

World TB Day 2022

Campaign Report

INVEST TO END TB. SAVE LIVES.

22 April 2022

OVERVIEW

The purpose of this report is showing the metrics of the Stop TB Partnership (STBP) World TB Day 2022 campaign, including evaluating:

- STBP's social media coverage
- Social media conversations surrounding World TB Day
- Media coverage of STBP

Time Frame: 24 February to 31 March 2022

Social media listening query terms: #WorldTBDay OR #WorldTuberculosisDay OR "World TB Day" OR "World tuberculosis day" OR "world TB day" OR "World Tuberculosis Day" OR #InvestToEndTB

HIGHLIGHTS AND KEY TAKEAWAYS

- There was uptake of STBP's main World TB Day messages and campaign hashtags, #WorldTBDAY and #InvestToEndTB. It was observed that many individuals and organizations also used their own creative and materials for posts.
- Social media advertising helped amplify STBP's World TB Day messages and outperformed last year's benchmarks. The combined ads and posts generated over **35 million impressions** on **Twitter, LinkedIn, Facebook and Instagram.**
- From 24 February to 31 March, we saw a global total of **87.9K posts** shared about World TB Day that garnered **1.5B impressions across social media channels.**

AWARENESS CAMPAIGN

FACEBOOK

Overall, the ads and posts generated over **15M impressions** of the World TB Day messaging, seen by **over 10M people**. Top posts:

Stop TB Partnership Published by Burness · March 14 at 4:01 PM

Tuberculosis (TB) kills 4,100 people, including 650 children, every day across the world. We call on world leaders to increase funding to end this deadly disease. [#InvestToEndTB](#). Save Lives




STOPTB.ORG
Invest To End TB
Learn more

977 12 Comments 34 Shares

Stop TB Partnership Published by Burness · March 23 at 1:50 PM

TB health workers, hospitals, labs & TB care platforms have been instrumental in the fight against [#COVID19](#). It came with a cost of lives & suffering for people with TB. It is time to [#InvestToEndTB](#), save lives.



STOPTB.ORG
Invest To End TB
Learn more

149 1 Share
Most relevant

Stop TB Partnership Published by Stb Secretariat · March 24 at 10:53 AM

Great news for the TB Fight! "We have a lot to do to [#EndTB](#) by 2030 & [#Canada](#) will continue to support efforts". Big thanks to [Harjit Sajjan](#) of [Canada's International Development – Global Affairs Canada](#) who announced \$11M in funding to [#TBREACH](#). Thank you to [Results Canada](#) for organizing such a great event, a fantastic start to what is to come with over 35 monuments in Canada to [#LightUpForTB](#) tonight!
[#InvestToEndTB](#) [#WorldTBDay](#)

