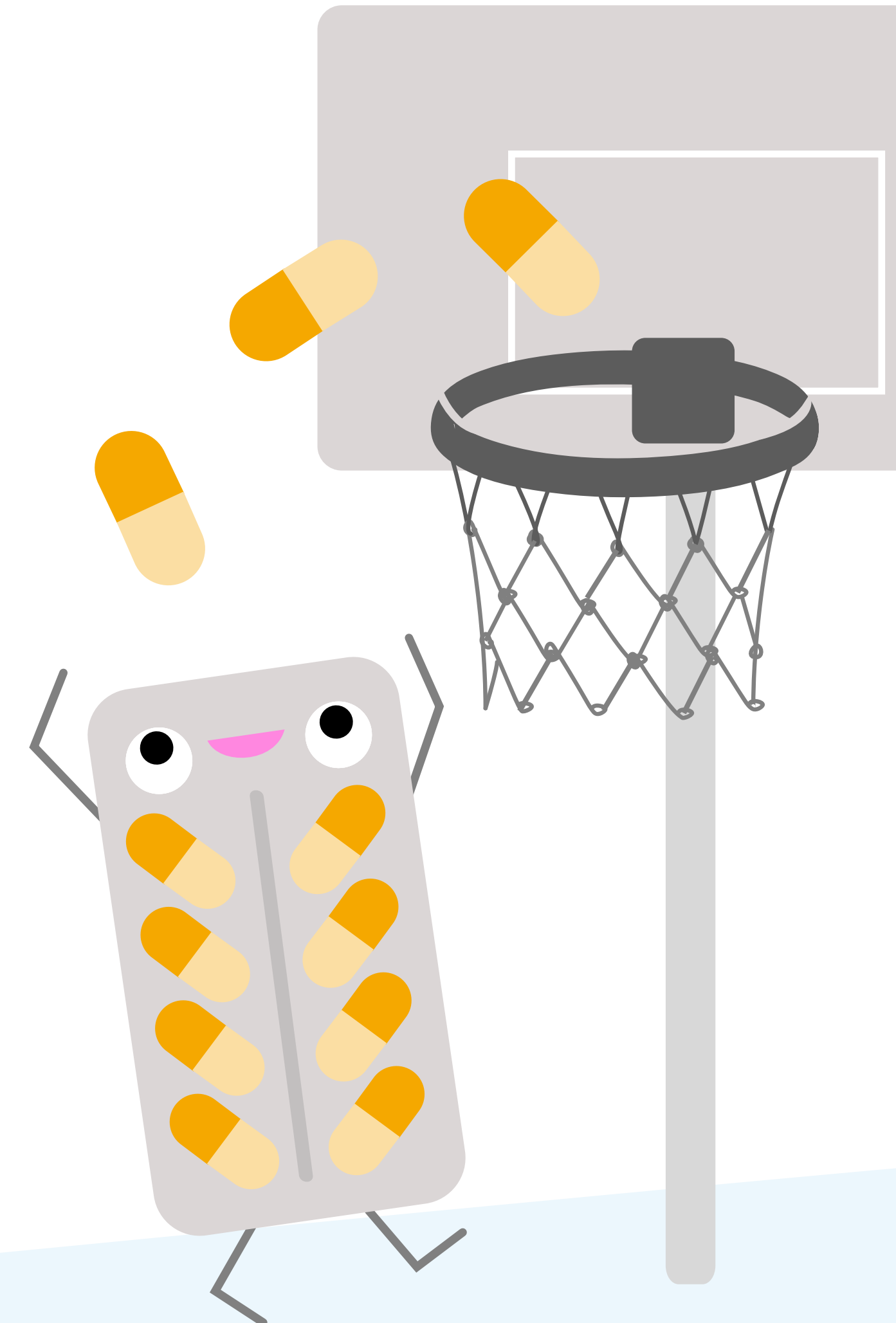
KEY MESSAGES

High-level leadership and action to end TB

Following the commitments made by Heads of State at the 2023 UN General Assembly High-Level Meeting to accelerate progress to end TB, this year's focus shifts to turning these commitments into tangible actions.

Sustainable investment of resources, support, care and information are vital to ensure universal access to TB care and for research

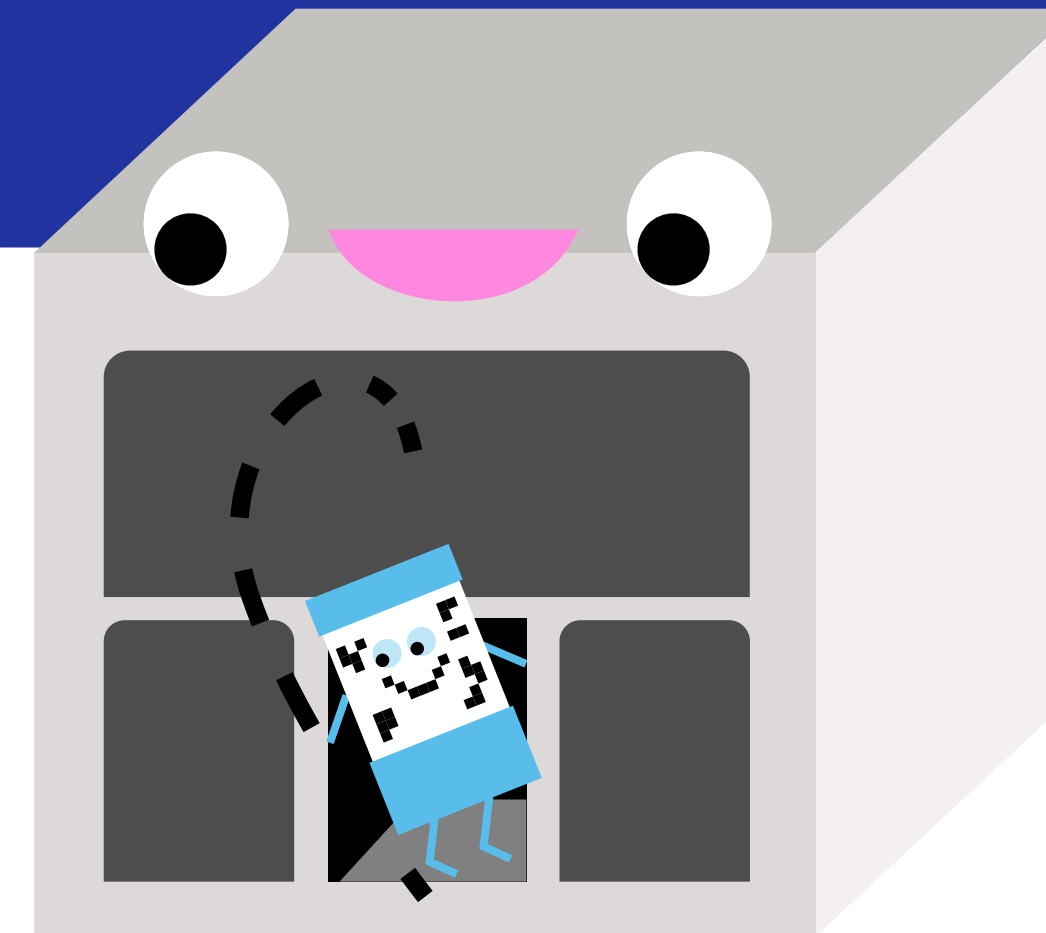
This is especially critical to close gaps in care and to ensure equitable access to prevention and care in line with WHO's drive towards achieving Universal Health Coverage. More investments towards supporting the rollout of WHO-recommended TB preventive treatment options, shorter TB treatment regimens, rapid molecular diagnostics and tests for TB infection, 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

