

WORLD TB DAY: March 24

Raising awareness to prevent TB disease.

CAMPAIGN TOOLKIT

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INTRODUCTION

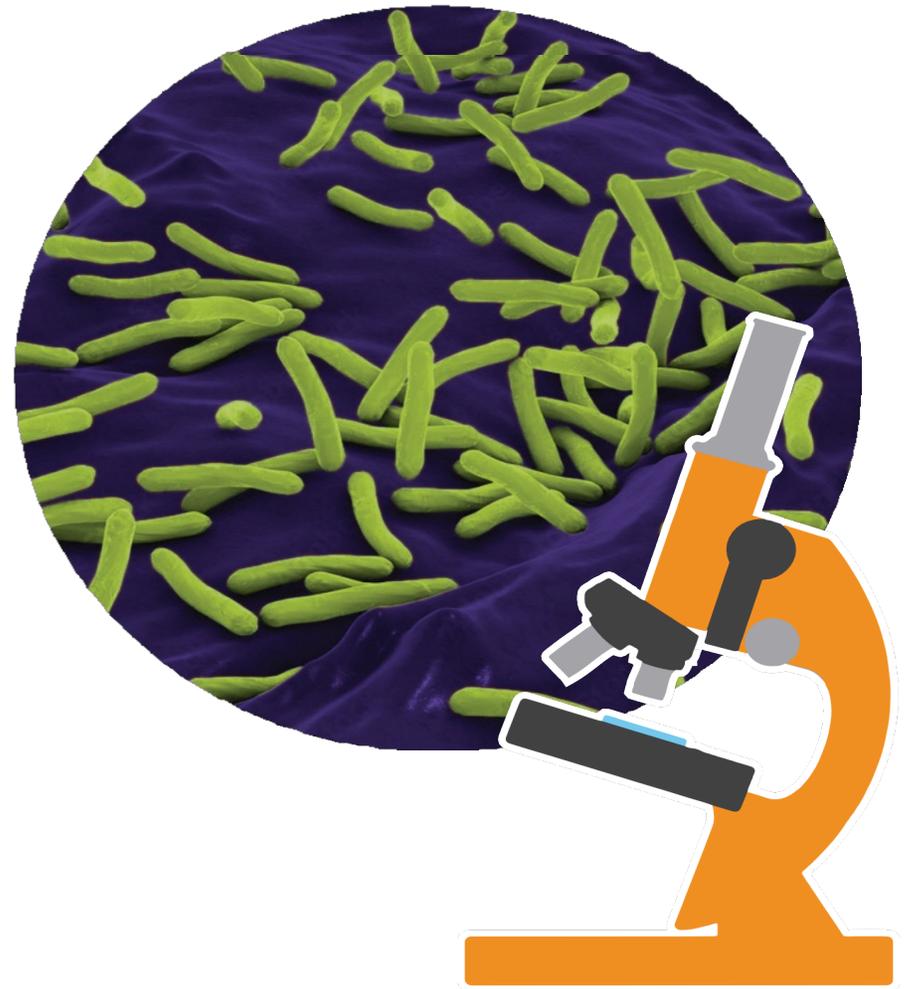
This toolkit provides resources public health professionals can use to conduct awareness and social media activities for World TB Day. It outlines strategies and messaging for the 2023 campaign and includes visual assets, statistics and relevant links.

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 TB bacteria. This pivotal event led to diagnosing and finding cures for TB.