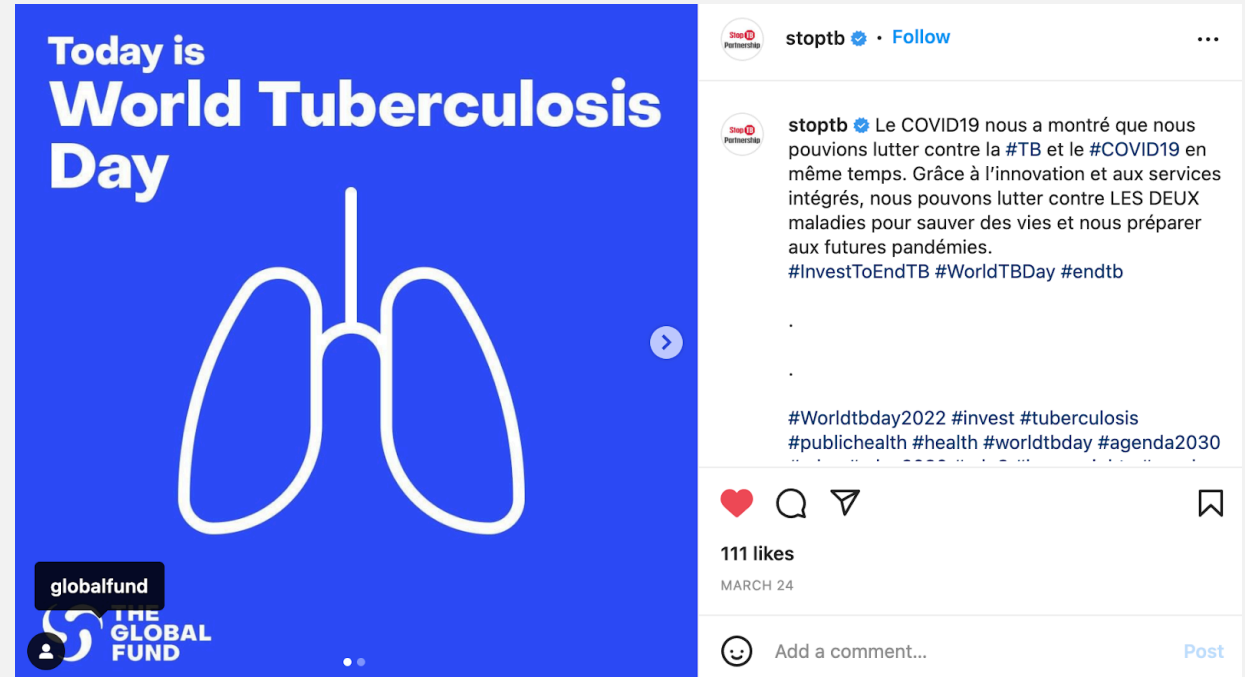
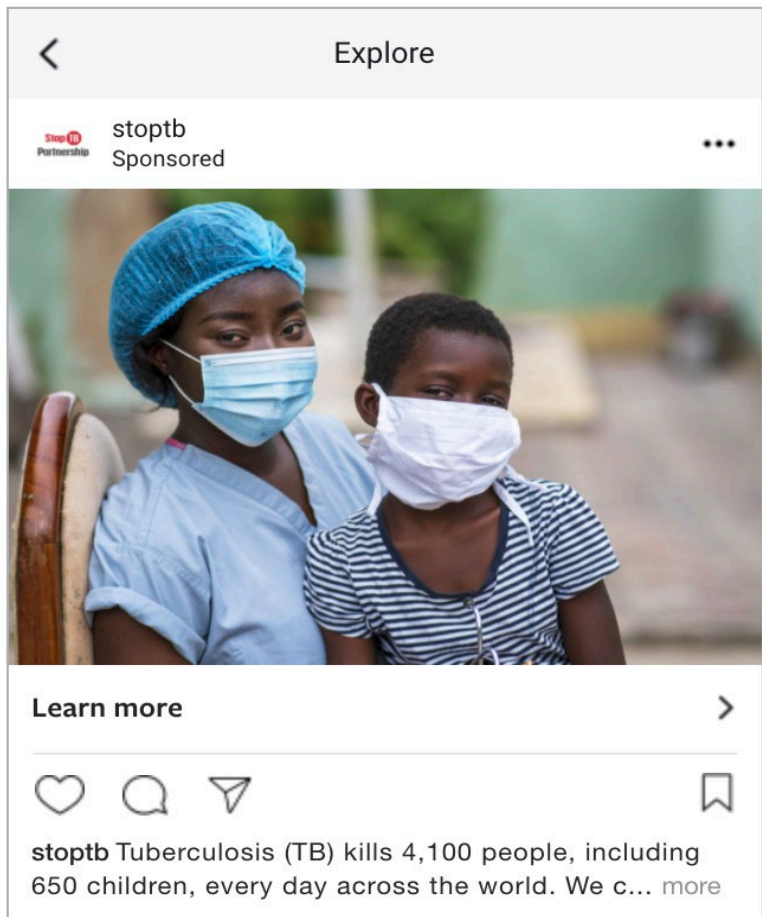


STOPTB.ORG
Invest To End TB
Learn more

1 Share
Most relevant

INSTAGRAM

Overall, the Instagram ads and posts generated over **14M impressions** of the World TB Day messaging seen by **10M people**. Top posts:



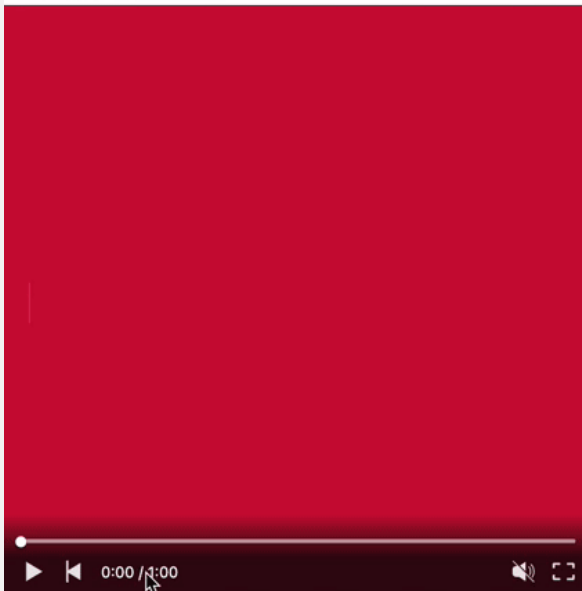
TWITTER

Overall, the Twitter ads and posts generated more than **2.7M impressions**, or views, of the World TB Day messaging.
Top posts:

Stop TB Partnership
2,575 followers
Promoted

Tuberculosis (TB) kills 4,100 people, including 650 children, every day across the world. We call on world leaders to increase funding to end this deadly disease.

[#InvestToEndTB](#). Save Lives



Invest To End TB [Learn more](#)

Stop TB Partnership
@StopTB

One person with active, untreated [#TB](#) can spread the disease to 10-15 people in one year. As resources are diverted to fight [#COVID19](#), more of these “missing” people go undetected and untreated. Unacceptable! This [#WorldTBDay](#) let's [#FightForWhatCounts](#) and [#InvestToEndTB](#)

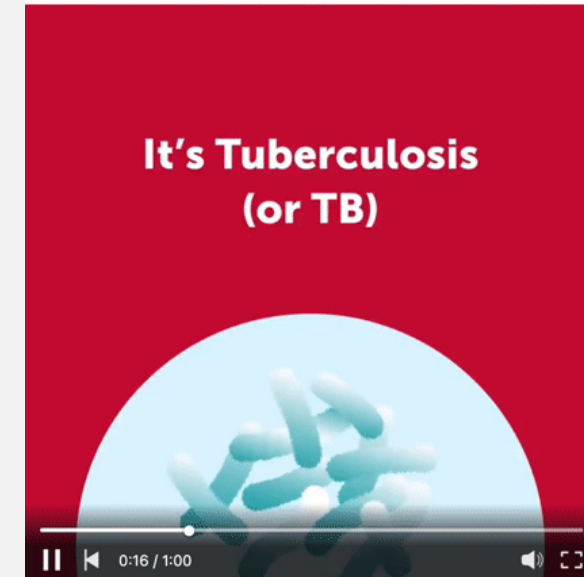


6:25 AM · Mar 23, 2022 · Hootsuite Inc.

Stop TB Partnership
2,575 followers
Promoted

Even today, more than half of people with tuberculosis (TB) are diagnosed using a tedious 100 year-old technology. This is NOT ACCEPTABLE. All people in need should have access to the latest diagnostics and drugs. TB programs need financial resources to implement new tools!

[#InvestToEndTB](#). Save Lives.



Invest To End TB [Learn more](#)