Strengthening multisectoral engagement and accountability

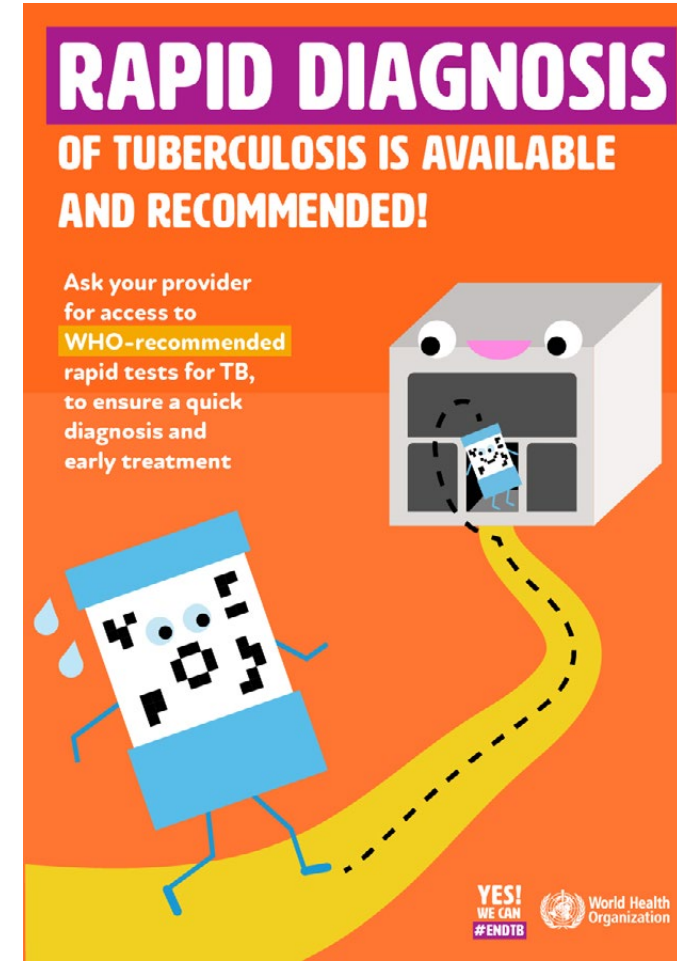
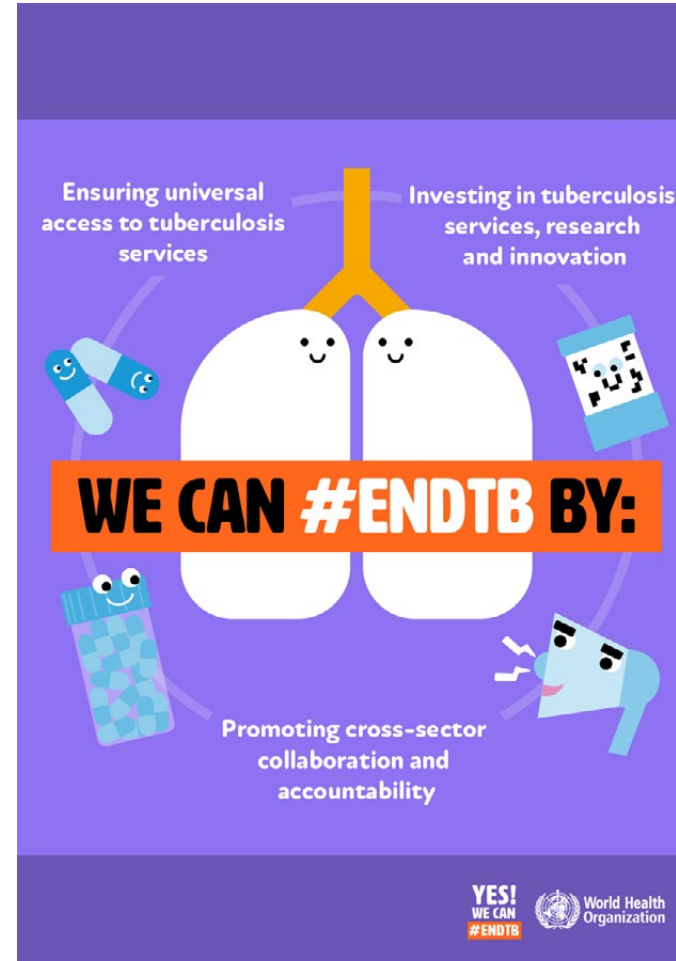
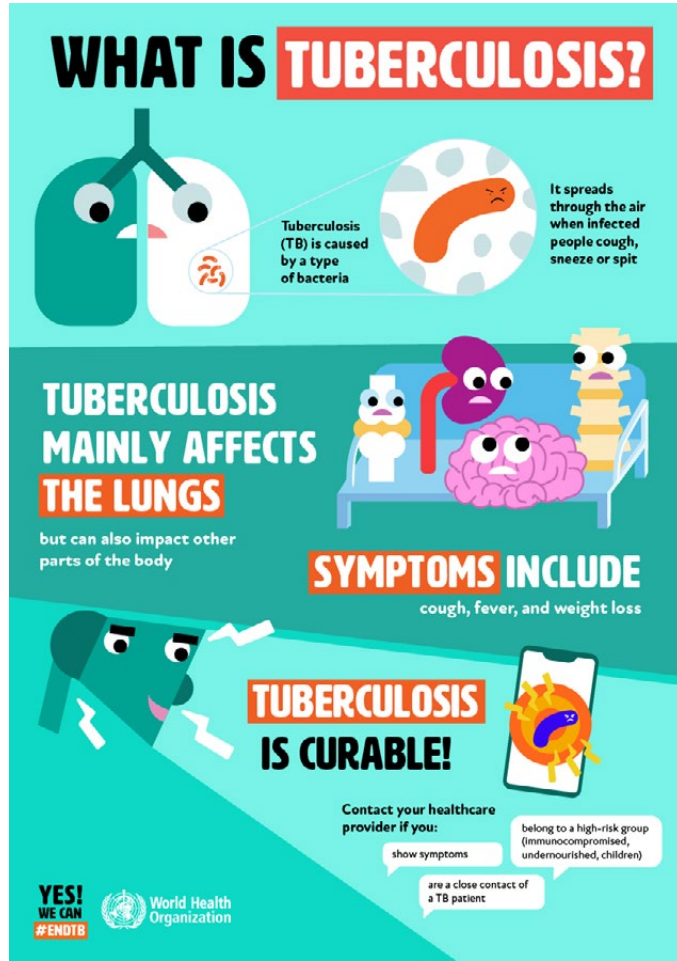
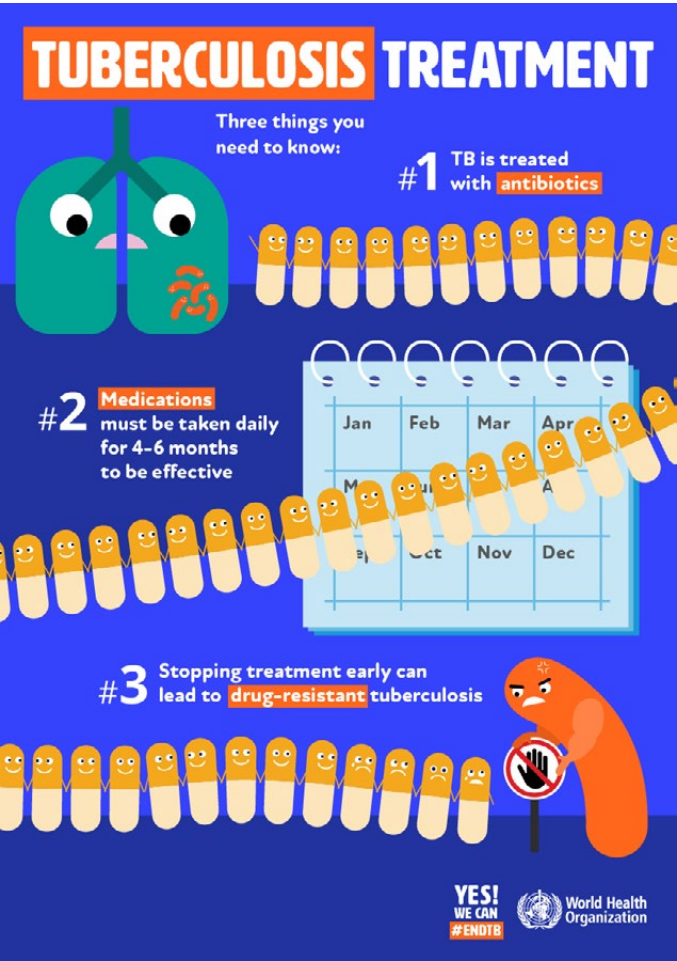
Ending TB requires concerted action by all sectors to provide the right services, support and enabling safe environment in the right place, at the right time. Poverty, inequity, under nutrition, comorbidities, discrimination, and stigma are major drivers of the TB epidemic.



