



World Health
Organization

ADVOCACY TOOLKIT

THE CLOCK IS TICKING

WORLD 20

TB DAY 21



THIS TOOLKIT

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ABOUT WORLD TB DAY 2021

- Each year, we commemorate **World Tuberculosis (TB) Day** on **March 24** to raise public awareness about the devastating health, social and economic consequences of TB, and to step up efforts to end the global TB epidemic. The date 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.
- TB remains one of the **world's deadliest infectious killers**. Each day, nearly 4000 lose their lives to TB and close to 28,000 people fall ill with this preventable and curable disease. **Global efforts to combat TB have saved an estimated 63 million lives** since the year 2000.
- **The theme of World TB Day 2021 - 'The Clock is Ticking'** – conveys the sense that the world is **running out of time** to act on the commitments to end TB made by global leaders. This is especially critical in the context of the **COVID-19 pandemic** that has put End TB progress at risk, and to ensure equitable access to prevention and care in line with WHO's drive towards achieving **Universal Health Coverage**.

ABOUT TUBERCULOSIS

- Tuberculosis (TB) is one of the **leading infectious killers** worldwide. **Every day**, close to **4000 people die** from TB and nearly **30 000 people fall ill** with this disease.
- TB is **caused by the bacillus *Mycobacteria tuberculosis*** which is spread when people sick with TB expel bacteria into the air; for example, by coughing. TB typically affects the lungs but can also affect other parts of the body.
- About a **quarter of the world's population is infected** with *M. tuberculosis* and thus at risk of developing TB disease.
- Drug-resistant forms of TB are a **major contributor to deaths from antimicrobial resistance** globally. In 2019, about 0.5 million people fell ill with drug-resistant TB.
- Although **63 million lives have been saved since 2000**, the pace of progress is slow, and actions and investments fall far short of those needed to end the TB epidemic.

KEY MESSAGES



On World TB Day, WHO is calling for action on several fronts to ensure that the commitments made to end TB are achieved.

1. **Countries are urged to implement ten priority recommendations outlined in the [2020 progress report on TB issued by the United Nations Secretary-General António Guterres](#) and developed with WHO support.** The report stressed that high-level commitments and targets have galvanized global and national progress towards ending TB, but urgent and more ambitious investments and actions are required, especially in the context of the COVID-19 pandemic. WHO is urging countries to implement the ten priority recommendations from the report to put the world on track to reach agreed targets by 2022 and beyond.

<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>



-  1. **Fully activate high-level leadership to urgently reduce TB deaths and drive multisectoral action to end TB**
-  2. **Urgently increase funding for essential TB services including for the health workforce**
-  3. **Advance universal health coverage to ensure all people with TB have access to affordable quality care and resolve under-reporting challenges**
-  4. **Address the drug-resistant TB crisis to close persistent gaps in care**
-  5. **Dramatically scale up provision of TB preventive treatment**
-  6. **Promote human rights and combat stigma and discrimination**
-  7. **Ensure meaningful engagement of civil society, communities and people affected by TB**
-  8. **Substantially increase investments in TB research to drive technological breakthroughs and rapid uptake of innovations**
-  9. **Ensure that TB prevention and care are safeguarded in the context of COVID-19 and other emerging threats**
-  10. **Request WHO to continue to provide global leadership for the TB response, working in close collaboration with Member States and other stakeholders, including to prepare for a High-Level Meeting on TB in 2023**

KEY MESSAGES (CONTD.)

<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>



2. **Essential TB services should be sustained during the COVID-19 pandemic to ensure that gains made in the fight against TB are not reversed.** All measures should be taken to ensure continuity of services for people who need preventive and curative treatment for TB, including during emergencies such as the COVID-19 pandemic. People-centred delivery of TB prevention, diagnosis, treatment and care services, including through digital technologies, should be ensured in tandem with the COVID-19 response.
3. **Tackling health inequities is vital to ensure health for all.** The COVID-19 pandemic has drawn attention to the deep disparities that persist between and within countries, some of which are being exacerbated and risk widening even further. People with TB are among the most marginalized and vulnerable, facing barriers in accessing care. In alignment with World Health Day, 7 April 2021, WHO is calling for global action to address health inequities for people with TB and other diseases.
4. **Systematic screening should be scaled-up to help reach all people with TB prevention and care.** It is estimated that close to three million people with TB are not diagnosed or reported annually around the world. Improved TB screening using new tools and approaches to reach all people with care could help bridge this gap. Systematic screening is critical to ensure we can detect TB early in the people who need it, while also identifying people who could benefit from TB preventive treatment. WHO is releasing new guidelines on TB systematic screening along with an accompanying operational guide on 22 March.
5. **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. Everyone has a role to play in ending TB – individuals, communities, businesses, governments, societies.

