

**WORLD TB DAY:
IT'S TIME! END TB
CAMPAIGN TOOLKIT 2020**



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INTRODUCTION

This toolkit provides resources public health professionals need to conduct awareness and media activities in the build up to [World TB day](#) on March 24th. It outlines the theme and messaging for the 2020 campaign and includes visual assets, statistics and relevant links. This toolkit equips public health professionals with tools to engage with the community at-large and medical providers to raise awareness about TB.

ABOUT WORLD TB DAY

World TB Day is recognized every year on March 24th to commemorate the date in 1882 when Dr. Robert Koch discovered the bacteria that causes tuberculosis (TB). This pivotal event led to diagnosing and finding a cure for TB.

World TB Day awareness and media activities aim to:

- ❖ Raise awareness that TB is still a serious public health threat
- ❖ Draw attention to the key issues
- ❖ Keep TB firmly in the public and political spotlight

THEME AND KEY MESSAGES

World TB Day is a global occasion on which people with TB infection and disease, health professionals, TB advocates, media, general public and government organizations unite in the fight against TB.

The [2020 World TB Day theme](#) is “**IT’S TIME**”

Key Messages:

- ❖ **IT’S TIME** to test and treat TB infection.
- ❖ **IT’S TIME** we strengthen TB education and awareness among health care providers.
- ❖ **IT’S TIME** to end stigma.
- ❖ **IT’S TIME** to speak up.
- ❖ **IT’S TIME** to end TB.

End TB Logo

The Red Arrow is a symbol for our goal: a world without TB. It represents our unwavering commitment to move forward with this mission until we reach the finish line. The symbol belongs to no single organization, person, tagline, or agenda.



LIGHT UP THE WORLD

The Light Up the World campaign asks landmarks across the world to light up in red on **World TB Day**. Landmarks across California are joining the campaign to show solidarity and bring light to this devastating disease that continues to affect our communities while honoring victims and survivors of TB. This is an opportunity to build public awareness that TB remains an epidemic in much of the world.



1 Light up the World to End TB, World TB Day 2019, Los Angeles International Airport (LAX), Los Angeles, CA

Join this campaign and share photos of these locations lit up in red to let your community know that TB is still a problem and there is work being done to eliminate it. Use **#WorldTBDay** on all social media posts.

SOCIAL MEDIA CAMPAIGN

This toolkit includes information and helpful tips for launching a social media campaign for World TB Day. The goal of the social media campaign is to inform, engage and motivate TB advocates and the community at large about the important of supporting local, state, and worldwide TB control efforts.

Pages 8-15 of this toolkit include key messages, supporting messages, and images that can be shared on social media channels. The key messages are listed on the top of the page and supporting messages will be listed underneath. Supporting messages have been formatted to meet the posting guidelines for Twitter, Facebook, and Instagram. Page 7 outlines a suggested timeline for posting social media content in the weeks leading up to World TB day.

Play your part by supporting World TB Day online:

- ❖ Share the key [World TB Day](#) messages
- ❖ Promote the [TB Free CA website](#)
- ❖ Promote the campaign on social media- like, share, and retweet!
- ❖ Promote the campaign on your website
- ❖ Share [TB resources](#) on your website or through social media

Participation is key to the success of the campaign.

TIMELINE FOR POSTING SOCIAL MEDIA CONTENT

When sharing messages on social media it is recommended to space the frequency and quantity of messages posted on social media channels. A social media channel is a website or application designed to allow people to share content quickly, efficiently, and in real-time (i.e. Twitter, Facebook, and Instagram).

It is important to select a social media channel that is appropriate for your target audience to increase online engagement. Deciding which messages to share, which social media channel to use, and how many messages to share per week will look different for every organization depending on their capacity to post content as well as the number of social media channels available.

Here is a suggested timeline for posting the sample messages in pages 8-15:

- ❖ Week 1: Share a message from **page 8-14** on one or more social media channel(s)
- ❖ Week 2: Share a message from **page 8-14** on one or more social media channel(s)
- ❖ Week 3: Share a message from **page 8-14** on one or more social media channel(s)
- ❖ Week 4: Share a message from **page 8-14** on one or more social media channel(s)
- ❖ Week 5 (week of March 24th): Share a message from **page 15** on one or more social media channel(s)

Feel free to adapt message content as necessary to meet posting guidelines for your organization. For more information, contact your organization's Communications Department or Public Information Department.