Tackling health inequities to ensure health for all

People with TB are among the most marginalized and vulnerable, and face barriers in accessing care. WHO is calling for global action to address health inequities for people with TB and other diseases.

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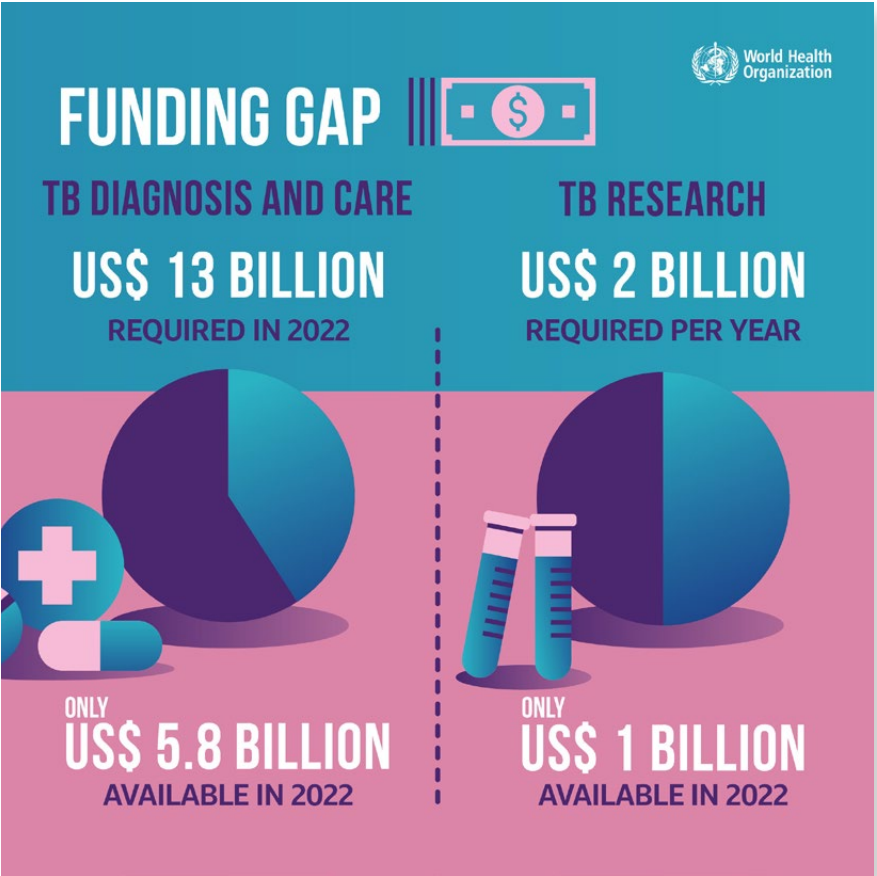
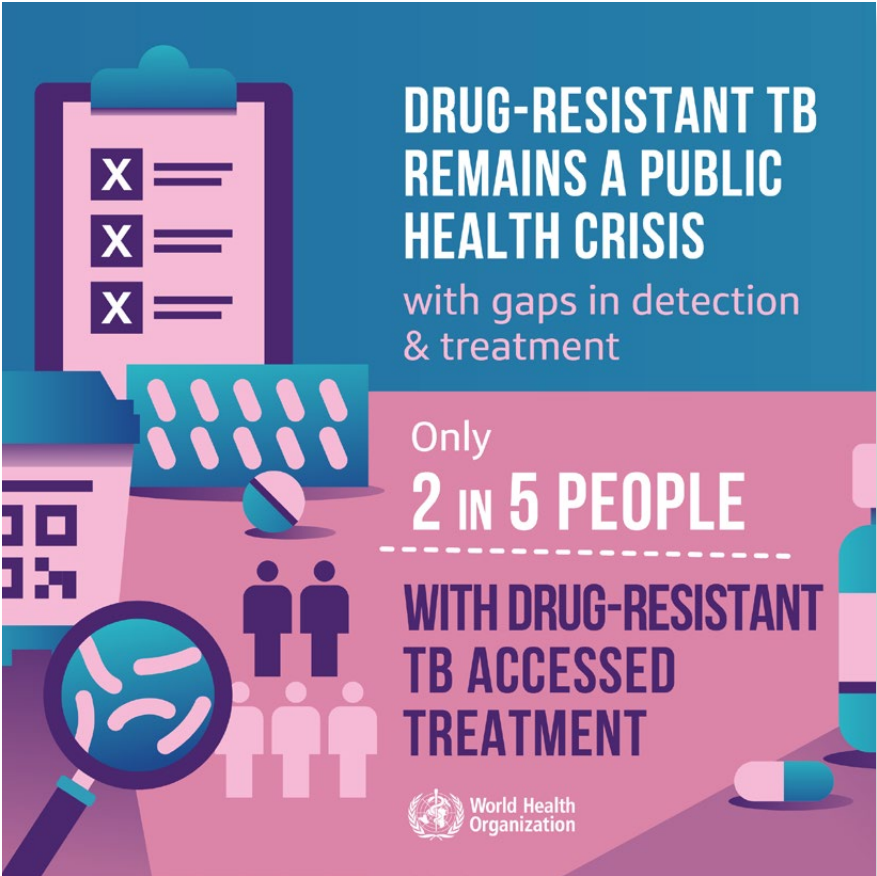
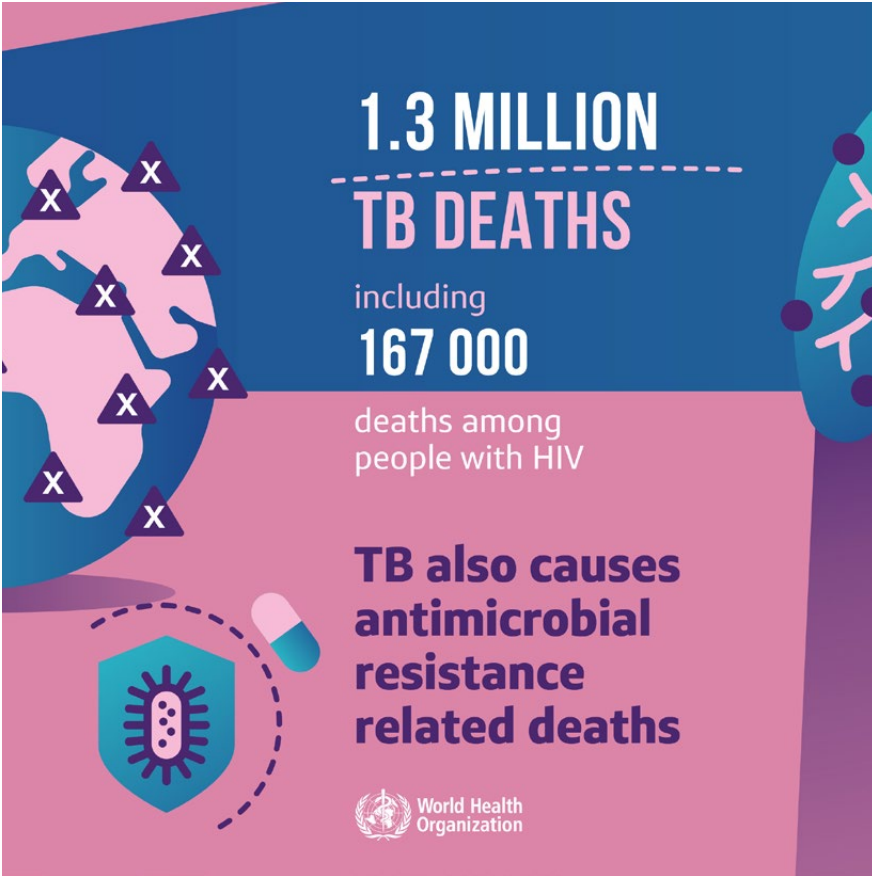
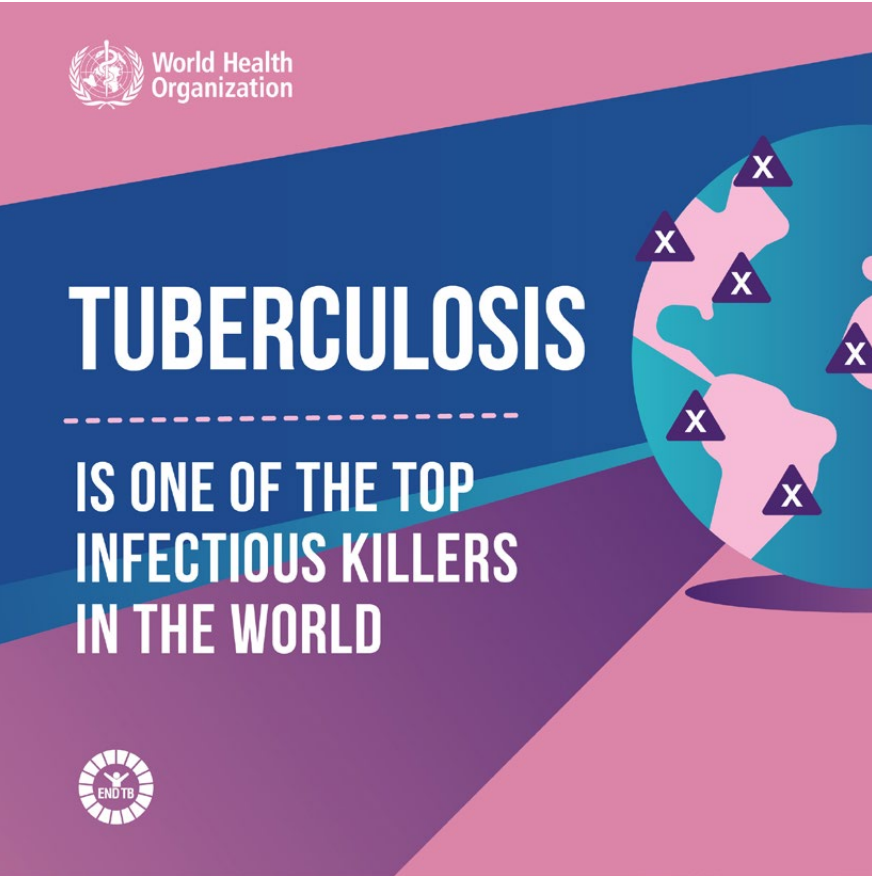
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INFOGRAPHICS

