



WORLD TB DAY 2020

Advocacy & Communication Toolkit

ABOUT WORLD TB DAY

World TB Day is celebrated on March 24 each year to raise public awareness and understanding about the world's deadliest infectious killer -tuberculosis (TB) and its the devastating health, social and economic impact on people around the world.

March 24 marks the day in 1882 when Dr Robert Koch announced that he had discovered the bacterium that causes TB, which opened the way towards diagnosing and curing this disease.

However, TB still claims 4 100 people lives each day and close to 27 000 people fall ill with this preventable and curable disease. The emergence of drug-resistant TB poses a major health threat that could put at risk the gains made to end the global TB epidemic. 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.

WORLD TB DAY CAMPAIGN THEME – “IT’S TIME!”

World TB Day 2020 follows a year which generated concerted high-level commitment for the fight against TB. Heads of State came together at the first-ever UN high-level meeting on TB (UNHLM on TB) in New York last September, and agreed to bold targets and urgent actions to end TB.

This is the momentum behind **this year’s World TB Day theme: ‘It’s time’!**

It’s time! – means there is not a moment to lose to achieve the promises made during the UNHLM on TB, and endorsed by the UN General Assembly, which could save millions of lives.

It’s Time!- stresses on the need to close gaps in care as part of WHO’s overall drive towards universal health coverage, and urges countries to work together with WHO, Stop TB and the Global Fund to realize their joint initiative “Find. Treat. All. #EndTB”.

All partners, communities and those affected by TB must act now and drive their initiatives forward.

It’s time to ensure no one is left behind. It’s time for the world to take action to End TB.



IT'S TIME! - A CAMPAIGN FOR ACTION

WHO aims to raise awareness on the importance of ending TB, and we plan to call on all leaders and partners in the fight to translate their commitments and promises into urgent actions to End TB, including:

- **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, the Moscow Declaration to End TB and the political declaration of the UN High Level Meeting on TB;
- **REQUESTING ACCELERATED, INCREASED AND SUSTAINABLE FUNDING** to support efforts to end TB; for every USD1 invested to end TB, USD43 is returned as the benefits of a healthy functioning society (Economist/ Copenhagen Consensus).
- **CALLING FOR INCREASED INVESTMENTS IN TB RESEARCH** for better science, better tools and better delivery.

HOW THE TOOLKIT CAN HELP

This toolkit contains materials and resources which can be used in the lead-up to and during World TB Day 2020 to support your activities and outreach.

Whether you are a person affected by TB or 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 a well-wisher, this toolkit is for you!

2020 WORLD TB DAY CAMPAIGN MESSAGES

It's time to translate global TB commitments into urgent action and accelerate the TB response

- **OVER ONE THIRD OF PEOPLE WITH TB DO NOT ACCESS QUALITY CARE**
It's time for universal access to reach and treat all people with TB with QUALITY care
- **OVER 50% OF CHILDREN WITH TB MISS OUT ON ACCESS TO LIFE-SAVING SERVICES**
It's time to ensure universal access to care.
- **ONLY ONE IN THREE PEOPLE WITH DRUG-RESISTANT TB ACCESS TREATMENT**
It's time to end the global health threat of multidrug-resistant TB
- **PREVENTIVE TREATMENT CAN STOP TB INFECTION FROM ACTIVATING INTO INFECTIOUS DISEASE**
It's time to protect yourself and your loved ones - get tested and access preventive treatment.



- **NEARLY 50% OF PEOPLE WHO FALL ILL WITH HIV-ASSOCIATED TB DO NOT REACH CARE**

It's time to end preventable deaths by ensuring early access to TB treatment, life-saving ART and TB preventive treatment

- **STIGMATIZING PEOPLE WITH TB INHIBITS CARE AND IS SOCIALLY DEVASTATING.**

It's time to stand against stigma and discrimination.

- **MORE EFFECTIVE DIAGNOSTICS, MEDICINES, & VACCINES, AND CARE DELIVERY INNOVATION IS URGENTLY NEEDED TO BREAK THE TRAJECTORY OF THE TB EPIDEMIC**

It's time to scale up investments in TB research & innovation

WHAT CAN YOU DO?

You can play your part by raising awareness about the disease and holding your country's decision makers and leaders accountable to their promises. In this toolkit, you will find some key messages and social media content, but don't just stop there! Use your voice and creativity to help #EndTB, and:

- **RAISE AWARENESS ABOUT TB** Inform your colleagues, employees, partners, families, friends, colleagues, and community about TB. The more people know about TB, the more focus — and resources — can be shifted toward ending it; “It's time to understand more about TB.”
- **ADVOCATE ALONGSIDE YOUR COMMUNITY LEADER AND YOUR POLITICAL REPRESENTATIVES** Secure their commitment to end TB; stress that we cannot waste another minute, “It's time to be an #EndTB champion. “
- **STIMULATE LEADERSHIP AND ACTION BY ORGANIZING AN ACTIVITY.** Discussion forums, sporting events, workshops for activists and media, art competitions, coffee mornings, concerts, sponsored activities can put the spotlight on TB and its devastating impact. “It's time to work together to #EndTB”
- **USE AND ADAPT OUR CAMPAIGN MATERIALS.** Post them on your communications platforms (website, social media, etc.) to promote World TB Day 2020 “It's time to play your part as an #EndTB influencer”
- **MAKE SOME NOISE TO END TB ON SOCIAL MEDIA TOOLS.** Facebook, Twitter, Instagram, and Snapchat offer many opportunities to amplify TB issues. “It's time! It's time for action. It's time to #EndTB.”



SHARE INFORMATION

Hashtags:

#EndTB

#ItsTimetoEndTB

#WorldTBDay2020

MEDIA RESOURCES

- **Logo**
- **Posters**
- **Fact Sheets**
- **Infographics**
- **Website**

More information: www.paho.org/world-tb-day