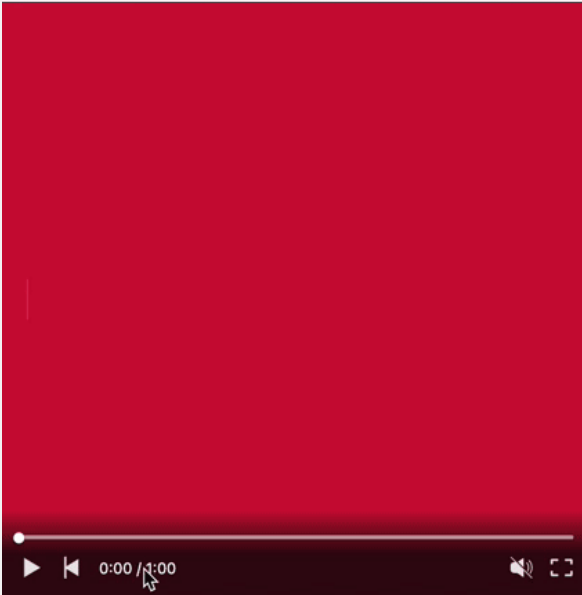
LINKEDIN

The LinkedIn campaign generated more than 356K impressions of the World TB Day messaging. Top posts:

Stop TB Partnership
2,575 followers
Promoted

Tuberculosis (TB) kills 4,100 people, including 650 children, every day across the world. We call on world leaders to increase funding to end this deadly disease.

[#InvestToEndTB](#). Save Lives



Invest To End TB [Learn more](#)

Stop TB Partnership
2,591 followers
3w · 🌐

Great news for the TB fight! "We have a lot to do to [#EndTB](#) by 2030 & [#Canada](#) will continue to support efforts". Big thanks to @HarjitSajjan of Canadian International Development Agency - [Global Affairs Canada | Affaires mondiales Canada](#) who announced \$11M in funding to [#TBREACH](#).

Thank you to [Results Canada](#) for organizing such a great event, a fantastic start to what is to come with over 35 monuments in Canada to [#LightUpForTB](#) tonight!

[#InvestToEndTB](#) [#WorldTBDay](#) [#WorldTBDay2022](#) [#TB](#) [#Tuberculosis](#) [#Funding](#) [#PublicHealth](#) [#TBFunding](#) [#internationaldevelopment](#) [#SharePost](#) [#MustShare](#)

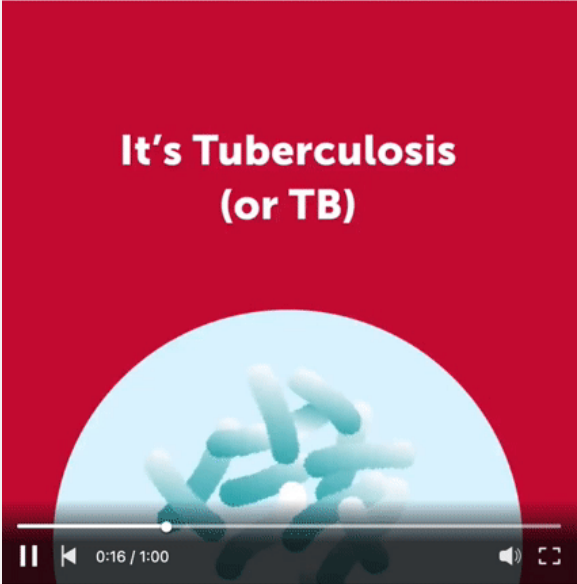


👍❤️ 73 4 shares

Stop TB Partnership
2,575 followers
Promoted

Even today, more than half of people with tuberculosis (TB) are diagnosed using a tedious 100 year-old technology. This is NOT ACCEPTABLE. All people in need should have access to the latest diagnostics and drugs. TB programs need financial resources to implement new tools!

