

2015 World TB Day

Discussion on the proposed theme



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Stop TB Partnership**

Renewing the Fight Against TB: An Interactive Conversation with the Stop TB Partnership, 27 October, 2014

World TB Day this year – Reach the 3 million



**REACH THE
3 MILLION.**

FIND. TREAT. CURE TB.

WORLD TB DAY 2014

On World TB Day this year:

- People all over the world, from TB programme managers to frontline health care providers – made a call to reach the three million who are missed by health systems.
- TB is curable, but our current efforts to find, treat and cure everyone who gets ill with the disease are not sufficient.
- Ensure that everyone suffering from TB has access to adequate TB care, including diagnosis, treatment and cure.

The Missed 3 Million



No Access
To Care

Around 3.3 million people (equal to more than 1 in 3 people falling ill with TB) are currently being 'missed' by health systems.



Not Properly
Diagnosed

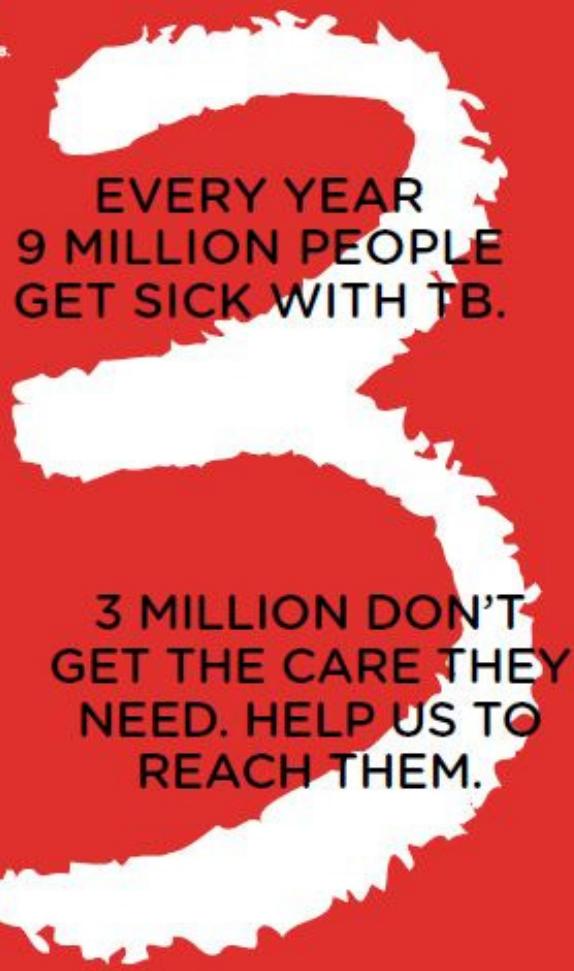


Not
Documented

- Limited Awareness
 - Poverty and Stigma
 - Limited health Facilities
 - Limited community outreach
 - Financing barriers
 - Conflict and Insecurity
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- Overburdened or undertrained staff
 - Limitations of current diagnostics tests
 - Long delays or travel prevent receipt of results
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- Weak recording and reporting systems
 - Poor links among private sector / NGOs and national registries
 - Lack of mandatory case notification



REACH THE
3 MILLION.
FIND. TREAT. CURE TB.



EVERY YEAR
9 MILLION PEOPLE
GET SICK WITH TB.

3 MILLION DON'T
GET THE CARE THEY
NEED. HELP US TO
REACH THEM.

WORLD TB DAY 2014

REACH
THE
3 MILLION

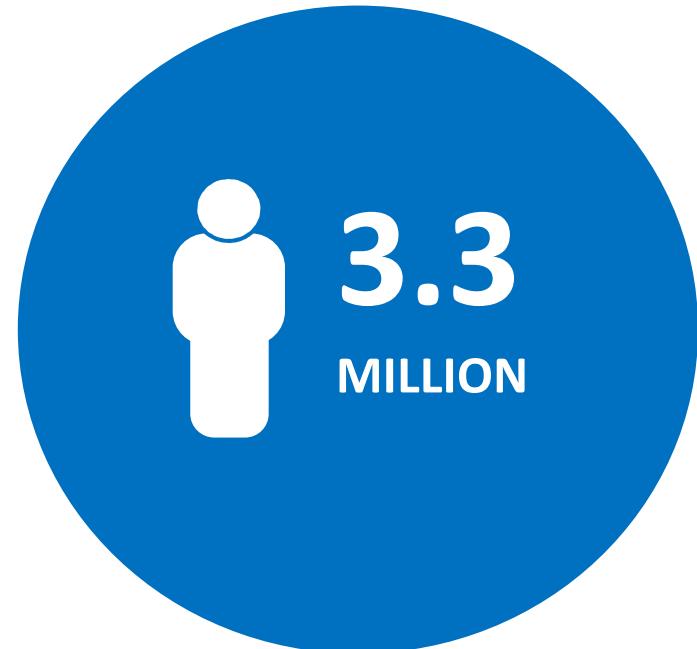


REACH THE
3 MILLION.
FIND. TREAT. CURE TB.

For 2015

Considerations:

- Was the theme and the material useful for you?
- Did the campaign make a dent in people's awareness and thinking?
- Should we continue this theme next year?
- If so, are there additional messages that would help the theme in 2015?



**People who were
missed in 2013**