

World TB Day 2018 Campaign

Advocacy & Communication Toolkit

A joint initiative of the
Stop TB Partnership and WHO Global TB Programme



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ABOUT THE WORLD TB DAY

Each year we commemorate **World TB Day on March 24** to raise public awareness about the devastating health, social and economic impact of tuberculosis (TB) and urge acceleration of efforts to end the global TB epidemic.

This year, we commemorate the 136th anniversary of Dr. Robert Koch's announcement in 1882 of his discovery of the TB bacillus, the cause of TB. His groundbreaking research opened the way toward diagnosing and curing this disease.

Despite significant progress over the last decades, TB continues to be the top infectious killer worldwide, claiming over 4500 lives a day. The emergence of drug-resistant TB (DR-TB) poses a major health threat and could put at risk gains made in efforts to end TB.

TB
WORLD'S
BIGGEST
INFECTIOUS
KILLER



KILLING OVER 4500
PEOPLE EVERY DAY

CAMPAIGN THEME

“**Wanted:**
Leaders for a TB-free world
You can make history. End TB”

A TB Leader is a head of state, minister, mayor, governor, parliamentarian and community leader. A TB Leader is also every person affected by or active in TB and willing and daring to speak up and engage to end TB through their work and personal engagement.

The agreed theme is critical for 2018 in light of the planned UN General Assembly High-Level Meeting on TB. The upcoming meeting will follow a very successful Ministerial Conference on Ending TB held in Moscow on 16-17 November 2017 which resulted in high-level commitments to accelerate the End TB as expressed in the [Moscow Declaration to End TB](#).

THIS TOOLKIT IS FOR YOU

Join us this World TB Day

Ending TB is possible only if we all work together. If you are reading this toolkit, you are keen in getting involved in efforts to end TB.

THANK YOU FOR JOINING!

Whether you are a person affected by TB and a caregiver, whether you work in a government, academia, a nongovernmental organization and civil society organization or a media outlet, whether you are a doctor, teacher, journalist, blogger or simply someone a well-wisher, this toolkit is for you!

It contains practical guidance and information for use in the lead-up to and during World TB Day 2018. We hope that the information provided is useful and adequately supports your planned activities and outreach efforts.

FAST FACTS

The aim of this campaign, starting on 19 March, the week of the World TB Day date, is to **build overarching commitment and leadership at the highest level to End TB.**

This poster can be accessed [here](#).

FAST FACTS ABOUT UN HLM* ON TB

TB
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KILLING OVER 4500 PEOPLE EVERY DAY



carrying profound economic and social consequences for affected communities and countries

Despite commitments by countries to end TB as part of the UN Sustainable Development Goals (SDGs), the WHO End TB Strategy, and the Global Plan to End TB 2016-2020: The Paradigm Shift (Global Plan),



CURRENT ACTIONS AND INVESTMENTS FALL FAR SHORT OF WHAT IS NEEDED



To address the shortfall, **120 MINISTERS** and other health leaders, and **800 PARTNERS** including civil society, came together at the First WHO Global Ministerial Conference on Ending TB in November 2017

COMMITTING IN THE MOSCOW DECLARATION TO ACCELERATE EFFORTS TO END TB



These commitments will be elevated to Heads of State at the



FIRST-EVER UN GENERAL ASSEMBLY HIGH-LEVEL MEETING ON TB,

scheduled for September 2018;



The High-Level Meeting on TB should result in an

AMBITIOUS POLITICAL DECLARATION ON TB

that will strengthen action and investments toward the end TB response, saving millions of lives;

ALL



stakeholders - governments, UN agencies, partners, civil society, private sector actors, research and academia, health care providers, and the general public –

CAN AND SHOULD PLAY AN IMPORTANT ROLE IN SECURING COMMITMENT AT THE HIGHEST LEVEL.