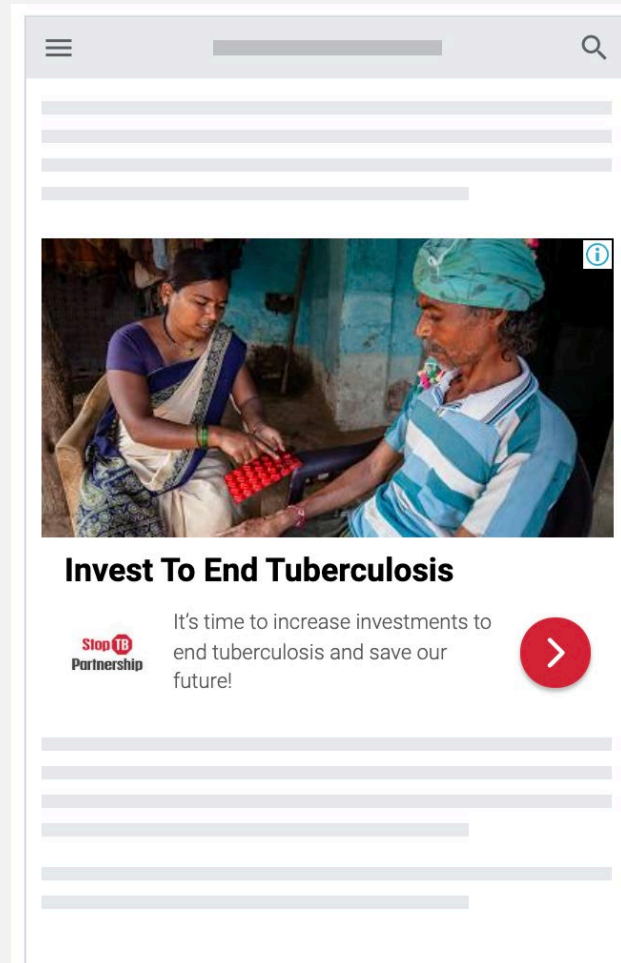
[#InvestToEndTB](#). Save Lives.



Invest To End TB [Learn more](#)

GOOGLE

Overall, the Google ads generated more than **3.1M impressions**, or views, of the World TB Day messaging. Top posts:



Ad · www.stoptb.org/

Stop TB | Invest To End Tuberculosis | Join The Fight To End TB

TB is a deadly airborne disease that kills three people every minute. It's time to invest more to end TB and save our future!

WORLD TB DAY AD IN PRINT

On 24 March 2022, the Guardian published an ad in its print edition, reaching 105k readers of this top UK daily's edition.

Section:GDN 1N PaGe:36 Edition Date:220324 Edition:01 Zone: Sent at 23/3/2022 16:52 cYanmaGentaYellowE

The Guardian Thursday 24 March 2022

Classified

Stop TB Partnership hosted by UNOPS

WORLD TB DAY
→
24 MARCH

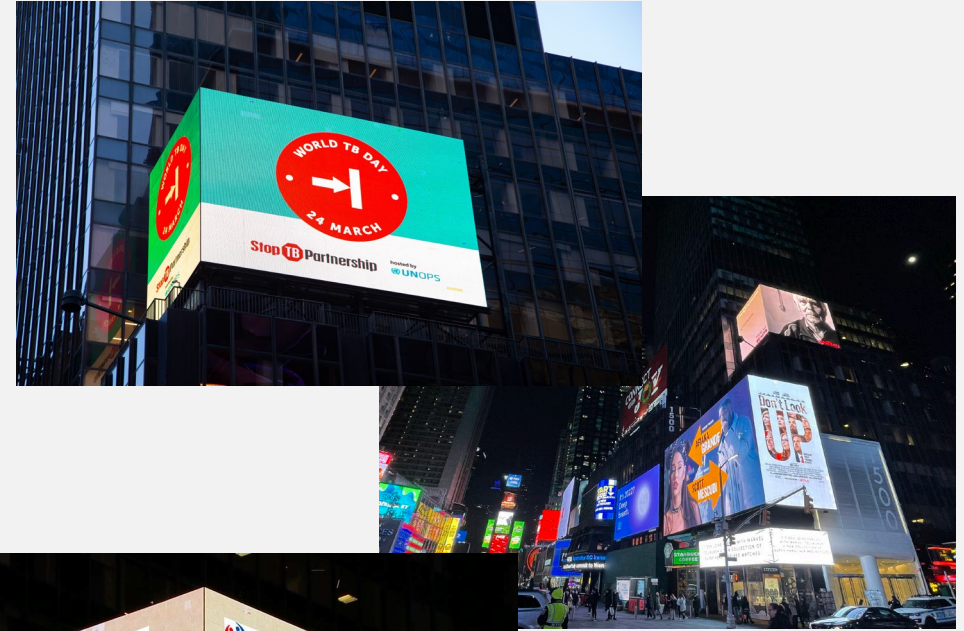
Tuberculosis (TB) is an airborne infectious disease.
**IT IS PREVENTABLE AND CURABLE,
BUT STILL KILLS 4,100 PEOPLE EVERY DAY.**