Tip: Use **#WorldTBDay** on all social media posts. Other suggested hashtags: **#ItsTime #EndTB #TBfreeCA**

If you would like to adapt the visuals in this toolkit, please [click here](#) or [here](#). Additional information and materials are [available](#).

TB Is Preventable and Curable

Twitter

TB is short for #tuberculosis. TB is preventable and curable. [Learn more about](#) how you can help #EndTB in the U.S. #WorldTBDay #TBfreeCA

Facebook

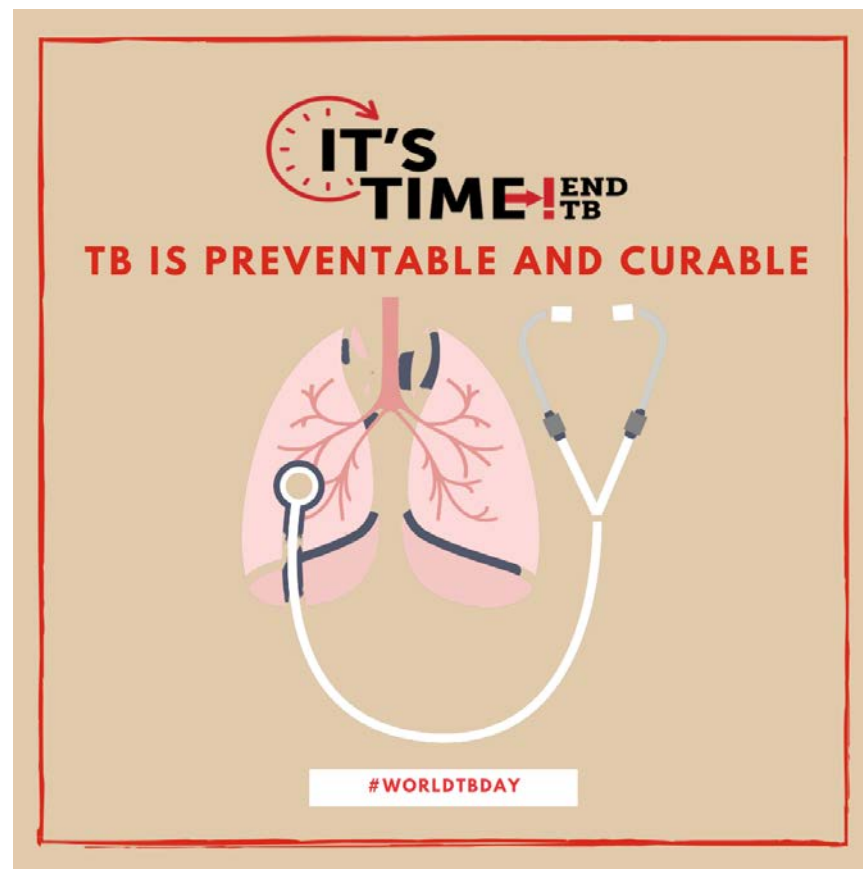
TB is short for tuberculosis. TB is a serious disease caused by bacteria that usually affects the lungs. TB spreads through the air when a person with TB coughs. If not treated properly, TB can be deadly. Learn to recognize the symptoms of TB and find out if you are at risk.

Instagram

TB bacteria can live in the body without making you sick. This is called TB infection. People with TB infection are often prescribed treatment to prevent them from developing TB disease.

Remember to use #WorldTBDay on all social media posts. Other suggested hashtags: #ItsTime #EndTB #TBfreeCA

If you would like to adapt the visuals in this toolkit, please [click here](#).