*United Nations High-level Meeting on TB




WHAT WE ARE TRYING TO ACHIEVE

HIGH-LEVEL COMMITMENT, ACTION, AND ACCOUNTABILITY BY:

- ▶ **RAISING AWARENESS AROUND TB**
- ▶ **DRIVING POLICIES THAT WORK FOR THE POOR AND MARGINALIZED** with zero discrimination and catastrophic costs, ensuring no one is left behind.
- ▶ **ACCELERATING THE END TB RESPONSE** to reach the targets set in SDGs, WHO End TB Strategy and the Global Plan to End TB;
- ▶ **ACHIEVING A LONG OVERDUE PARADIGM SHIFT IN EFFORTS TO END TB;**
- ▶ **ENSURING THAT THE COMMITMENTS MADE BY MINISTERS** in the [Moscow Declaration to End TB](#) are translated into actions;
- ▶ **ADVOCATING FOR HIGHEST-LEVEL PARTICIPATION** in the UN General Assembly High-Level Meeting on TB;
- ▶ **REQUESTING ACCELERATED, INCREASED AND SUSTAINABLE FUNDING** to support efforts to end TB, when for every USD1 invested to end TB, USD43 is returned in benefit in a healthy functioning society (Economist/ Copenhagen Consensus).
- ▶ **CALLING FOR INCREASED INVESTMENTS IN TB RESEARCH** for better science, better tools and better delivery.

FACTS & FIGURES ABOUT TB

- ▶ Tuberculosis (TB) is contagious and airborne.
- ▶ TB is one of the top 10 causes of death worldwide. It is also the main cause of death related to antimicrobial resistance and the major killer of people with HIV.
- ▶ In 2016, there were an estimated 10.4 million new TB cases worldwide. People living with HIV accounted for 10% of the total cases.
- ▶ In 2016, 1.7 million people died from TB, including 0.4 million among people with HIV.
- ▶ The emergence of multidrug-resistant TB (MDR-TB) poses a major threat to global TB care; 0.5 million people developed MDR-TB in 2016. Only 1 in 5 needing MDR-TB treatment were treated.
- ▶ For TB prevention and care, investments in low- and middle-income countries fall almost USD 2.3 billion short of the USD 9.2 billion needed to tackle TB in 2017;
- ▶ TB research and development are severely underfunded with at least additional USD 1.2 billion per year needed to accelerate development of new, innovative tools.

WHAT YOU CAN DO



EDUCATE YOURSELF ABOUT TB

Visit our websites - Stop TB Partnership and WHO to find the latest information about the causes of TB, and what can be done to end it;



STIMULATE LEADERSHIP AND ACTION BY ORGANIZING AN ACTIVITY

through discussion forums, sporting events, workshops for activists and media, art competitions, coffee mornings, concerts, sponsored activities.



RAISE AWARENESS ABOUT TB

among your colleagues, employees, partners, families, friends, colleagues, and community. The more people know about TB, the more focus — and resources — can be shifted toward ending it;



USE AND ADAPT OUR CAMPAIGN MATERIALS

Promote the proposed materials on your communications platforms (website, social media, etc.) to promote World TB Day 2018.



ADVOCATE ALONGSIDE YOUR COMMUNITY LEADER AND YOUR POLITICAL REPRESENTATIVES

to secure their commitment to end TB through all available channels, including through highest level participation in the UN High-Level Meeting on TB;



MAKE SOME NOISE TO END TB ON SOCIAL MEDIA

Tools like Facebook, Twitter, Instagram, and Snapchat offer many opportunities to amplify TB issues.

ADVOCACY MATERIAL

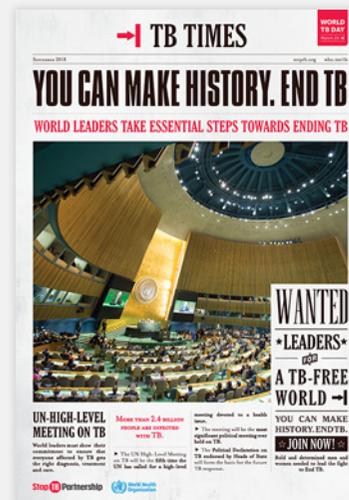
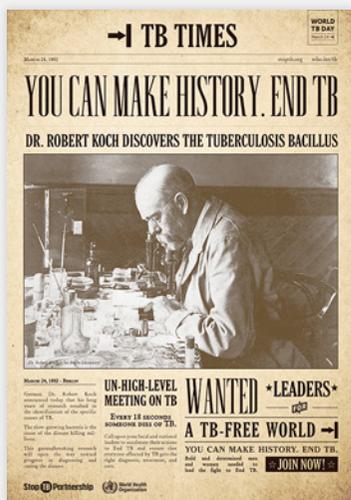
Check out our World TB Day campaign websites for more information and download advocacy material:




POSTERS

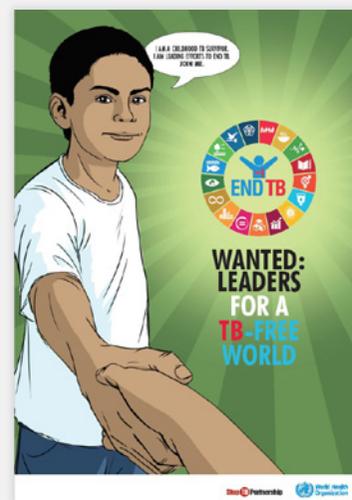
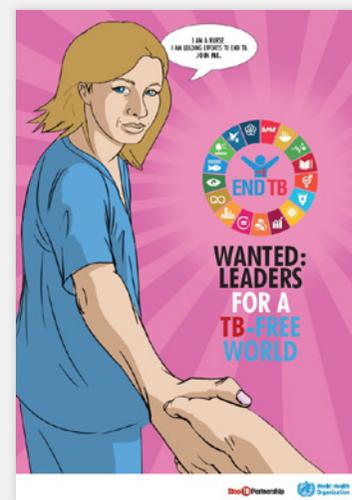
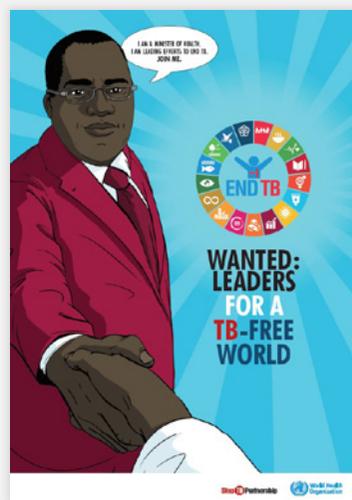
Five posters have been developed depicting the campaign theme “Wanted: Leaders for a TB-free world. You Can Make History. End TB”; All posters displayed here are available in all six official UN languages (Arabic, Chinese, French, Russian and Spanish).

Click here to access [materials](#).



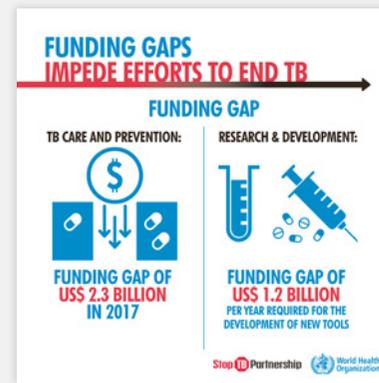
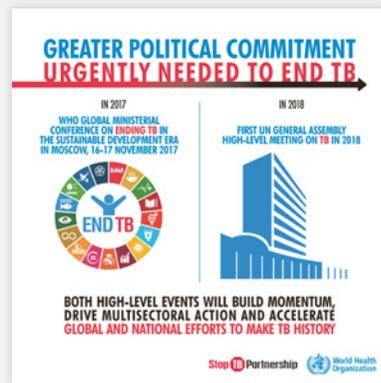
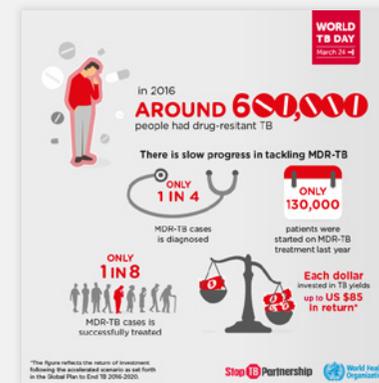
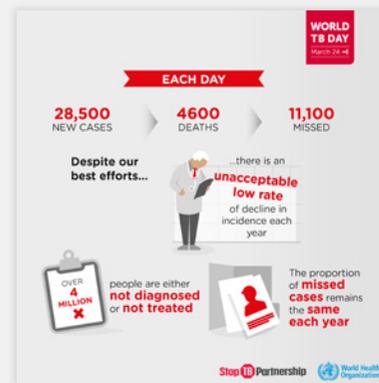
POSTERS

A variation of the posters have been developed for **regional and country offices**. Click here to access [materials](#).



