**CTCA Social Media Campaign 2020 Content**

Contact us with questions/suggestions: [jthigpen@ctca.org](mailto:jthigpen@ctca.org); [mgomez@ctca.org](mailto:mgomez@ctca.org) (Spanish content)

**Summary:**

* 5 week Campaign with a focus per week. Each day has a main message.
* Campaign starts 2/24 and ends week of 3/24 (World TB Day)
* 5 Posts per week
  + Days: 2 Monday, 1 Wednesday, 2 Friday
  + Times: 6 AM and 12 PM (pending review of analytics)
* Send to your communications department. Copy/Paste the any focused message below.

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# **Week 1: It’s Time to strengthen TB Education and awareness / Facts and Figures**

## Monday 2/24: TB is Still a Public Health Concern

* 6AM

Did you know that tuberculosis (TB) remains a public health concern in the United States today? Watch this short clip and learn the basics about TB. #EndTB #TBfreeCA #WorldTBday2020 #tuberculosis <https://www.youtube.com/watch?v=LGrjVCmRyNk&feature=youtu.be>

¿Sabías que la tuberculosis (TB) sigue siendo un problema de la salud pública en los Estados Unidos? Mira este breve clip y aprende sobre los conceptos de la tuberculosis. #AcabemoslaTB #TBfreeCA #WorldTBday2020 <https://www.youtube.com/watch?v=sgJb2vPfDp4>

* 12PM

Do you know the difference between tuberculosis (TB) infection and TB disease? Learn the differences with this graphic. #EndTB #TBfreeCA #WorldTBday2020 #tuberculosis <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Lets-Talk-TB.aspx>

¿Conoces la diferencia entre la infección de la tuberculosis (TB) y la enfermedad de la TB? Aprende sobre las diferencias con este gráfico. #EndTB #TBfreeCA # WorldTBday2020 #tuberculosis <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Lets-Talk-TB.aspx>

## Wednesday 2/26: Comorbidities

* 6AM

Did you know people with medical conditions that weaken the immune system such as diabetes have a higher risk for tuberculosis (TB)? Learn about the connection between TB and diabetes here. #EndTB #TBfreeCA #WorldTBday2020 <https://www.cdc.gov/tb/topic/basics/tb-and-diabetes.html>

¿Sabías que las personas con afecciones médicas que debilitan el sistema inmunitario, como la diabetes, tienen un mayor riesgo de tuberculosis (TB)? Aprende sobre la conexión entre la TB y la diabetes aquí. #AcabemoslaTB #TBfreeCA #WorldTBday2020

<https://www.cdc.gov/tb/topic/basics/tb-and-diabetes.html>

* 12PM

Did you know people with medical conditions that weaken the immune system such as HIV have a higher risk for developing tuberculosis(TB)? Learn about the connection between TB and HIV here. #EndTB #TBfreeCA #WorldTBday2020

¿Sabías que las personas con afecciones médicas que debilitan el sistema inmunitario como el VIH tienen un mayor riesgo de desarrollar la tuberculosis (TB)? Aprende sobre la conexión entre la TB y el VIH aquí. #AcabemoslaTB #TBfreeCA #WorldTBday2020

<https://www.cdc.gov/tb/topic/basics/tbhivcoinfection.htm>

* + **Image** with more info : <https://www.cdc.gov/tb/publications/infographic/images/takeonltbi/LatentTB_TWITTER_HIV-500px.jpg>

## Friday 2/28: Strengthen TB Education with TB Free CA of CDPH

* 6AM

Want to learn more about TB in California? TB Free CA is a California Department of Public Health (CDPH) partnership to eliminate tuberculosis. Learn more about resources for you and your patients. #EndTB #TBfreeCA #WorldTBday2020

¿Quiere aprender más sobre la tuberculosis en California? TB Free CA es una asociación del Departamento de Salud Pública de California (CDPH) que trabaja para eliminar la tuberculosis. Obtenga más información sobre los recursos multilingües al seguir el enlace. #AcabemoslaTB #TBfreeCA #WorldTBday20

<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/About-Us.aspx>

* + Link to CDPH TB Control Branch <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/About-Us.aspx>

# **Week 2: TB is Preventable and Curable/ Test & Treat TB Infection**

## Monday 3/2: TB Is Curable and Know Your Risk

* 6AM

Myth or Fact: Tuberculosis (TB) cannot be cured. This is a myth! TB is curable, in fact there are many different treatment options available. Talk with your doctor about the best treatment option for you. #ItstimetoendTB#TBfreeCA #WorldTBday2020 #tuberculosis