SOCIAL MEDIA TILES

<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>



Even as we battle COVID-19, we must not waver up the fight against TB: hard won gains are now under threat.

Undernutrition, poverty and other risk factors are the root cause of millions of people falling ill with TB.

Only 2 in 3 people with TB are known to be getting quality care and COVID-19 is making this worse.

We need to Find, Treat, All to save lives and preventable TB deaths. TEST FOR BOTH COVID AND TB!

We need multisectoral action and accountability to reach and care all with care and prevent disease.

We need to scale up systematic screening and access to care. FIND.TREAT.ALL #ENDTB

Global progress in provision of TB preventive treatment lags behind with only 1 in 5 of the 30 million people targeted for access by 2022 reached with TB preventive treatment.

2 in 3 people with drug-resistant TB aren't getting the treatment they need.

TB is the leading killer of people with HIV.

We need to expand access to TB preventive treatment that can stop the infection from developing into disease.

We need to expand access to WHO-recommended fully oral treatment regimens that improve treatment outcomes and save lives.

Fast-track access to ART and TB treatment, and scale up of TB preventive treatment in people with HIV to saves lives.

We urgently need more effective medicines, vaccines, and tools.

Fear of stigma is a major obstacle, preventing people from obtaining the TB care they need.

We are running out of time to fulfil global commitments to end TB.

If we are to end TB by 2030, innovation is key.

We need to stand against stigma and discrimination, and stand for human rights, equity and ethics.

We need:
1. political will and accountability
2. financial resources
3. engagement from all sectors
4. community ownership
And we need them now.

THE CLOCK IS TICKING

[CLICK HERE TO DOWNLOAD](#)

INFO GRAPHICS

TUBERCULOSIS IS ONE OF THE TOP INFECTIOUS KILLERS IN THE WORLD



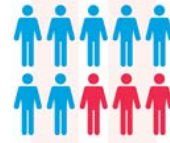
In 2019, **1.4 MILLION*** PEOPLE DIED FROM TB including 208 000 people with HIV

TB is the leading killer of people with HIV and a major cause of deaths related to antimicrobial resistance

*The 95% uncertainty intervals are 1.1–1.3 million for TB deaths and 177 000–242 000 for TB/HIV deaths.



MORE PEOPLE REACHED WITH QUALITY TUBERCULOSIS CARE



In 2019, an estimated **10 MILLION PEOPLE** FELL ILL WITH TB* 7.1 Million people reported to have access to TB care, up from 6.4 M in 2017. >2.9 Million people were undiagnosed or not reported.

Better reporting, diagnosis and access to care will close this gap

*The 95% uncertainty interval for TB incidence is 8.9–11.1 million.



DRUG-RESISTANT TUBERCULOSIS REMAINS A PUBLIC HEALTH CRISIS



In 2019, **ABOUT 0.5 MILLION PEOPLE** FELL ILL WITH DRUG-RESISTANT TB* Only 38% people accessed treatment.

Of those treated, only 57% were treated successfully

*The 95% uncertainty interval for the incidence of drug-resistant TB is 400 000–535 000. About 78% of these cases had multidrug-resistant TB.



TUBERCULOSIS IS THE LEADING KILLER OF PEOPLE WITH HIV



In 2019, there were 208 000 deaths from TB among people with HIV* **815 000*** PEOPLE WITH HIV FELL ILL WITH TB Only 56% of them were diagnosed with both HIV and TB

End preventable deaths by ensuring early access to TB treatment, life-saving antiretroviral therapy and TB preventive treatment

*The 95% uncertainty intervals are 177 000–242 000 for deaths and 729 000–906 000 for incidence.



DRAMATIC SETBACK TO PROGRESS PREDICTED IF CONTINUITY OF ESSENTIAL TB SERVICES NOT ENSURED



1.4 MILLION DEATHS, 2019



1.8 MILLION ESTIMATED DEATHS, 2020*

If TB detection drops by 50% over three months, the number of TB deaths worldwide would increase by nearly 400 000.

*These estimates include TB deaths among HIV-positive individuals.