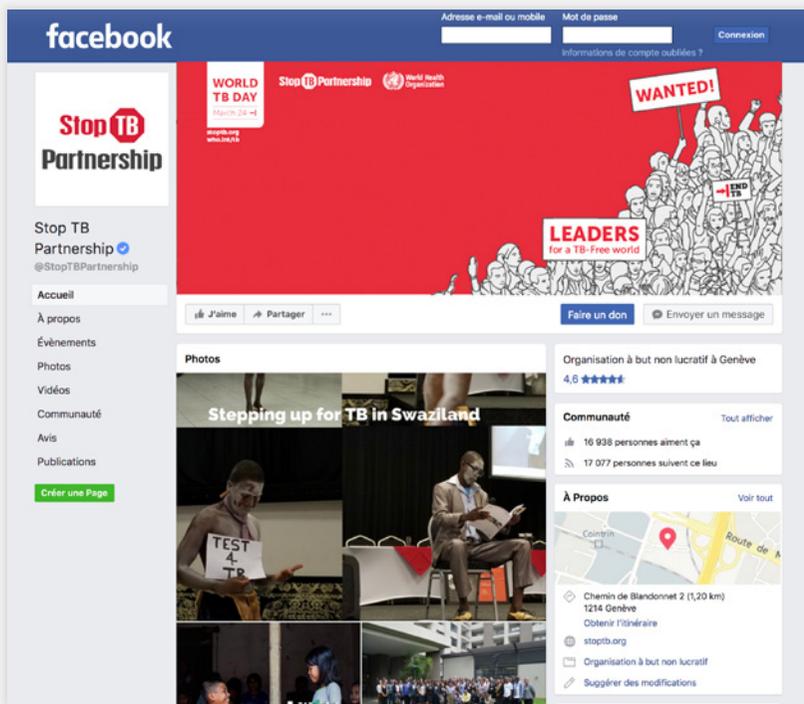
SOCIAL MEDIA

A set of social media tiles have been developed.
Click here to access [materials](#).



SOCIAL MEDIA

2 social media Banners have been developed.
Click here to access [materials](#).



SOCIAL MEDIA

Official Hashtag

#WorldTBDay2018 #WorldTBDay #EndTBWeek

Additional supporting hashtags:

#EndTB

#Make History #End TB

#Be a leader #End TB

#WeWillEndTB

#SDGs

#HealthforAll

#LeaveNoOneBehind

In the lead-up and during World TB Day 2018 we will communicate via our websites and social media channels:

Stop TB Partnership

 World Health Organization



SOCIAL MEDIA

These suggested tweets are available on the [World TB Day website](#).

Embargoed until the week beginning 19 March

Be a #Leader #Make History #End TB



Without increased high level political commitment it will be impossible to meet the SDG target to #EndTB by 2030. The UN HLM on TB is moment to #make history #End TB #Heads of State, #Leaders wanted to lead with clear actions and commitments to #EndTB. @WHO @StopTB



Dare to Lead and be awesome#Make History #End TB



Despite being curable, #TB is the world's leading infectious killer. Highest political leadership and funding for #WHO #EndTB Strategy and #Global Plan to End TB are the missing ingredients to ensure #EndTB for everyone #wanted leaders for a TB free world



We have great political momentum to #EndTB building from the #WHO Ministerial Conference on Ending TB in 2017 to the Delhi TB Summit to the 1st UN General Assembly High Level Meeting on TB. Wanted! Heads of State & #Leaders to make #TB history. @WHO @StopTB



This #WorldTBDay2018 "Wanted: Leaders for a #TB free world". Join the movement, you can make history - #EndTB. @WHO @StopTB



This #WorldTBDay2018 tag your #TB leader and ask them to join the historic movement to #EndTB



Without increased high level political commitment it will be impossible to meet the SDG target to #EndTB by 2030. The UN HLM on TB is moment to #make history #End TB#Heads of State, #Leaders wanted to step up lead with clear actions and commitments to #EndTB. @WHO @StopTB



Wanted! Leaders to scale-up #TB research. Only two new #TB drugs & few diagnostics have emerged from research pipeline in 40 years. This needs to change if we are to make #TB history. Lets close the #TB R&D investment gap of over USD 1.2 billion. #EndTB @WHO @StopTB



SOCIAL MEDIA

These suggested Facebook posts are available on the [World TB Day website](#).
Embargoed until the week beginning 19 March

Despite being curable, #TB is still the world's leading infectious killer. Highest Political leadership and funding for #WHO End TB Strategy and #Global Plan to End TB and ambitious country NSPs are the missing ingredients to ensure #EndTB for everyone #wanted leaders for a TB free world