INVEST TO END TB **SAVE LIVES**

www.stoptb.org

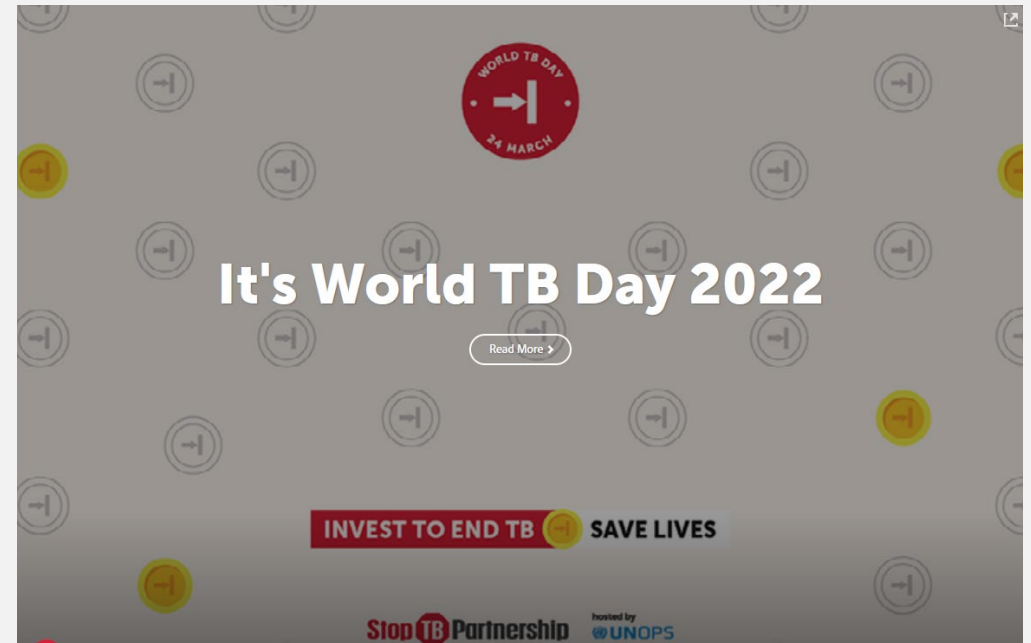
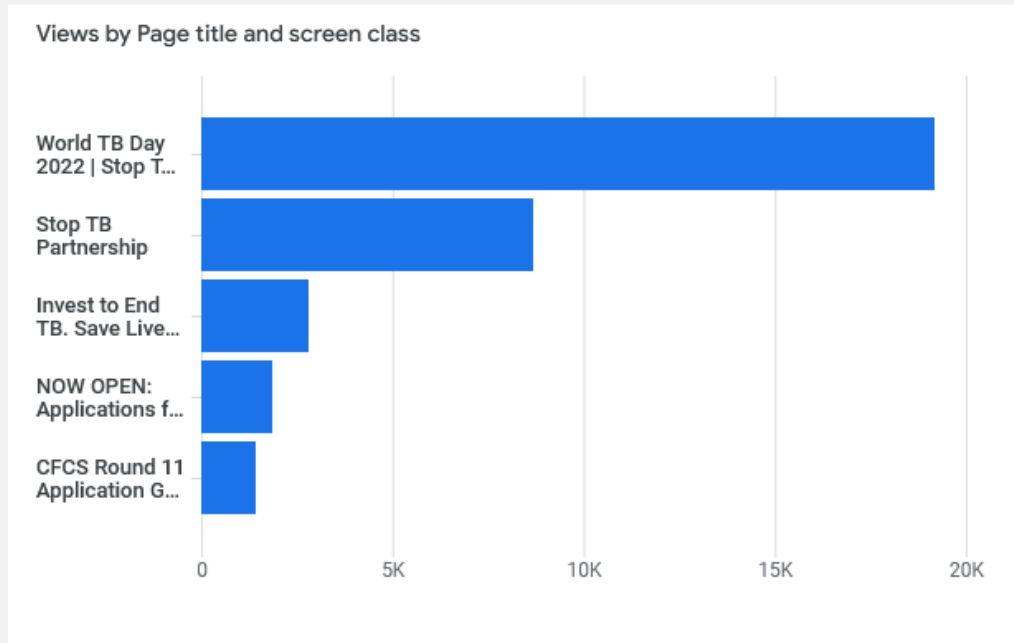
TB VISIBILITY BILLBOARD CAMPAIGNS – FROM NEW YORK TO TOKYO