Mito o hecho: La tuberculosis (TB) no es curable. ¡Esto es un mito! La TB tiene cura, de hecho, hay muchasopciones de tratamiento disponibles. Pregúntale a tu doctor cual es el mejor tratamiento para ti. . #AcabemoslaTB #TBfreeCA #WorldTBday2020

<https://www.canva.com/design/DADMWymc2QU/XfgpN6ARi8CTbU2WfqxY3A/view?utm_content=DAD>

* 12PM

One key step to ending tuberculosis (TB) is knowing your risk of TB infection. Find out your risk by taking this risk assessment. #EndTB #TBfreeCA #WorldTBday2020 #tuberculosis

<https://www.cdph.ca.gov/Programs/CID/DCDC/CDPH%20Document%20Library/Latent%20TB%20Community%20and%20Providers/Are_You_at_Risk_for_TB.pdf>

Un paso clave para eliminar la tuberculosis (TB) es saber tu riesgo de contraer la infección de la TB. Descubre tu riesgo al llenar esta evaluación de riesgos. #EliminalaTB #TBfreeCA #WorldTBDay2020 #tuberculosis

<https://www.cdph.ca.gov/Programs/CID/DCDC/CDPH%20Document%20Library/Self_Risk_Assessment_Spanish.pdf>

Risk Assessment (2) <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Am-I-at-Risk.aspx>

## Wednesday 3/4: BCG Vaccine Protection Limitations and Personnel Screening

* 6am: TB Vaccine does not protect Adults

Myth or Fact: I cannot get tuberculosis (TB) because I was vaccinated as kid. This is a myth! The existing vaccine does not protect against TB in adults. #EndTB #TBfreeCA #WorldTBday2020 #tuberculosis

<https://www.cdph.ca.gov/Programs/CID/DCDC/PublishingImages/Latent%20TB%20Comm%20and%20Providers/Spanish-Poster-4-(ENGLISH).jpg>

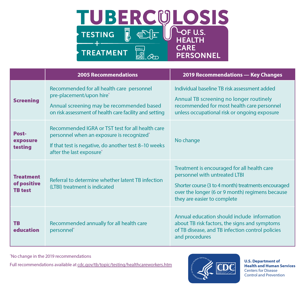
<https://www.cdph.ca.gov/Programs/CID/DCDC/PublishingImages/Latent%20TB%20Comm%20and%20Providers/Englis_Poster_4-BCG.jpg>

Mito o hecho: Yo no puedo contraer la tuberculosis (TB) porque fui vacunado/a de infante. ¡Esto es un mito! La única vacuna que existe no protege contra la TB en los adultos. #EliminalaTB #TBfreeCA #WorldTBDay2020 #tuberculosis

<https://www.cdph.ca.gov/Programs/CID/DCDC/PublishingImages/Latent%20TB%20Comm%20and%20Providers/Spanish-Poster-4-(SPANISH).jpg>

* 12PM

Together we can eliminate TB from California. Learn more about updated CDC recommendations on healthcare personnel screening. #EndTB #TBfreeCA #WorldTBday2020 #tuberculosis  
<https://www.cdc.gov/nchhstp/newsroom/2019/recommendations-for-tb-screening.html>



Juntos podemos eliminar la tuberculosis de California. Obtenga más información sobre las recomendaciones actualizadas de el Centro para el Control y la Prevención de Enfermedades (CDC) sobre la evaluación del personal de la atención médica. #EliminalaTB #TBfreeCA #WorldTBDay2020 #tuberculosis

## Friday 3/6 LTBI Testing

* 6AM

Do you know what Latent TB Infection (LTBI) is? In this CDC video, Multiple TB survivors talk about the importance of LTBI testing and treatment. A TB control professional describes his work helping patients begin and complete treatment for LTBI. #EndTB #TBfreeCA #WorldTBday2020

<https://www.youtube.com/watch?v=yQWICQQBtss>

* 12PM

Together we can eliminate TB from California. Learn more about 3HP and how short course regimens can be used to treat TB infection. #EndTB #TBfreeCA #WorldTBday2020 <https://www.cdc.gov/nchhstp/newsroom/images/2018/tb/12-Dose-Regimen-3HP_highres.jpg>

* + Alternate: Types of Treatment Regimen for TB <https://www.cdc.gov/tb/publications/ltbi/treatment.htm>

Juntos podemos eliminar la tuberculosis (TB) en California. Aprende mas sobre el tratamiento 3HP y como los regímenes de curso corto pueden ayudar a eliminar la infección de la TB. #EliminalaTB #TBfreeCA #WorldTBDay2020 #tuberculosis