TB Facts and Figures

Twitter

At least 2 million Californians are infected with TB infection and may not be aware of it. For more information [click here](#). #WorldTBDay #EndTB #TBfreeCA

Facebook

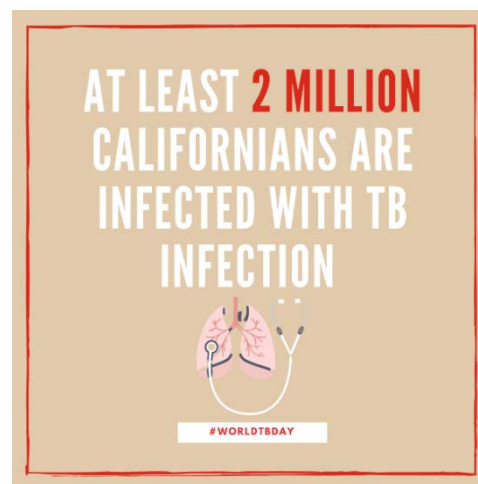
At least 2 million Californians are infected with TB infection and may not be aware of it. Most people who get TB in California are people who were born outside of the United States. When left untreated, TB infection can progress to active TB disease. Individuals with HIV, diabetes, or other conditions that cause a weakened immune system are at greater risk for developing TB disease. For more information [click here](#).

Instagram

At least 2 million Californians are infected with TB infection and may not be aware of it. When left untreated, TB infection can progress to active TB disease. For more information [click here](#).

Remember to use **#WorldTBDay** on all social media posts. Other suggested hashtags include: **#ItsTime #EndTB #TBfreeCA**

If you would like to adapt the visuals in this toolkit, please [click here](#).



IT'S TIME to test and treat TB infection

Twitter

Testing and treating #TB infection is the most effective way to prevent #tuberculosis. [Learn more about](#) how you can help #EndTB in the U.S. #WorldTBDAY #TBfreeCA

Facebook

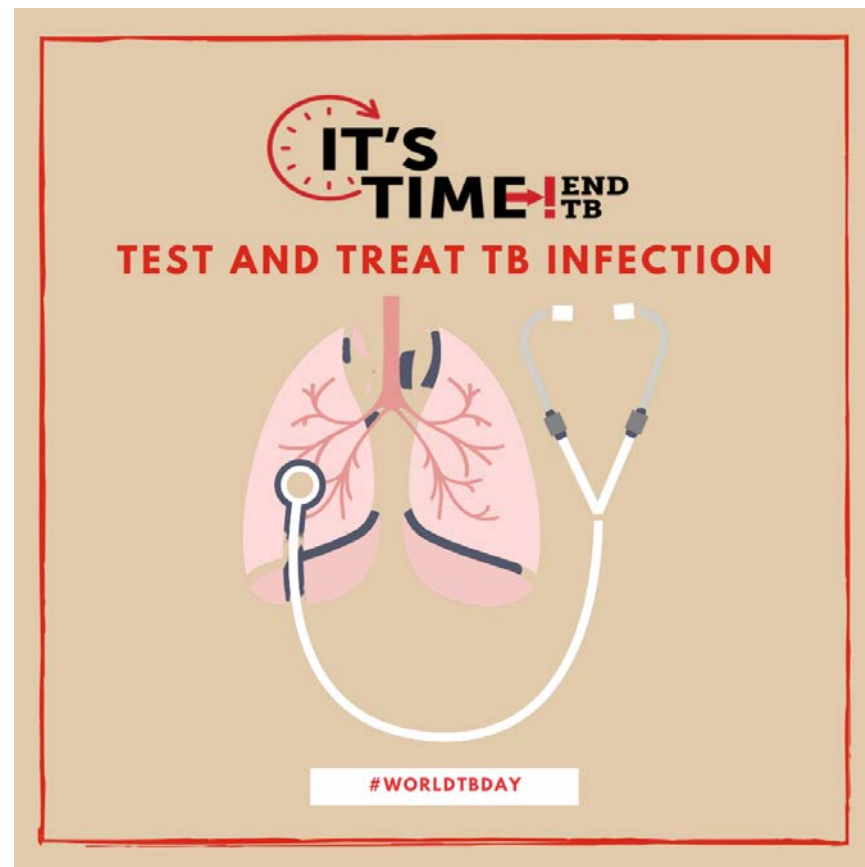
Up to 13 million people in the U.S. have TB infection and, without treatment, are at risk for developing TB disease in the future. We must continue to find and treat cases of TB infection to prevent progression to disease and make TB elimination a reality.