- ✓ The billboard ads in Time Square ran continuously from 23 December 2021 to 15 April 2022, or in total 114 days.
- ✓ Two 15 second videos containing key essential facts about TB and the deadly impact it has on the world were displayed approximately 127 times a day with over 85k daily impressions.
- ✓ On World TB Day, Stop TB launched a second billboard awareness campaign in cooperation with the Japanese Ministry of Health, Labour and Welfare at Tokyo's famous Cross Shinjuku Vision square. This campaign will run for additional three months.



StopTB.org & WORLD TB DAY TOOLKIT

- From 1 to 31 March 2022, the stoptb.org website saw a peak of 50k views during the World TB Day week with the peak of nearly 20k visitors on the campaign webpage. This is the highest number of views to date after the relaunch of the website in November 2021.
- The World TB Day 2022 Toolkit was seen 5k times.



TWEETS USING THE TOOLKIT

Tweets were made using copy from the 2022 toolkit, generating 1.38M impressions, 300 retweets, and reaching 260K users.

IAVI @IAVI

There is a DEADLY DIVIDE: Investment of US\$117 million for TB vaccines versus US\$100 Billion for COVID-19 vaccines. One year to develop and start roll out of the COVID-19 vaccines versus 100 years to develop and roll out one new TB vaccine. Why?

This #WorldTBDay, #InvestToEndTB!

US\$100 Billion for COVID-19
in 18 months

US\$117 Million for TB

TB & COVID-19 are the two top infectious disease killers in the world. DO YOU SEE THE DEADLY DIVIDE?

INVEST TO END TB. SAVE LIVES.

#WorldTBDay #EndTB #InvestToEndTB

Stop TB Partnership hosted by UNOPS

Stop TB Partnership and 9 others

4:07 AM · Mar 24, 2022 · Twitter Web App

23 Retweets 1 Quote Tweet 54 Likes

B'Flow @bflowmusic

Every year 4 million people with TB are missed by the health systems & each of them can infect up to 15 others. To stop this snowballing effect, this #WorldTBDay, we call on leaders to fulfill their promises & increase resources for the national TB responses. #InvestToEndTB.

INVEST TO END TB. SAVE LIVES.

Looking for an impressive return on your investment and save the world? INVEST TO END TB.

INVEST TO END TB. SAVE LIVES.

#WorldTBDay #EndTB #InvestToEndTB

Stop TB Partnership hosted by UNOPS

8 Retweets 10 Likes

RBM Partnership @endmalaria

Of the US\$15bn annual funding for TB promised by world leaders at the UN High-Level Meeting 2018, about 40% has been made available.

This #WorldTBDay, we call on leaders to #InvestToEndTB, #AIDS and #malaria at this year's @GlobalFund Replenishment! #FightForWhatCounts @StopTB

Of the US\$15 billion annual funding for TB promised by world leaders in 2018, LESS THAN HALF IS AVAILABLE.

INVEST TO END TB. SAVE LIVES.

#WorldTBDay #EndTB #InvestToEndTB

Stop TB Partnership hosted by UNOPS

4 Retweets 5 Likes

SOCIAL MEDIA CONVERSATIONS

WORLD TB DAY: SOCIAL MEDIA CONVERSATIONS

Using a social listening tool, we were able to evaluate the social conversations shared around World TB Day. We used the following keywords and hashtags to evaluate the conversation on **Facebook, Twitter, and Instagram** from **24 February to 31 March 2022**.