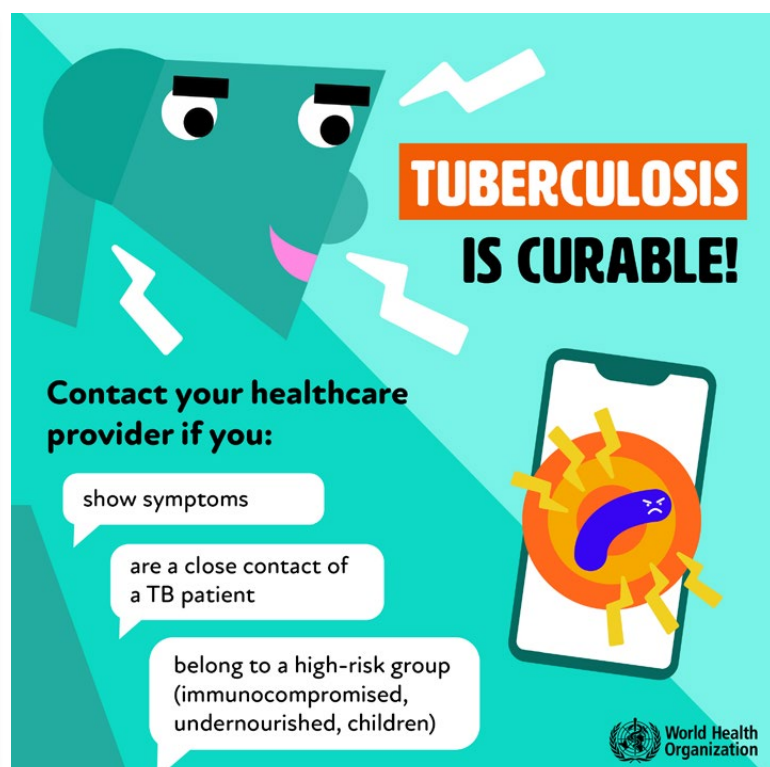
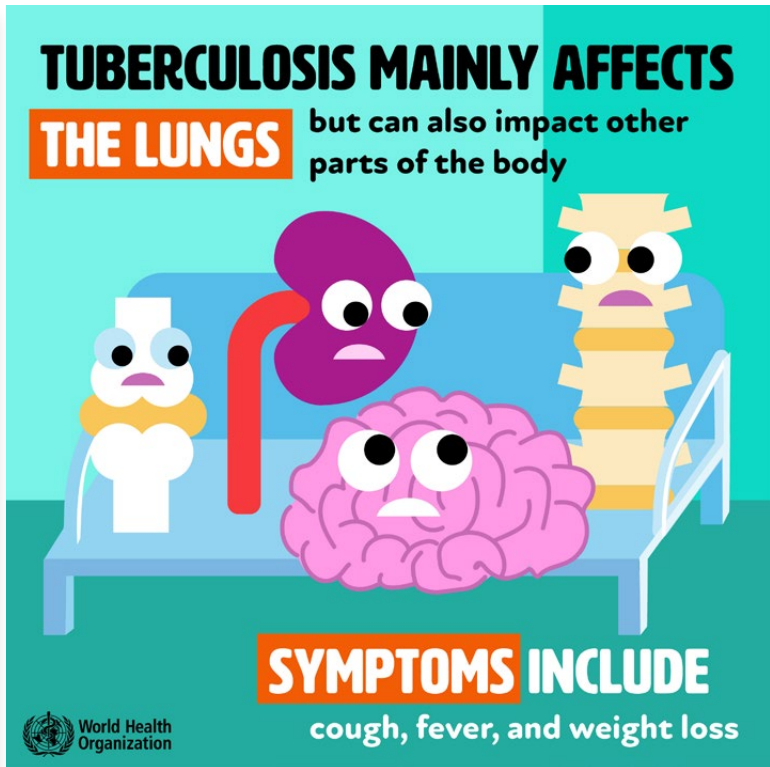
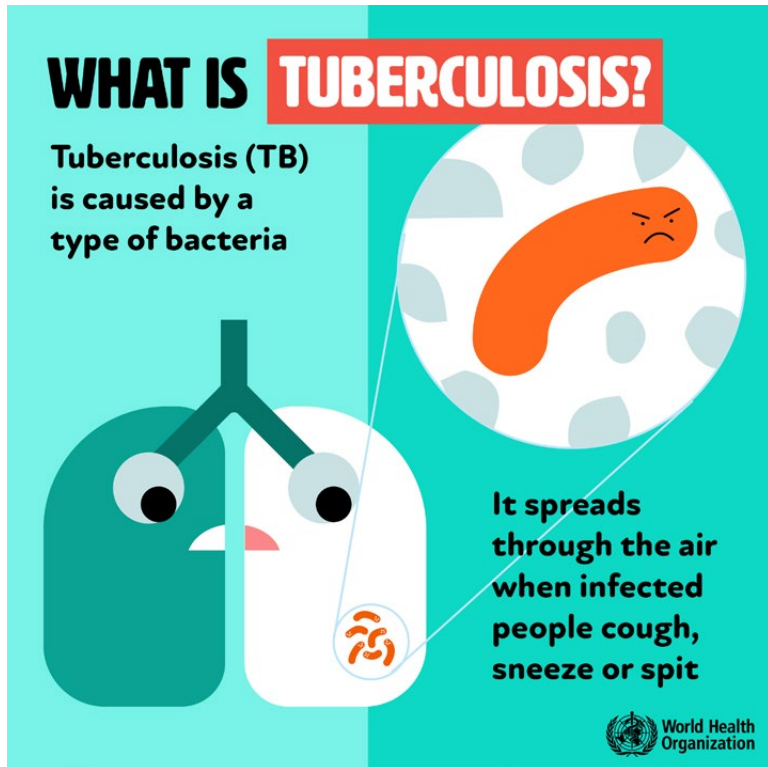
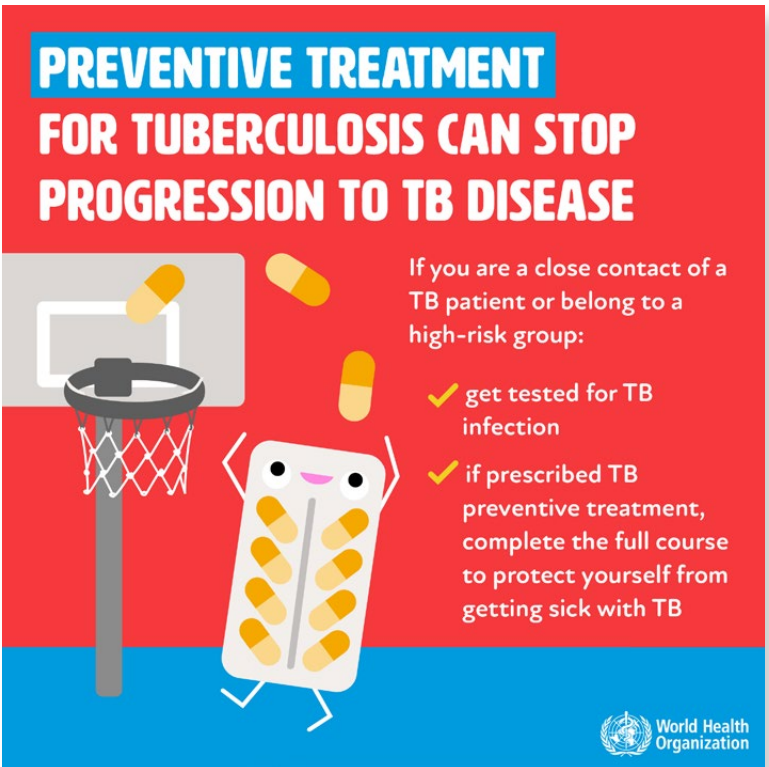