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<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>



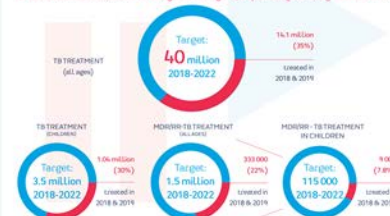
GLOBAL PROGRESS IN PROVISION OF TB PREVENTIVE TREATMENT LAGS BEHIND

what is needed to reach the overall UN global target



GLOBAL PROGRESS IN THE NUMBER OF PEOPLE TREATED FOR TB IN 2018 AND 2019 LAGS BEHIND

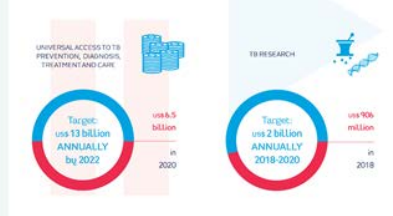
What is needed to reach the UN global targets, especially for drug-resistant TB



ACCELERATED ACTION URGENTLY REQUIRED TO REACH SDGs AND END TB STRATEGY TARGETS



FUNDING GAPS IMPEDE PROGRESS TO END TUBERCULOSIS



POSTERS

<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>



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Download and share

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Download and share

Only 2 in 3 people with TB are known to be getting quality care and COVID-19 is making this worse.




We need to scale up systematic screening and access to care. FIND.TREAT.ALL. #ENDTB

Undernutrition, poverty and other risk factors are the root cause of millions of people falling ill with TB.




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TB is the leading killer of people with HIV.




Fast-tracked ART and TB treatment, and TB preventive treatment in people living with HIV saves lives.



[CLICK HERE TO DOWNLOAD AND SHARE](#)

GIFs

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World Health Organization



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NEW GIFS
COMING SOON

<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>

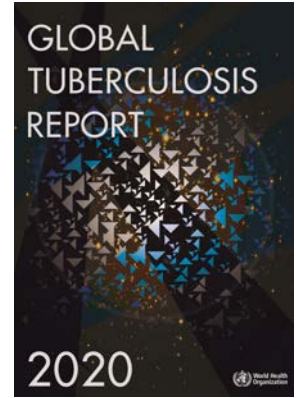
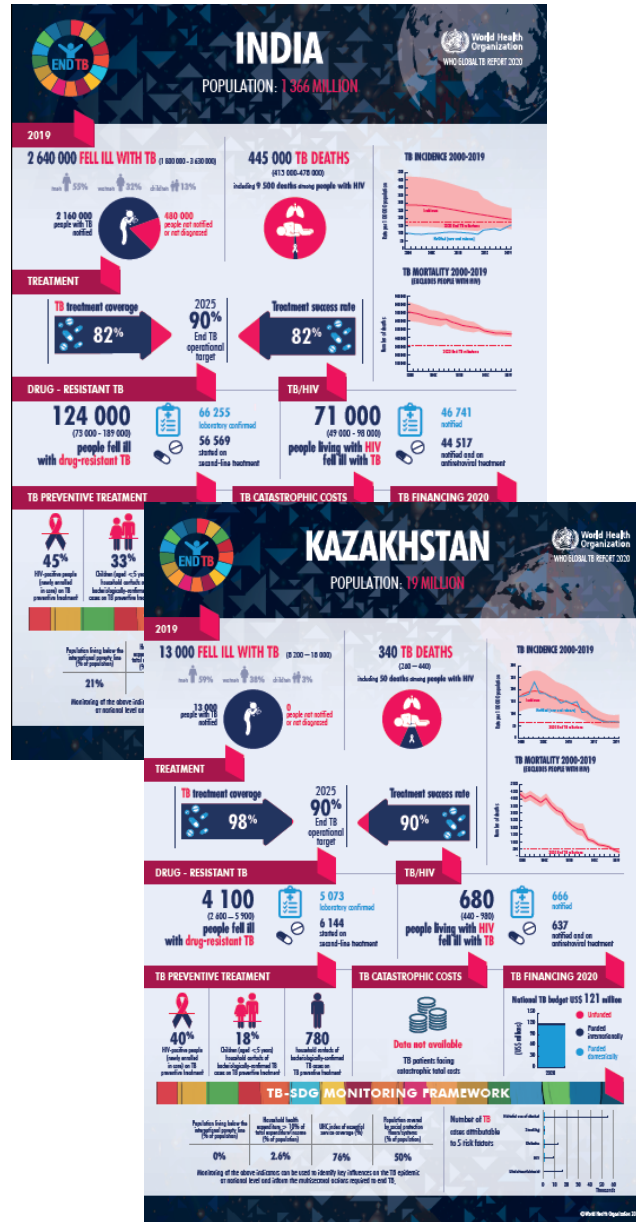