Without increased high level political commitment it will be impossible to meet the SDG target to #EndTB by 2030. The UN HLM on TB is moment to #make history #End TB #Heads of State, #Leaders wanted to lead with clear actions and commitments to #EndTB. @WHO @StopTB



I am inspired to be a Leader for a #TBFreeWorld this World TB Day. All can be leaders for a #TBFreeWorld – you can too. Check out our websites: <http://bit.ly/2nX6DGj> & <http://bit.ly/2GTRiNM>



TB remains a global public health threat, killing more people globally than any other infectious disease. Each day, nearly 4500 people lose their lives to TB and close to 30 000 people fall ill with this preventable and curable disease. It is time to make TB History! I commit to be a leader for a TB-free world this World TB Day. Join me. Find out more here: <http://bit.ly/2nX6DGj> & <http://bit.ly/2GTRiNM>



We have great political momentum to End TB with the upcoming 1st UN General Assembly High Level Meeting on TB, which follows from the WHO Ministerial Conference on Ending TB in 2017. Let's join together in pushing for highest level participation in the UNHLM – I've signed up – you can join too: <http://bit.ly/2GSZn55>



Wanted! Leaders to accelerate TB research. Only two new TB drugs & few diagnostics have emerged from research pipeline in 40 years. This needs to change if we are to make #TB history. Let's close the #TB R&D investment gap of over USD 1.2 billion. #End TB



MERCHANDISE

All the asset files required to produce the below T-shirts and Tote bag are available on the World TB Day website.



THE RED ARROW

A Symbol to End TB

The Red Arrow is a symbol for our goal: End TB.

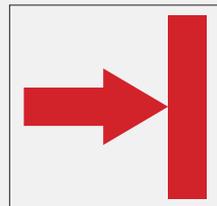
It represents our unwavering commitment to move forward with this mission until we reach the finish line. Because despite its devastating impact as the world's leading infectious killer, there is still the troubling fact that most people in the world think of TB as a disease of the past.



The Red Arrow was developed with the input of thousands of partners in the TB community. The symbol belongs to no single organization, person, tagline, or agenda. It represents our unity against TB and commitment to End TB.

PRODUCE YOUR OWN PIN

All the asset files required to produce the Red Arrow Pin are available on the [World TB Day website](#).



LIGHT UP FOR TB

Geneva, 24 March, 18:00H- 24:00H

Jet d'eau will light up in red and a World TB Day campaign image will be projected on the façade of the Four Season's hotel during the evening.

We are expecting all world cities to join!

[Check out the Light Up for TB 2018 Campaign.](#)



Geneva - Light up for TB - World TB Day 2017



Pakistan - Light up for TB - World TB Day 2017



Spain - Light up for TB - World TB Day 2017

MEDIA INFO PACK

The Stop TB Partnership and WHO will **make available during the second week of March** the following **embargoed** items for your reference, use, and local adaptation.

Embargoed means that you cannot make the contents public until the date and hour stipulated at the top of the product:

- › **MEDIA ADVISORY ON THE GLOBAL LAUNCH**
- › **MEDIA ADVISORY ON ANY EVENT OR ACTIVITIES**
- › **STATEMENT FROM THE WHO DIRECTOR-GENERAL/STOP TB PARTNERSHIP EXECUTIVE DIRECTOR** (video and in print)
- › **PRESS RELEASE** (shared a few days before the launch)
- › **FREQUENTLY ASKED QUESTIONS**
- › **PHOTOS**
- › **RELEVANT FACT SHEETS AND TECHNICAL DOCUMENTS**

.....
All these resources will be available at the World TB Day 2018 website

[Media Corner](#)

If you are a journalist interested in covering issues related to World TB Day 2018 or if you simply require additional information, please contact us:

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VIDEOS

All the videos will be available on the [World TB Day 2018 website](#).
Embargoed until the week beginning 19 March

**WORLD HEALTH
ORGANIZATION
GLOBAL TB PROGRAMME
DIRECTOR**

World TB day video message

**STOP TB PARTNERSHIP
EXECUTIVE DIRECTOR**

World TB day video message

**SG/DSG/GA
PRESIDENT**

World TB day video message

**END TB
WALK OF FAME**

**TB SURVIVORS
STORIES**

THANK YOU FOR JOINING THE CAMPAIGN!

Stop TB Partnership

www.stoptb.org



www.who.int/tb/