- “World TB Day” “World Tuberculosis Day” “Invest to end TB”
- #WorldTBDay #WorldTuberculosisDay #InvestToEndTB

WORLD TB DAY: SOCIAL MEDIA CONVERSATIONS

- ✓ From 24 February to 31 March, we saw a total of **87.9K posts** shared about World TB Day that garnered **1.5B impressions**
- ✓ Conversations around World TB Day began to increase steadily on 22 March as accounts prepared for the global awareness day.
- ✓ Social posts peaked (**71K posts**) on 23-24 March (World TB Day).
- ✓ Users favored the **#WorldTBDay** and **#WorldTuberculosisDay** hashtags, with **#InvestToEndTB** being the fifth most used.
- ✓ Most posts from major partners and influencers shared informational graphics; links to blog posts, releases, or news articles; and testimonials and personal stories.

INFLUENCIAL ACCOUNTS

Several individuals and organizations participated in World TB Day conversations using their social media channels, including but not limited to:

- [World Health Organization](#)
- [Times Now News](#)
- [The Indian National Congress](#)
- [India Today](#)
- [Center for Disease Control](#)
- [Economic Times](#)
- [Citizen TV Kenya](#)
- [Ashok Gehlot \(Chief Minister of Rajasthan\)](#)
- [World Bank Health](#)
- [Melinda French Gates](#)
- [Gates Foundation](#)
- [Mayo Clinic](#)
- [UN Development](#)
- [Tedros Adhanom Ghebreyesus](#)
- [ONE Campaign](#)
- [Kenya Red Cross](#)
- [World Vision](#)
- [The Nobel Prize](#)
- [The Presidency of the Republic of South Africa](#)

MEDIA COVERAGE

WORLD TB DAY MEDIA COVERAGE

- ✓ From Feb 24 to April 6 2022, over **1,000** articles mentioning “World TB Day” were published.
- ✓ Over **200** articles mentioning the “Stop TB Partnership” were published.
- ✓ The highest number of articles was published around World TB Day, and others around the March 22 World TB Day media briefing.
- ✓ Stop TB Partnership engagement is available here: [Stop TB](#)

WORLD TB DAY MEDIA COVERAGE

Selected global coverage is listed below:

- **CNN (US):** [US tuberculosis rates went up more than 9% in 2021 after plummeting early in pandemic, study shows](#)
- **East African:** [The TB pandemic was forgotten as the world fought Covid](#)
- **Healio:** [War in Ukraine could disrupt critical TB services, experts warn](#)
- **Independent (UK):** [Covid-19 pandemic could lead to rise in global TB cases, expert warns](#)
- **Indian Express:** [World TB Day: WHO recommends shortening treatment duration from six to four months in paediatric non-severe TB cases](#)
- **Politics (UK):** [Sharma: 'Pandemic has set us back 12 years fighting TB](#)
- **Times (UK):** [Scotland led fight against TB, but the battle isn't over yet](#)

WORLD TB DAY MEDIA COVERAGE

Selected notable coverage is listed below:

- **Agence France-Presse (English):** [Ukraine's tuberculosis progress 'stopped in one day' after Russia invasion](#)
- **Bloomberg:** [Ukrainians Need Help to Maintain Progress Against TB](#)
- **Devex:** [WHO, Stop TB seek permits for MDR-TB medicines for Ukraine refugees](#)
- **East Africa Herald (Tanzania):** [Stop TB Partnerships Calls for Quadrupling of Funding Available in the Fight Against Tuberculosis...](#)
- **Greenwatch Dhaka (Bangladesh):** [Greater funding to fight against Tuberculosis urged](#)
- **Health Policy Watch (Switzerland):** [Ukraine's 'Model' TB Programme Destroyed by War, as Global TB Response Faces 'Disastrous' Funds Shortfall](#)
- **Mirror (UK):** [Persistent cough and fever may be tuberculosis not Covid, top UK doctor warns](#)
- **Tec Review (Mexico):** [Guerra en Ucrania podría aumentar casos de tuberculosis, VIH y Covid-19](#)