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INFOGRAPHIC COUNTRY & REGIONAL PROFILES



AVAILABLE FOR 6 WHO REGIONS & 48 HIGH TB-BURDEN COUNTRIES

Angola, Azerbaijan, Bangladesh, Belarus, Botswana, Brazil, Cambodia, Cameroon, Central African Republic, Chad, China, Congo, Democratic People's Republic of Korea, Democratic Republic of the Congo, Eswatini, Ethiopia, Ghana, Guinea-Bissau, India, Indonesia, Kazakhstan, Kenya, Kyrgyzstan, Lesotho, Liberia, Malawi, Mozambique, Myanmar, Namibia, Nigeria, Pakistan, Papua New Guinea, Peru, Philippines, Republic of Moldova, Russian Federation, Sierra Leone, Somalia, South Africa, Thailand, Uganda, United Republic of Tanzania, Tajikistan, Ukraine, Uzbekistan, Viet Nam, Zambia and Zimbabwe.

<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>



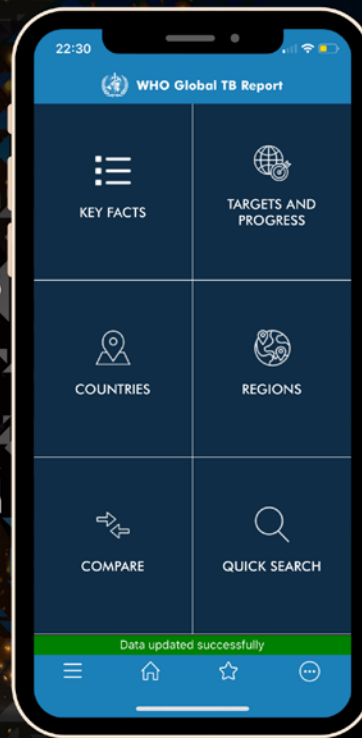
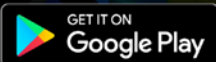
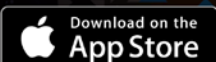
[Available at this link](#)

GLOBAL TB REPORT APP

TB DATA AT YOUR FINGERTIPS

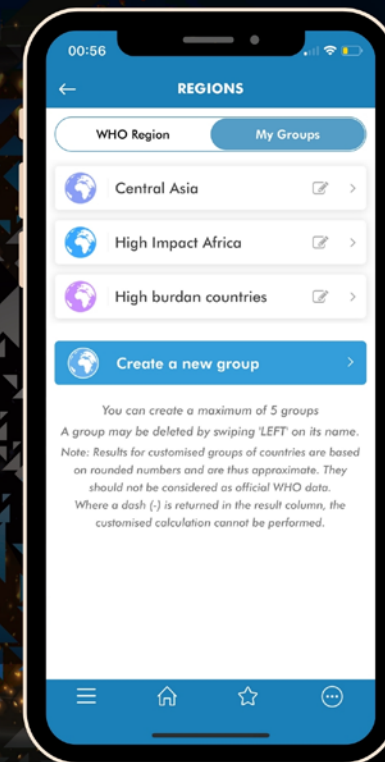
Discover current statistics and trends, compare countries and regions, and quickly find the TB data you need.

Available in English, French, Russian & Spanish



THE TB DATA YOU NEED, WHEN YOU NEED IT!

Create your own country groups to generate customised profiles and trends for key indicators.



<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>



[Get the Global TB Report App](#)

www.who.int/tb/global-report-2020

OTHER RESOURCES

<https://www.who.int/campaigns/world-tb-day/world-tb-day-2021>



VIDEO STATEMENTS (COMING SOON)

Video statements from WHO Director-General Dr Tedros Adhanom Ghebreyesus, WHO Assistant Director-General Dr Ren Minghui, the Director of WHO's Global TB Programme Dr Tereza Kasaeva and other leaders from countries, civil society and partners.

END TB DIARIES (COMING SOON)

To emphasize that TB is curable and that advances have been made in treatment and prevention- these short videos showcase the lives of those affected by TB.

SAMPLE TWEETS (COMING SOON)

Join the World TB Day conversation using the campaign hashtags: #TheClockIsTicking, #WorldTBDay and #EndTB. Sample tweets reflecting key messages will be shared soon.

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