Instagram

Too many people in the U.S. still suffer from TB. Shorter treatment regimens can help people with TB complete treatment faster and with fewer side effects.

Remember to use [#WorldTBDAY](#) on all social media posts. Other suggested hashtags: [#ItsTime](#) [#EndTB](#) [#TBfreeCA](#)

If you would like to adapt the visuals in this toolkit, please [click here](#).



IT'S TIME we strengthen TB education and awareness among healthcare providers

Twitter

Misdiagnosis of TB disease still exists, and healthcare professionals often do not “think TB.” [Learn more about](#) how you can help #EndTB in the U.S. #WorldTBDay

Facebook

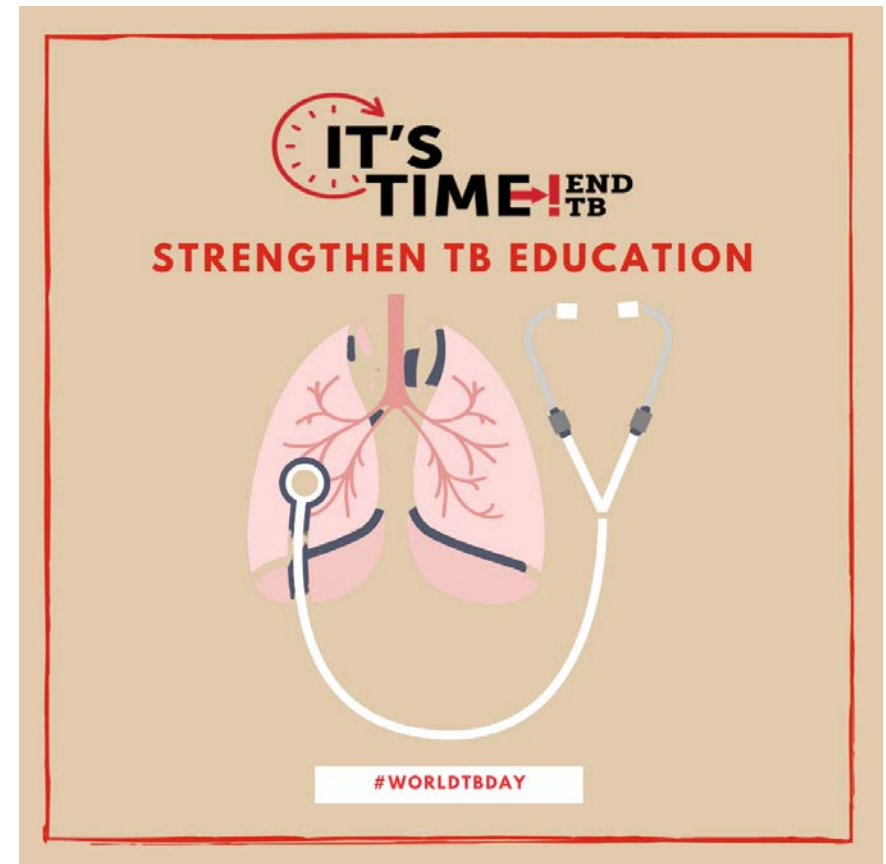
Short course regimens are preferred for treating TB infection because of convenience and higher rates of completion. For more information [click here](#).

Instagram

TB is the world's leading infectious disease killer. Over 10 million people worldwide develop TB every year and about 1/3 million people die from TB. For more information [click here](#).

Remember to use #WorldTBDay on all social media posts. Other suggested hashtags: #ItsTime #EndTB #TBfreeCA

If you would like to adapt the visuals in this toolkit, please [click here](#).



IT'S TIME to end stigma

Twitter

#Itstime to end stigma around #TB. [Learn more about](#) how you can help #EndTB in the U.S. #WorldTBDay #TBfreeCA

Facebook

TB stigma can keep people from getting tested and treated for TB. Our goal is to stop #TB stigma once and for all, but we can't do it alone. Learn how to talk about TB to avoid stigma. For more information [click here](#).