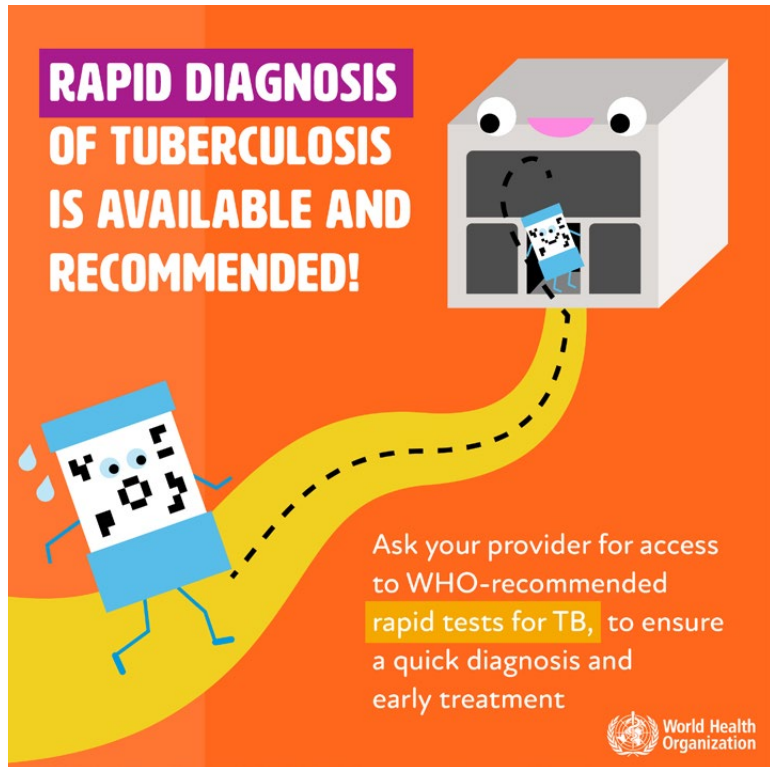
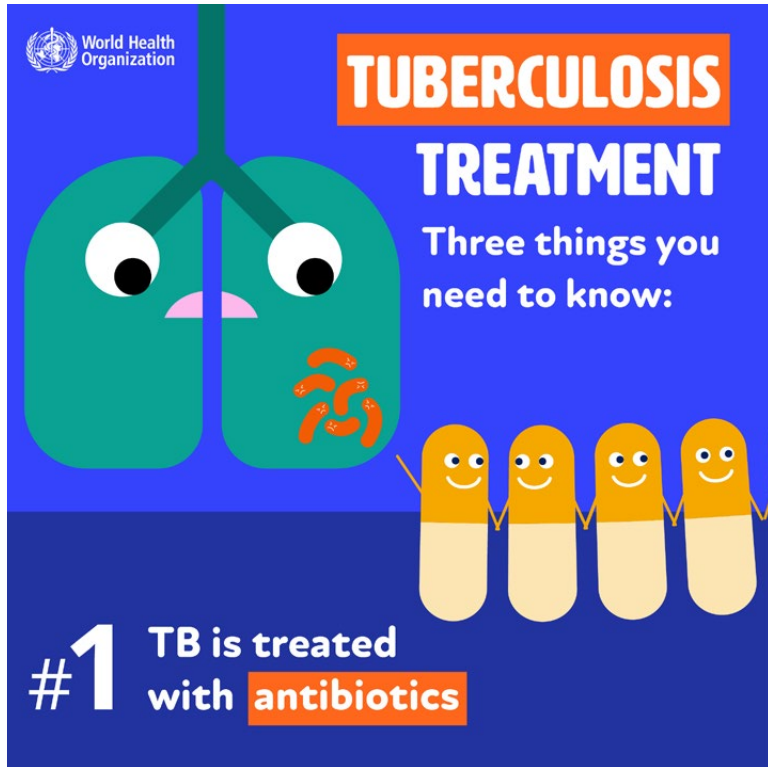
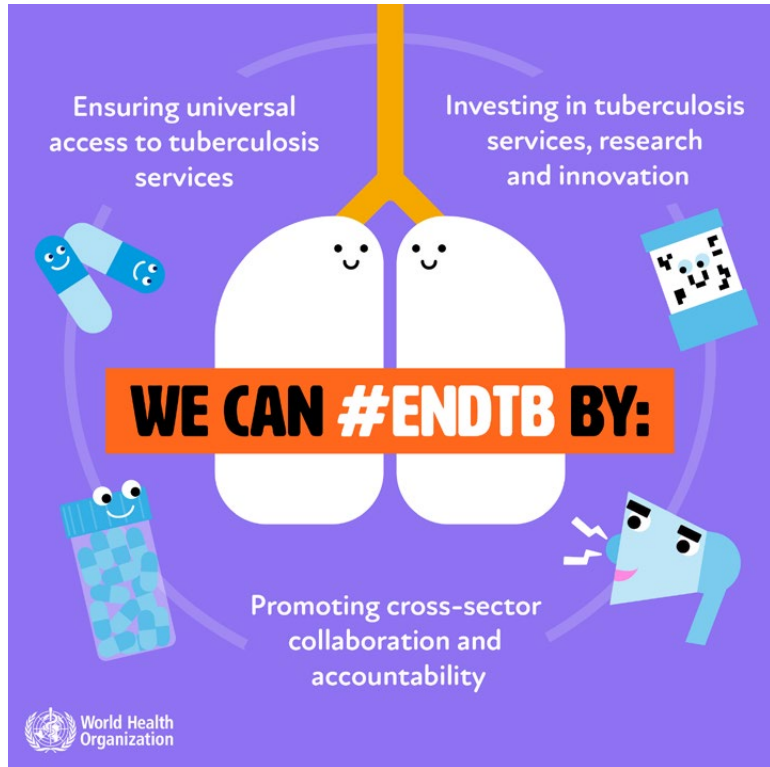