* + *Link to Centers for Disease Control and Prevention (CDC) News release for Updated Recommendations for Treatment of Latent TB Infection: 3HP for Latent TB infection Treatment:* <https://www.cdc.gov/nchhstp/newsroom/2018/treatment-of-latent-TB-infection.html>
  + *Link to CDC graphic for “12-dose regimen (3HP) for Latent Tuberculosis Treatment”:* <https://www.cdc.gov/nchhstp/newsroom/images/2018/tb/12-Dose-Regimen-3HP_highres.jpg>

# **Week 3: TB Education Multilingual**

## Monday 3/9: (Multilingual) What is TB?

* 6AM

Did you know that tuberculosis(TB) remains a public health concern in the United States today? Watch this short clip and learn the basics about TB. #EndTB #TBfreeCA #WorldTBday2020

Vietnamese: <https://www.youtube.com/watch?v=sN_MZSp3vrQ>

Tagalog: <https://www.youtube.com/watch?v=Kksnlzir9vE>

NAVAJO: <https://www.youtube.com/watch?v=E_4XiONzJ8U>

Chinese Prevention: <https://www.youtube.com/watch?v=74D497wrRYg>

Madagascar: <https://www.youtube.com/watch?v=BgliYtp8dYc&feature=emb_logo>

## Wednesday 3/11: (Vietnamese and Tibetian) Patient Stories

* 6AM

(Vietnamese) Read and hear about Mr. Nghia Tran’s tuberculosis (TB) story from San Diego #EndTB #TBfreeCA #WorldTBday2020 <http://tntmediasandiego.com/tam-tinh-voi-nu-bac-si-phuong-tran-va-trong-nghia-ngay-18-8-19-ve-benh-lao>

* 12PM

Learn firsthand what it was like to survive TB from Tenzin from Tibet. He shares his story on We Are TB Blog. #EndTB #TBfreeCA #WorldTBday2020

* + <https://www.wearetb.com/resume?pgid=jht79207-2b53d73c-bc0c-11e8-a9ff-063f49e9a7e4>

## Friday 3/13: (Spanish) MDR and Binational Work

* 6AM

¿Sabías que la TB resistente a múltiples fármacos (TB MDR) es un tipo de TB que además de ser muy costoso, es dificil de combatir? Aprende sobre el peligro de TB MDR: <https://www.youtube.com/watch?v=OQYcACxdIBk>

#EliminalaTB #TBfreeCA #WorldTBDay2020 #tuberculosis

* 12PM

¡Juntos podemos eliminar a la TB! Aprende sobre los logros de la prevención binacional de la TB entre California (USA) y Baja California (México). #EliminalaTB #TBfreeCA #WorldTBDay2020 #tuberculosis <https://www.youtube.com/watch?v=6YNGzl_ru2o>

# **Week 4: It’s Time to End Stigma/Time to speak up/ Time to End TB**

## Monday 3/16: We are TB and TB Stigma

* 6AM

We want to highlight We are TB, a subset of the National TB Controllers Association (NTCA) that offers comprehensive peer support for current TB patients and TB clinics. Read personal experiences that demonstrate TB is more than just a disease. #EndTB #TBfreeCA #WorldTBday2020

Queremos resaltar We are TB, un subconjunto de la Asociación Nacional de Controladores de TB (NTCA) que ofrece apoyo integral para pacientes con la TB y sus centros de salud. Lea las experiencias personales que demuestran que la TB es más que una simple enfermedad. #EliminalaTB #TBfreeCA #WorldTBDay2020 #tuberculosis

<https://www.wearetb.com/blog>

* + <https://www.wearetb.com/copy-of-patient-support>
* 12PM

Stigma and myths that surround TB are a barrier to #EndTB. See what Russian Tuberculosis survivors are doing to fight stigma. #EndTB #TBfreeCA #WorldTBday2020

El estigma y los mitos que rodean la barrera son una barrera para poder #EliminalaTB. Vea lo que están haciendo los sobrevivientes rusos de la tuberculosis para combatir el estigma. #TBfreeCA #WorldTBDay2020

\*english video <https://www.youtube.com/watch?v=7x9CCjvRF8g>

## Wednesday 3/18: WTBD Speak Up

* 6AM

Read about a tuberculosis (TB) and HIV survivor story from San Francisco #EndTB #TBfreeCA #WorldTBday2020 #tuberculosis