Instagram

Why does stopping TB stigma matter? When people are afraid of experiencing discrimination, they are less likely to be tested or treated for TB. Let's change the way we talk about TB. For more information [click here](#).

Remember to use **#WorldTBDay** on all social media posts. Other suggested hashtags: **#ItsTime #EndTB #TBfreeCA**

If you would like to adapt the visuals in this toolkit, please [click here](#).



IT'S TIME to speak up

Twitter

Too many people in the U.S. suffer from #tuberculosis #Itstime to #EndTB [Share your thoughts on tuberculosis](#) #WorldTBDay #TBfreeCA

Facebook

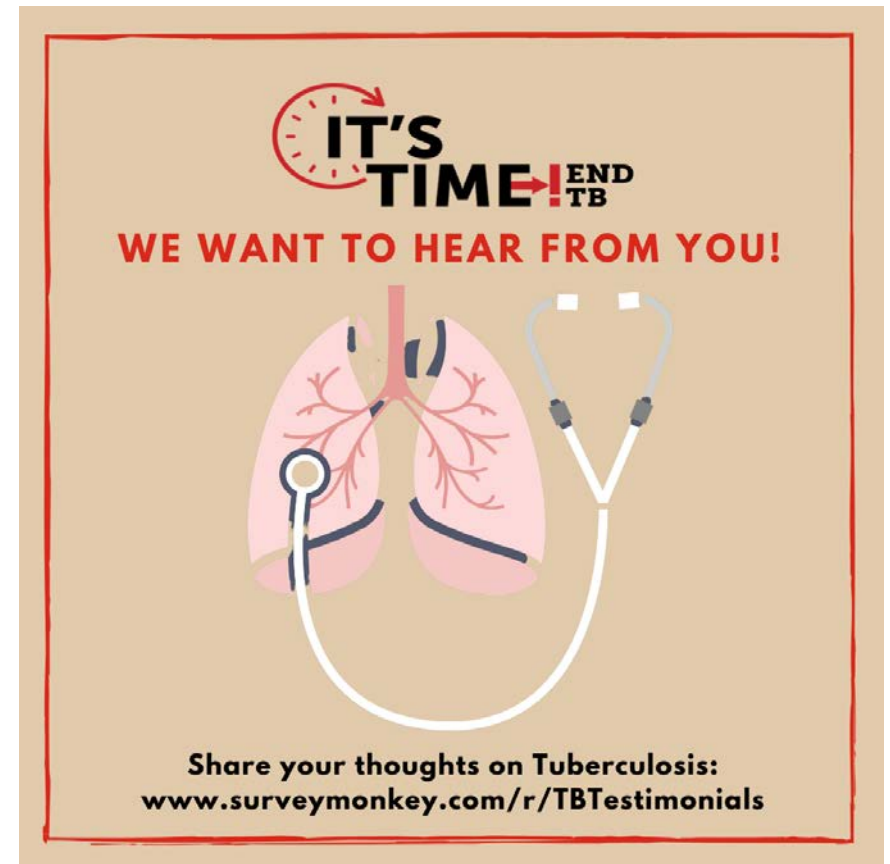
Stories from TB survivors and TB advocates can encourage others to complete treatment and raise awareness of TB in your community. We want to hear from you! [Share your thoughts](#) on tuberculosis and help us get the word out to the broader community.

Instagram

We want to hear from you! [Share your thoughts](#) on tuberculosis and help us get the word out to the broader community.

Remember to use #WorldTBDay on all social media posts. Other suggested hashtags: #ItsTime #EndTB #TBfreeCA

If you would like to adapt the visuals in this toolkit, please [click here](#).