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WEBSITE AND HASHTAGS



Campaign webpage



<https://www.who.int/campaigns/world-tb-day/2024>

View

Campaign web banner

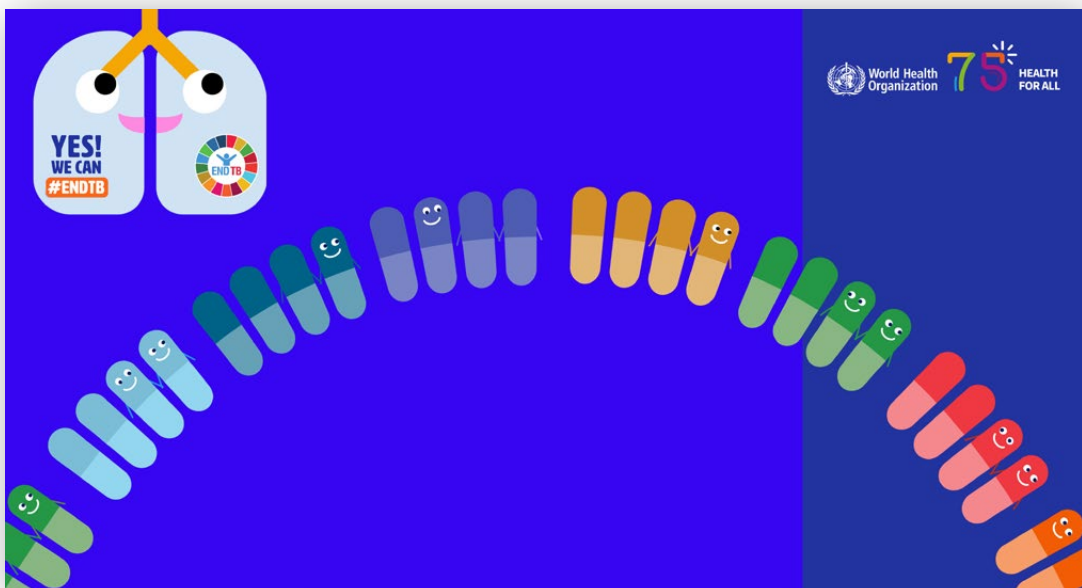
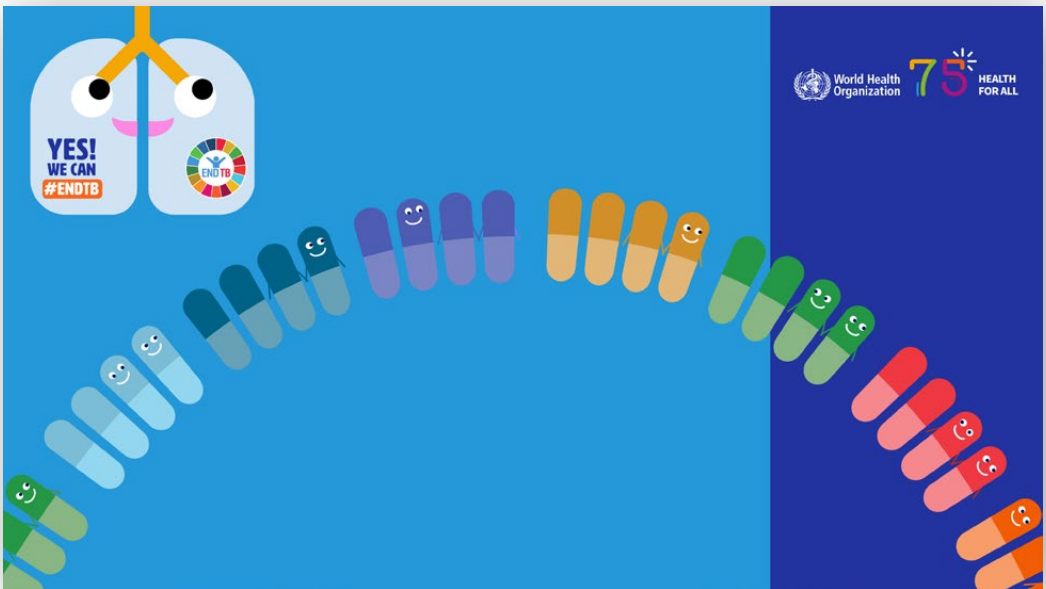
