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.
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.
CALLS TO ACTION

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.
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.
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.
INFOGRAPHICS

TUBERCULOSIS is one of the top infectious killers in the world.

- **1.3 million** TB deaths including 167,000 deaths among people with HIV.
- TB also causes antimicrobial resistance related deaths.

In 2022, an estimated **10.6 million people** fell ill with TB.

- **75 million lives saved** since the year 2000 due to global efforts to combat TB.
- Only **2 in 5 people** with drug-resistant TB accessed treatment.

**Drug-resistant TB remains a public health crisis** with gaps in detection & treatment.

**Funding gap**
- **US$ 13 billion** required in 2022
- **US$ 2 billion** required per year

**Funding available**
- **US$ 5.8 billion** available in 2022
- **US$ 1 billion** required in 2022

Download all
Drug Resistant Tuberculosis Treatment is Shorter and All Oral
Check with your doctor for WHO-recommended complex and shorter treatments lasting 6 months, with fewer pills and injections.

Tuberculosis Treatment
Three things you need to know:
- TB is treated with antibiotics
- Medications must be taken daily for 4-6 months to be effective
- Stopping treatment early can lead to drug-resistant tuberculosis

Tuberculosis Mainly Affects the Lungs
It spreads through the air when infected people cough, sneeze, or spit

Rapid Diagnosis of Tuberculosis is Available and Recommended!
- Ask your provider for access to WHO-recommended rapid tests for TB to ensure quick diagnosis and early treatment

Preventive Treatment for Tuberculosis Can Stop Progression to TB Disease
- If you are known contact of a TB patient or living in a high-risk group
- Get vaccinated for TB infection
- Prevent TB transmission, avoid close contact, and get tested and treated

What is Tuberculosis?
Tuberculosis (TB) is caused by a type of bacteria

Symptoms Include:
- Cough, fever, and weight loss

Contact your healthcare provider if you:
- Have symptoms
- Are a close contact of a TB patient
- Belong to a high-risk group (immunocompromised, under-nourished, children)
SOCIAL MEDIA TILES – ARABIC, CHINESE, FRENCH, RUSSIAN, AND SPANISH

Arabic
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WEBSITE AND HASHTAGS

Campaign webpage

Campaign web banner

Hashtags

https://www.who.int/campaigns/world-tb-day/2024
VIDEO RESOURCES

WHO World TB Day 2024 video message

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

Tuberculosis (TB) Explained

Watch

Watch

Watch
World Health Organization
Global TB Programme

gtbprogramme@who.int  https://www.who.int/campaigns/world-tb-day/2024