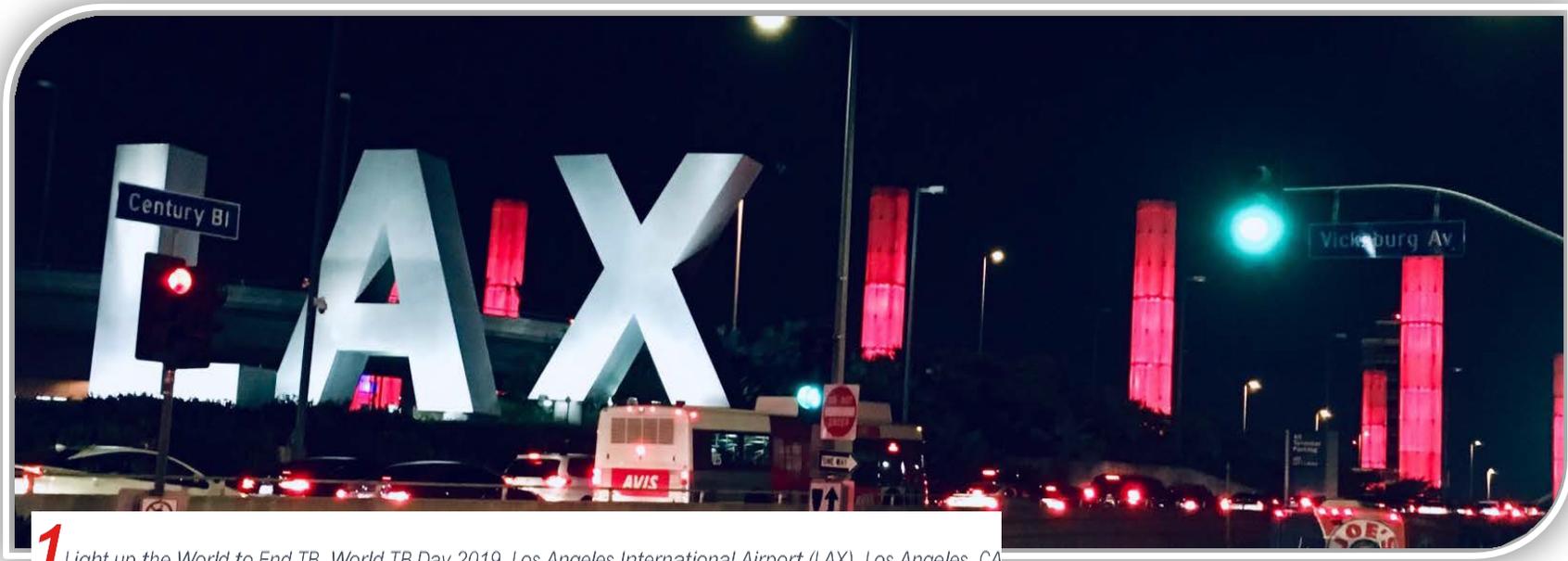
World TB Day awareness and media activities aim to:

- ❖ Raise awareness that TB is still a serious public health threat
- ❖ Draw attention to the key issues



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.

THEME AND KEY MESSAGES

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

The global [2023 World TB Day theme](https://stoptb.filecamp.com/s/o/3vV6wNjn1n9rbTn5/YsdGj6xb8MWordha) is 'Yes! We can end TB!' The Stop TB Partnership Campaign with images: <https://stoptb.filecamp.com/s/o/3vV6wNjn1n9rbTn5/YsdGj6xb8MWordha>

Our Key Messages*:

- ❖ One fourth of the world's population is infected with TB.
 - ❖ Two million Californians are infected with TB. Most don't know it. Are you at risk for TB?
 - ❖ **One out of six Californians diagnosed with TB disease die within five years.**
 - ❖ TB is preventable
 - ❖ TB is curable.
- ❖ Images with brief messages from a new patient education piece being piloted this Spring are appended.



The End TB Logo, the arrow with a horizontal line is a symbol of our goal: a world without TB. It represents our unwavering commitment to move forward until we reach the finish line. The symbol belongs to no single organization, person, tagline, or agenda. You can post this as well.



SOCIAL MEDIA CAMPAIGN

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 8-13 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.

Play your part by supporting World TB Day online:

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

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.

Each week share a message from page 8-12, or the images with messages on page 13, on one or more social media channels (s)

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

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

#TBfreeCA



Key Message:

One out of every four people on earth is infected with TB.

Twitter

Before Covid, TB was the world's leading infectious disease killer. One out of every four people on earth is infected with TB. [#WorldTBDay](#) [#ItsTime](#) [#EndTB](#) [#TBfreeCA](#)

Facebook and Instagram

Before Covid, TB was the world's leading infectious disease killer. One out of every four people on earth is infected with TB. And, 1.5 million die each year from TB. For more information [click here](#).

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



Key Message: 2 Million Californians are Infected with TB

Twitter

At least 2 million Californians are infected with TB. Most are not aware. [Do you have a risk for TB?](#) #WorldTBDay #EndTB #TBfreeCA

Facebook and Instagram

At least 2 million Californians are infected with TB infection. Most are not aware. Most people living with TB infection in California were born outside of the United States where TB is more common. When left untreated, TB infection can progress to disease at any time. Individuals with weakened immune systems are at a greater risk for getting sick from TB. [Do you have a risk for TB?](#)

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

Key Message: One out of every six Californians diagnosed with TB disease dies within five years.

Twitter

One out of every six Californians diagnosed TB disease dies within five years of their TB disease diagnosis.
#TBfreeCA #EndTB #WorldTBDay #TBfreeCA

Facebook and Instagram

Though people think of tuberculosis (TB) as a disease of the past, TB remains a threat today. One out of every four people on the planet have TB infection, inactive TB, also called sleeping TB. People can live with TB infection for decades before getting sick. Without treatment, TB infection can progress to TB disease at any time. Treatment of TB infection is essential to stop the life-threatening impact of TB disease. One out of every six Californians diagnosed with TB disease dies within five years.