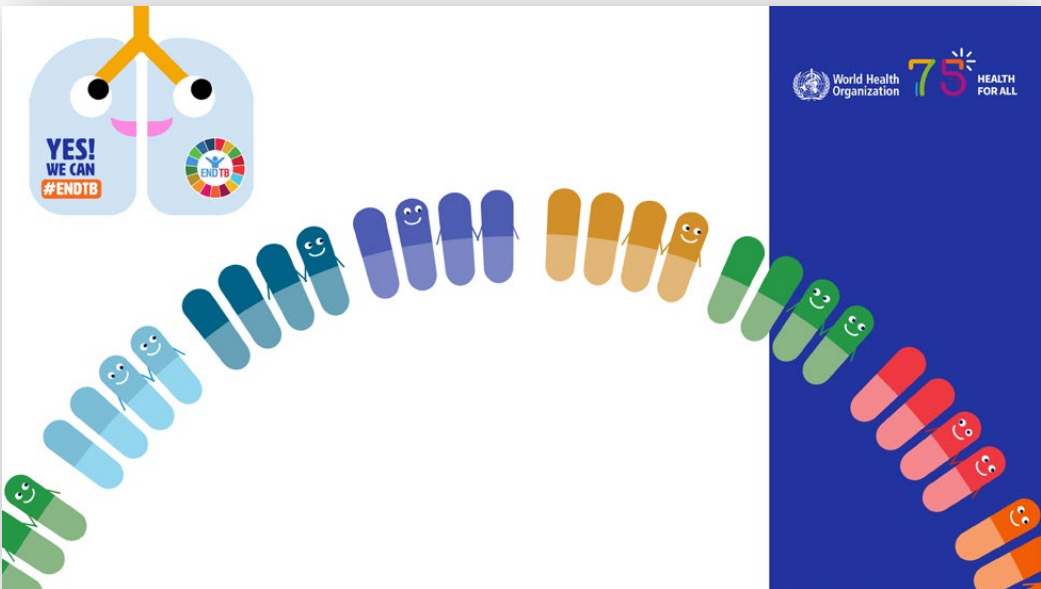
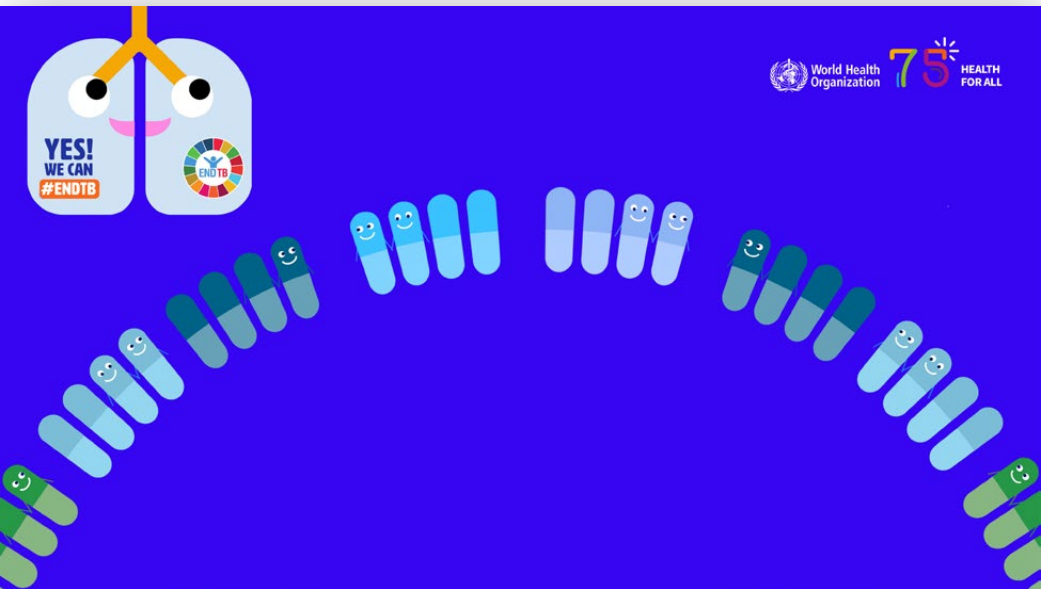
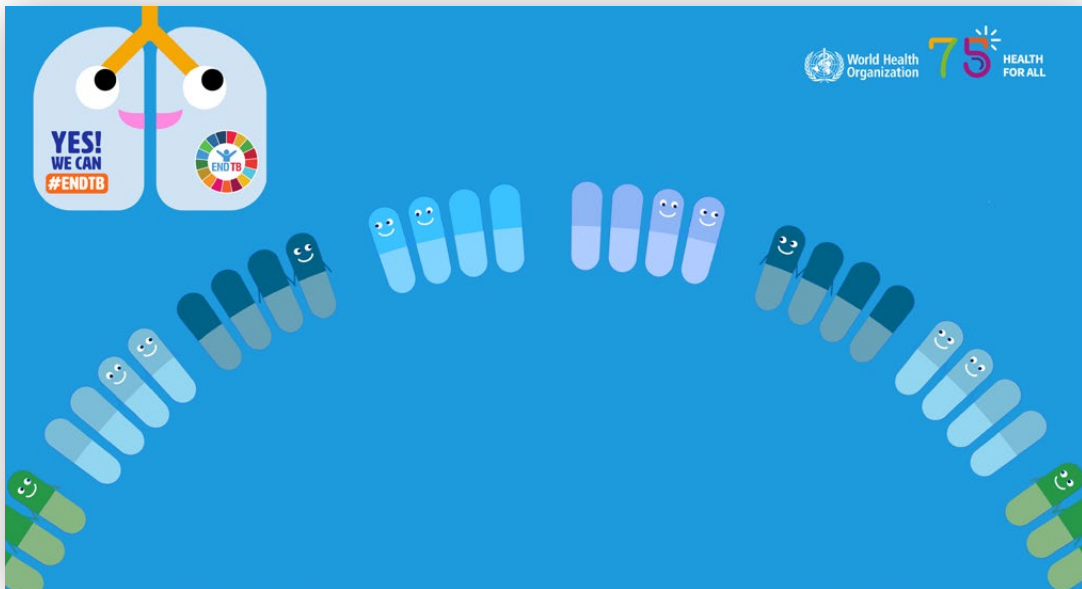
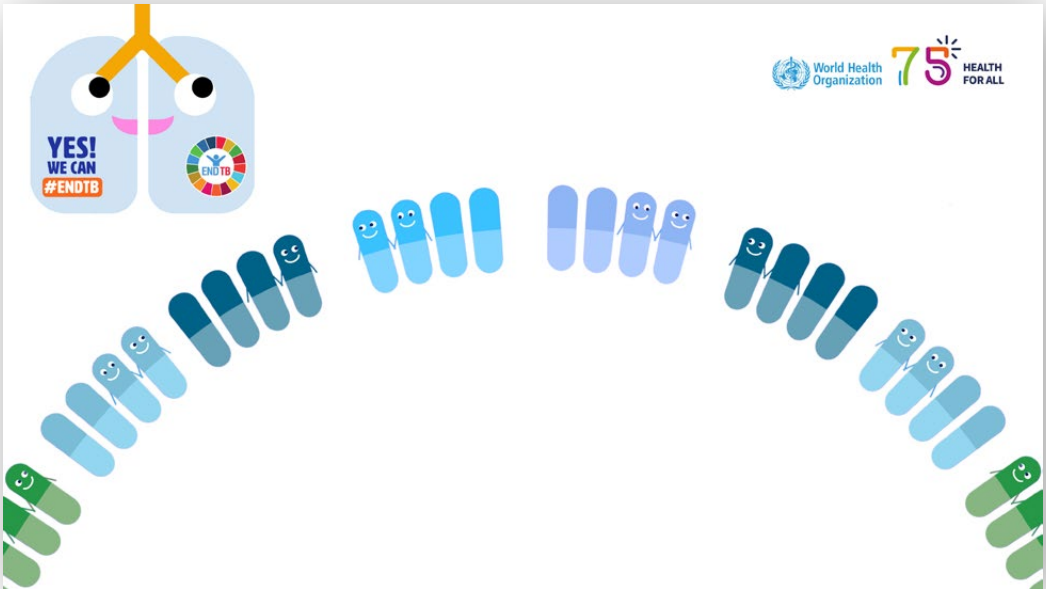
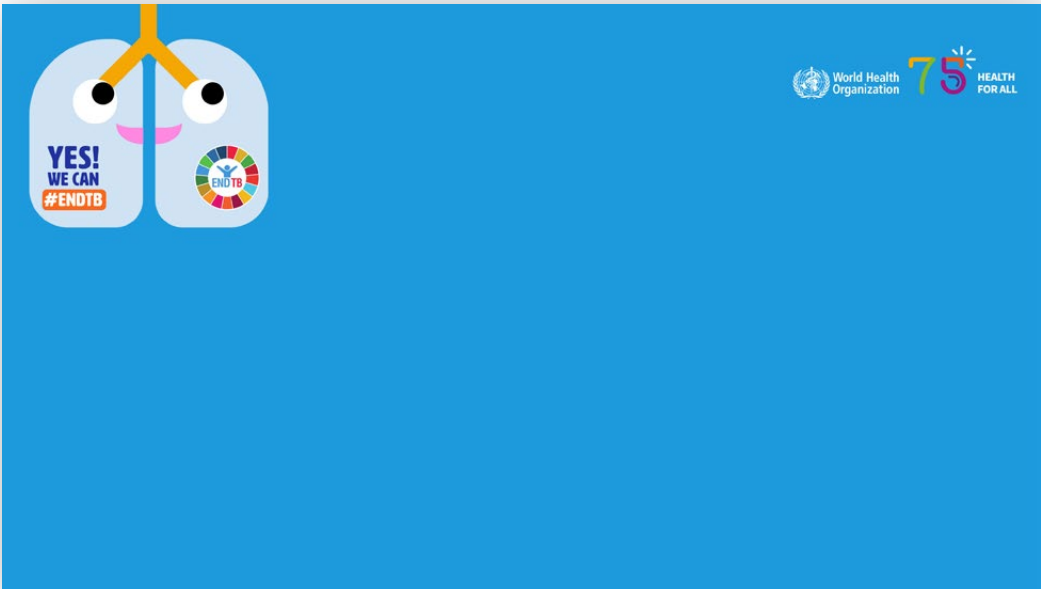
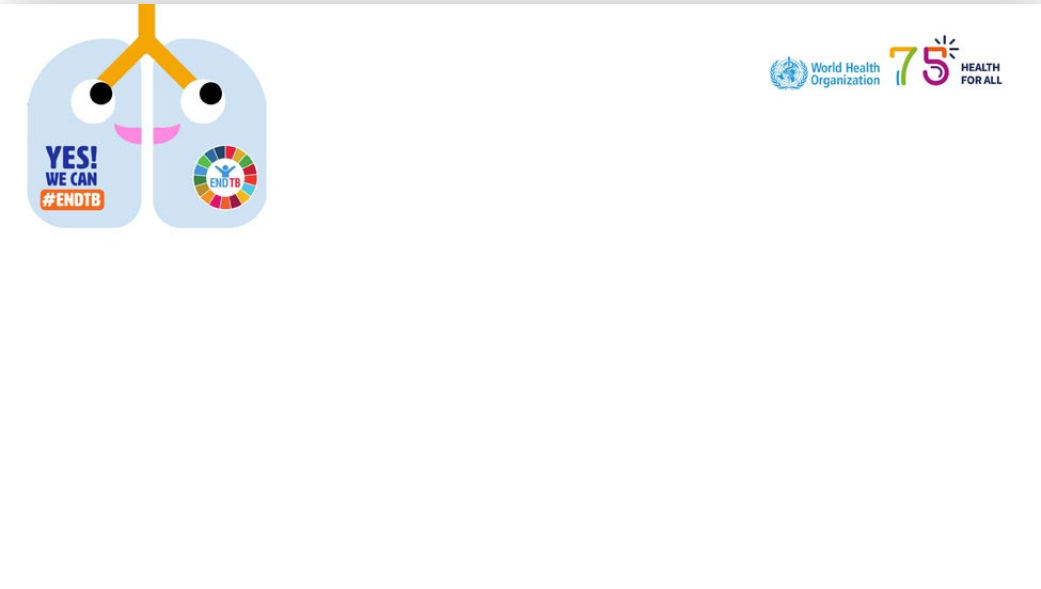
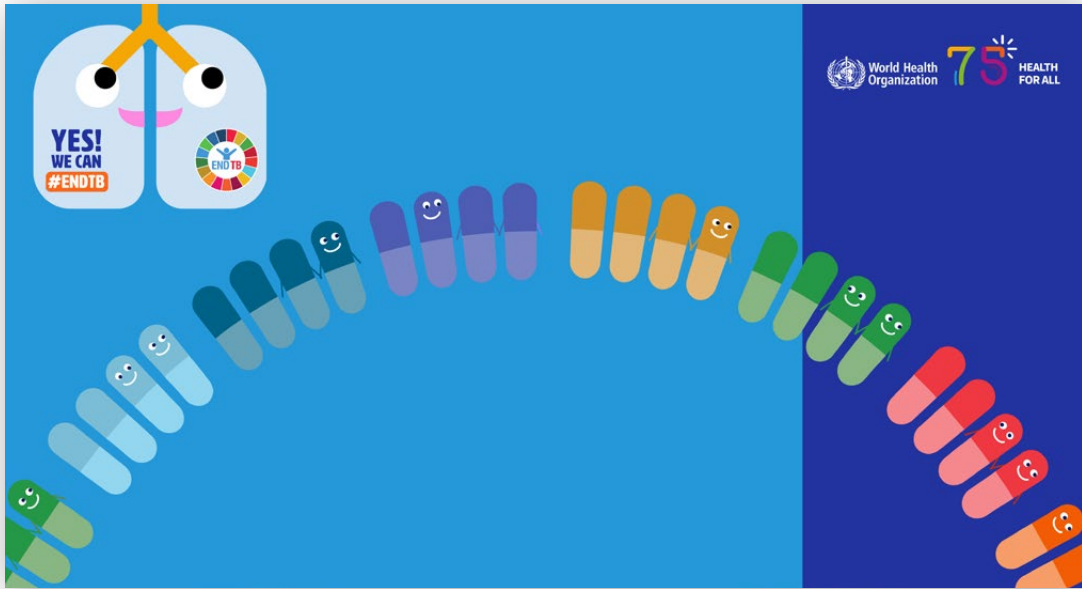