IT'S TIME to end TB

Twitter

Typically treating someone with TB disease in the U.S. costs \$19,000 and requires at least 180 days of medication, plus x-rays, lab tests, and follow-up appointments. #EndTB #WorldTBDay #TBfreeCA

Facebook

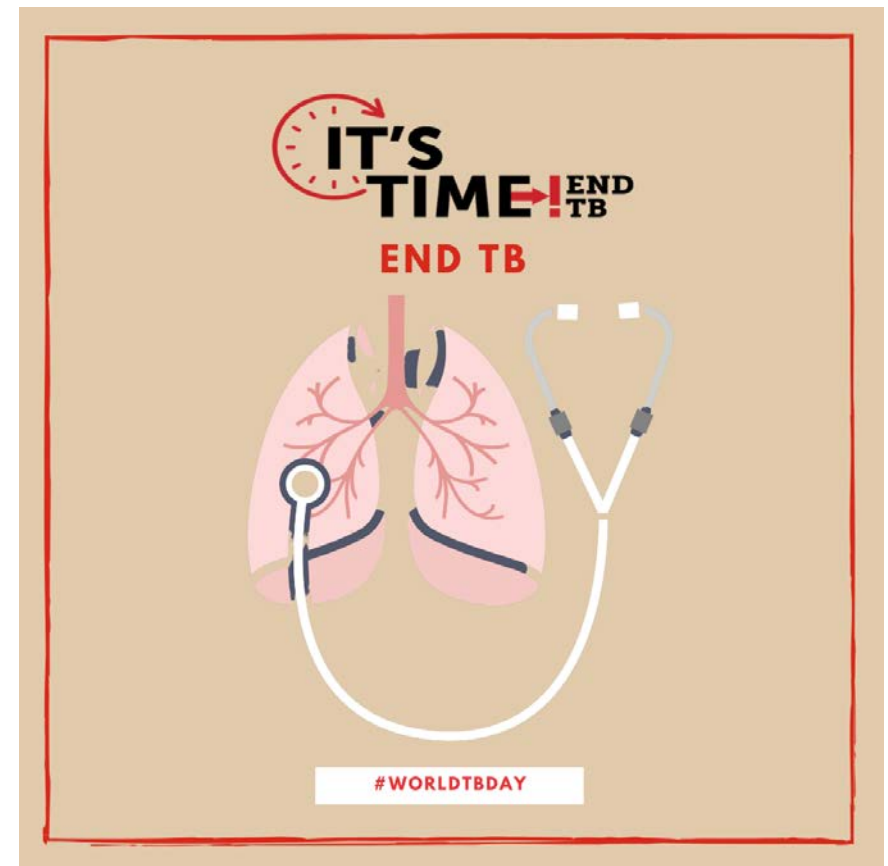
TB is preventable and curable. Yet, too many people in the United States still suffer from this disease. Learn how new tests, shorter treatment regimens, and a focus on TB infection will help end TB in the U.S. For more information [click here.](#)

Instagram

Millions of people in the U.S. have TB infection. Without treatment, they are at risk of developing TB disease. Treatment of TB infection is essential to controlling and eliminating TB in the U.S. For more information [click here.](#)

Remember to use #WorldTBDay on all social media posts. Other suggested hashtags: #ItsTime #EndTB #TBfreeCA

If you would like to adapt the visuals in this toolkit, please [click here.](#)



MARCH 24TH is World TB Day

Twitter

Today is #WorldTBDAY, marking the discovery of the bacterium that causes #tuberculosis. [Learn](#) how new tests, shorter treatment regimens, and a focus on TB infection will help #endTB in the U.S. #TBfreeCA

Facebook

[World TB Day](#) is an opportunity to renew our commitment to eliminating tuberculosis (TB) in the U.S. Clinicians, health care agencies, and community organizations, especially those serving at-risk populations, have a critical role in TB elimination. It's time to end TB!

Instagram

March 24th is [World TB Day](#). Too many people in the U.S. still suffer from tuberculosis (TB). Efforts to improve awareness, testing, and treatment of TB infection and TB disease among high-risk groups are critical to eliminate TB in the U.S.

Remember to use [#WorldTBDAY](#) on all social media posts. Other suggested hashtags: [#ItsTime](#) [#EndTB](#) [#TBfreeCA](#)

If you would like to adapt the visuals in this toolkit, please [click here](#).



LEGISLATIVE CAMPAIGN

Call to action: Contact Your CA U.S. House Representative and Urge Them to Cosponsor the Comprehensive TB Elimination Act, H.R. 3080

The Comprehensive TB Elimination Act does the following:

- ❖ Authorizes increased funding for CDC's domestic TB program to strengthen state TB control programs and support a national TB prevention initiative.
- ❖ Provides coordination between community health centers and TB programs.
- ❖ Enhances TB research and development.