Lee sobre la historia de una sobreviviente de la tuberculosis (TB) y el VIH en San Francisco. #EliminalaTB #TBfreeCA #WorldTBDay2020 #tuberculosis

\*english <https://www.youtube.com/watch?v=0ICdYTVLG9E&feature=youtu.be>

blog: <https://www.wearetb.com/single-post/2018/08/03/Life-Changing-Struggle>

* 12PM

Did you know TB does not only affect the lungs? TB can affect any part of your body. Hear Kristi share when she learned her eye pain was TB uveitis #EndTB #TBfreeCA #WorldTBday2020

¿Sabía que la TB no solo afecta a los pulmones? La tuberculosis puede afectar cualquier parte de su cuerpo. Escuche a Kristi compartir cuando se enteró de que su dolor ocular era TB uveítis #EliminalaTB #TBfreeCA # WorldTBday2020

* + \*english <https://www.youtube.com/watch?v=izd1VZiJLMM>
* 6PM

Do you know why it is important to be tested and treated for LTBI? Kristen is a successfully treated tuberculosis (TB) survivor who tells her story about having TB. Her husband, Zack explains why it was important to treat his Latent TB Infection. #EndTB #TBfreeCA #WorldTBday2020

¿Sabías por qué es importante hacerte la prueba y el tratamiento para LTBI? Kristen es una sobreviviente de la infección latente de tuberculosis (LTBI) cuenta su historia sobre la tuberculosis. Su esposo, Zack, explica por qué era importante tratar su LTBI .

* + \*english <https://www.youtube.com/watch?v=DiXKVxvU7FQ>

## Friday 3/20: WTBD Reminder

* 6AM

Next week is World TB Day! March 24th is a day when we speak up and strengthen education to finally #endTB! #TBfreeCA #WorldTBday2020

¡La próxima semana es el Día Mundial de la TB! ¡El 24 de marzo es un día en que hablamos y fortalecemos la educación para finalmente #elimilarlaTB!

* + \*english <https://www.youtube.com/watch?v=QsCs_JELwts>
* 12PM

La próxima semana, muchos condados de California tendrán eventos para conmemorar WTBD. Encuentra un evento cerca de ti: <https://ctca.org/world-tb-day-resources/>

#EliminalaTB #TBfreeCA # WorldTBday2020

Next week many CA counties will have events to commemorate WTBD. Find an event near you: <https://ctca.org/world-tb-day-resources/> #EndTB #TBfreeCA #WorldTBday2020

# **Week 5: California Event Information (Content TBD)**

## Tuesday 3/24: WTBD!

## Wednesday 3/25: Recap on “Light up the World” and CA WTBD Events

## Friday 3/27: Recap on CA WTBD Events. Promote CTCA May Conference

**California Events:**

* Email Judith Thigpen at [jthigpen@ctca.org](mailto:jthigpen@ctca.org) to promote your event on our WTBD resources page:

<https://ctca.org/world-tb-day-resources/>

* From Judith: *Santa Clara County is having an event on 3/23. L.A. County is having a 3/24 event. I have a not final flyer on this one, but you can take information off of it. Curry at UCSF are having an 3/24 event. Please do promote the conference. I am not sure when SF is having their event, but they are having one. Mick can tell us about that. Breathe GG is maybe joining SCC.*
* Curry Center: World TB Day Symposium

CITC will co-host the World TB Day Symposium with the UCSF Center for Tuberculosis in San Francisco. The event will honor CITC’s 25th anniversary and feature keynote talks and panel discussions by international leaders in TB research, policy, and clinical and programmatic practice. Dr. Payam Nahid, Director of the UCSF Center for Tuberculosis, and Dr. Lisa Chen, CITC’s Principal Investigator, will co-moderate the symposium. The day-long meeting at the UCSF Mission Bay campus is one segment of a 24-hour baton-passing global event to be live-streamed from Australia, Vietnam, and London. SF TB Control will be honored during the event and has arranged for SF City Hall to be lit up. #24HourWorldTBDay

Date of Event: Sunday, March 24, 2020

Time of Event: 8:30AM-5:00PM Pacific Time

Location of Event: UCSF Mission Bay Campus, Oberndorf Auditorium, Mission Bay Hospital

1855 4th Street, San Francisco CA 94158

Organization: Curry International Tuberculosis Center + UCSF Center for Tuberculosis

Organization Address: Curry International Tuberculosis Center, University of California, San Francisco

2001 Center Street, Suite 700, Berkeley, CA 94704

Contact Person: Kelly Musoke

Appendix: TB Graphics

A close up of a logo

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