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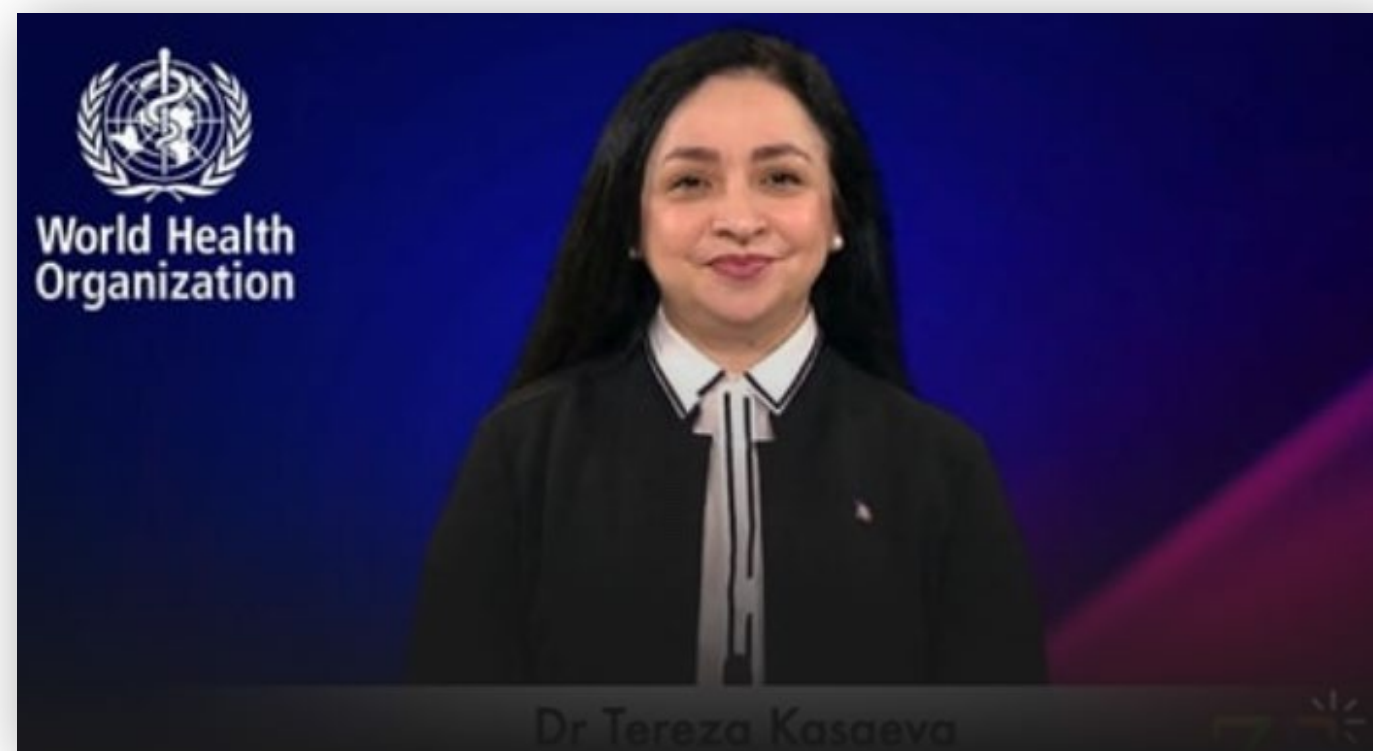
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ZOOM VIRTUAL BACKGROUND



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VIDEO RESOURCES



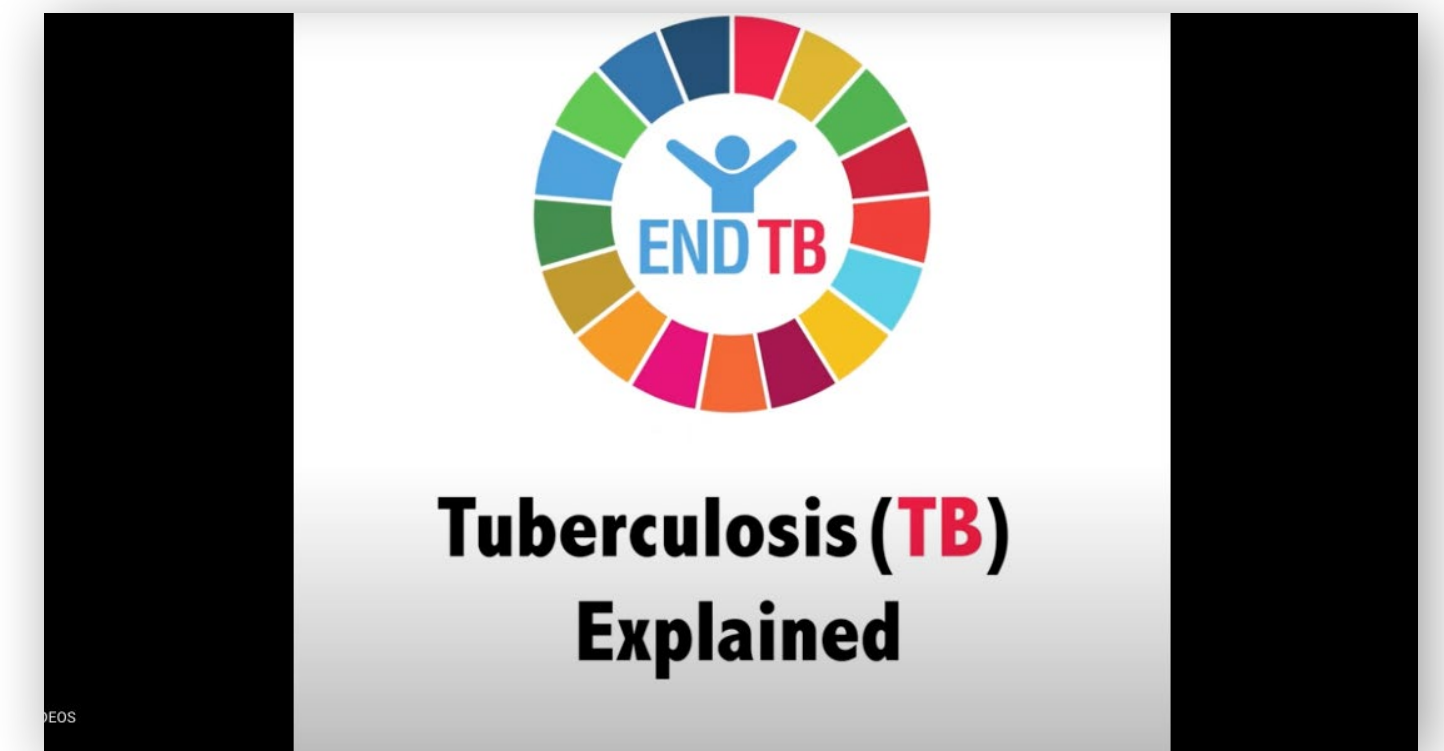
WHO World TB Day 2024
video message

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

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Tuberculosis (TB) Explained

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World Health Organization Global TB Programme

gtbprogramme@who.int

<https://www.who.int/campaigns/world-tb-day/2024>