How to Contact Your Representative

Use the [legislator lookup tool](#) to find out who your representative are.

Sample message

"I am a constituent (*or a physician, nurse, etc.*) from (*your town*) and I am calling to urge (*House Representative name*) to cosponsor the Comprehensive TB Elimination Act, H.R. 3080, sponsored by Reps. Engel (D-NY) and Young (R-AK). TB, an airborne infectious disease, is the leading global infectious killer. TB is a public health problem in the US, where it is reported in every state annually. CA has the highest number of TB cases in the US, including the highest number of drug resistant TB cases, which are very expensive and complicated to treat. Reps. Engel and Young have introduced the Comprehensive TB Elimination Act, H.R. 3080, to combat TB in the US. The bill authorizes increased funding to strengthen state TB programs and support prevention of future active costlier TB cases and enhance TB research and development. I urge you to cosponsor this important public health legislation. Thank you for your consideration. "

Participation is key to the success of the campaign!

ADDITIONAL RESOURCES

Community Resources

- ❖ [Adult Self-Risk Assessment](#)
- ❖ [TB Educational Videos](#)
- ❖ [What is TB infection?](#)
- ❖ [What is TB disease?](#)
- ❖ [Let's Talk TB!](#)

Provider Resources

- ❖ [Adult Self-Risk Assessment](#)
- ❖ [Adult Self-Risk Assessment](#) (for Los Angeles County use) *
- ❖ [TB Infection Treatment Information](#)
- ❖ [TB Infection Testing Information](#)
- ❖ [What is TB infection?](#)
- ❖ [What is TB disease?](#)

*The Los Angeles County TB risk assessment incorporates national and state guidance along with location recommendation that are specific to our population. Certain risk factors, such as homelessness and frequenting community-based alcohol treatment facilities known as 'Grupos', impart high risk for tuberculosis in Los Angeles County.

Coalitions and Community Engagement

❖ [we are TB](#)

A group offering comprehensive peer support for current TB patients and TB clinics. This survivor network fights to achieve change in TB diagnostics, treatment regimens, and funding to support US-based public health programs. For more information visit: <https://www.wearerb.com/>

❖ [Coalition for a TB Free California](#)

Our mission is to build bridges to eliminate TB and develop strong relationships with leaders in communities most affected by TB throughout California. For more information contact: [Judith Thigpen](#)

❖ [Coalition to End TB in Los Angeles County](#)

Our mission is to build a network of community partners engaged in TB elimination activities. For more information contact: [Claire Torres](#)

❖ [County of San Diego TB Elimination Initiative](#)

A group of leaders and community stakeholders who share the vision of TB elimination. Form committees that provide recommendations to the initiative's implementation plan, focusing on the reduction of TB incidence to 1 per million by 2040. For more information contact: [Marti Brentnall](#)

❖ [San Diego County TB Survivors Network](#)

A group of former TB patients committed to TB elimination. Members participate in gatherings including the annual World TB Day Survivors Reception every March 24th and are invited to write letters regarding their experiences for publishing in The Patient Voice, a support booklet handed out to recently diagnosed patients. For more information contact: [Yolanda Lopez](#)

ABOUT THE CALIFORNIA TUBERCULOSIS CONTROLLERS ASSOCIATION COMMUNICATIONS COMMITTEE

The California Tuberculosis Controllers Association (CTCA) Communications Committee plans and executes communication strategies to advance TB care and prevention in California. Its work supports TB programs in jurisdictions across CA by developing materials, disseminating information to raise awareness about TB, and providing a stable organizational home for the Coalition for a TB free California.

Contact us about the toolkit:

- Website: <https://ctca.org/wp-content/uploads/Light-up-the-World-in-RED.cleaned.pdf>
- E-mail: jthigpen@ctca.org
- Facebook: <https://www.facebook.com/CaliforniaTuberculosisControllersAssociation>
- Twitter: [@CTCAzeroTB](https://twitter.com/CTCAzeroTB)



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