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

Key Message: TB Is Preventable.

Twitter

TB is short for #tuberculosis. TB is a serious disease. TB is preventable. [Are you at risk?](#) #EndTB in the U.S. #WorldTBDay #TBfreeCA

Facebook

TB is preventable. Too many people suffer from this disease. Learn how new tests, shorter treatments, and a focus on TB infection will stop TB. For more information [click here.](#)

Instagram

TB bacteria can live in the body without making you sick for decades. This is TB infection, inactive TB or sleeping TB. People with TB infection can take medicine to prevent illness and death from TB disease. Know your risks

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





Key Message: TB Is Curable

Twitter

TB is short for #tuberculosis. TB is a serious disease. TB is preventable and curable. [Are you at risk?](#) #EndTB in the U.S. #WorldTBDay #TBfreeCA

Facebook

TB is preventable and curable. Learn who is at risk. how new tests, shorter treatments, and a focus on TB infection will stop TB. For more information [click here.](#)

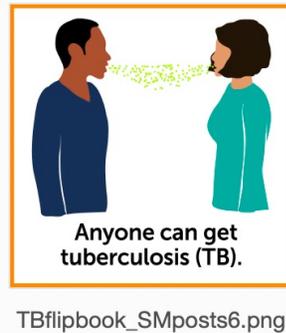
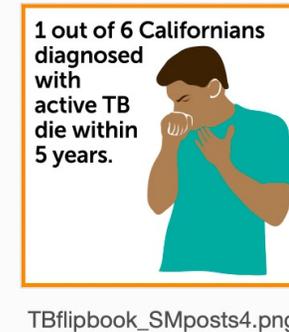
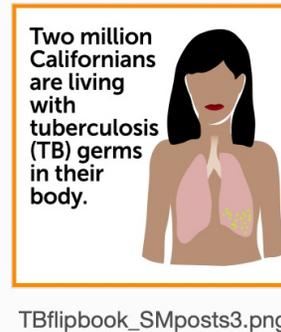
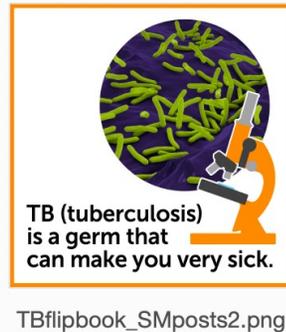
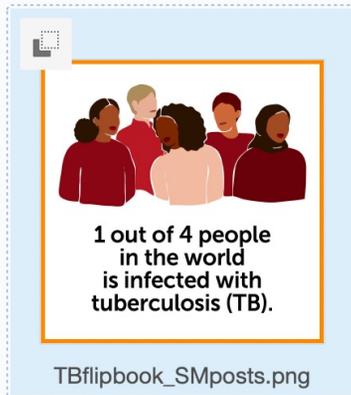
Instagram

TB bacteria can live in the body without making you sick for decades. This is TB infection, inactive TB or sleeping TB. People with TB infection can take medicine to prevent illness and death from TB disease.

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



Additional Messages with Images from Patient Education material in development



These images and messages can be found on: <https://ctca.org/world-tb-day-resources/>



ADDITIONAL RESOURCES

Community Resources

- ❖ [California TB Controllers Association Resources](#)
- ❖ [Adult Self-Risk Assessment](#)
- ❖ [TB Educational Videos](#)
- ❖ [Let's Talk TB: What is TB? What is TB Infection?](#)

Provider Resources

- ❖ [From TB Free California, a project of CDPH](#)
- ❖ [From the CDC](#)
- ❖ [Los Angeles County Resources](#)
- ❖ [California TB Controllers Association Resources](#)

[Global Resources from the World Health Organization](#)



Coalitions and Community Engagement

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 visit:

<https://ctca.org/coalition-for-a-tb-free-ca/>

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: <https://ctca.org/los-angeles-coalition/>

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:

https://www.sandiegocounty.gov/content/sdc/hhsa/programs/phs/tuberculosis_control_program/tbei.html

We are TB

A group offering comprehensive peer support for current and former TB patients. 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.wearetb.com/>

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: www.ctca.org E-mail: jthigpen@ctca.org

Facebook: <https://www.facebook.com/CaliforniaTuberculosisControllersAssociation>

Twitter: [@CTCAzeroTB](https://twitter.com/CTCAzeroTB)

