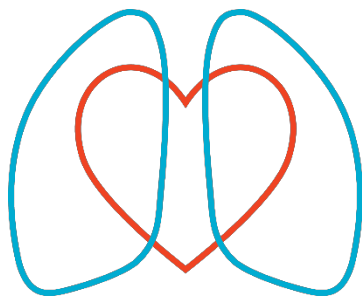


CTCA COMMUNICATIONS COMMITTEE

World Tuberculosis (TB) Day (3/24)
Social Media Kit



TB free
CALIFORNIA

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INTRODUCTION

SUMMARY: World Tuberculosis (TB) Day is an opportunity to build public awareness that tuberculosis remains an epidemic in much of the world. World TB Day (WTBD) allows public health professionals to engage with the community at-large and medical providers by providing tools and resources needed to continue the fight against TB.

PROJECT DESCRIPTION: This kit includes a social media message timeline intended for use by local health departments, community partners, and other organizations that share the mission to end tuberculosis. The timeline is set for an 8-week campaign with each week featuring one key message. It is recommended for users to encourage partner agencies to share content on their own social media accounts to increase overall active engagement with posts. The posts are formatted for use on Facebook, Instagram, and Twitter*.

SPECIAL CONSIDERATIONS:

Target Audiences

- After reviewing the 2018 World TB Day social media kit, the following target audiences were identified:
 - General population
 - Providers: civil surgeons, TB clinic providers
 - High-risk populations: Non-U.S.-born, homeless, people living with HIV, other high-risk groups

Hashtags and Partner Accounts

- Hashtags are a way to categorize content on social media. It is important to have consistency when using hashtags. Another key feature of using consistent and content specific hashtags is for tracking post engagement and help with evaluating the social media campaign. The posting content on this kit include 4 suggested hashtags: #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- Along with using hashtags to track content on social media, tagging partner accounts can also increase the reach of posted content and help drive engagement with other social media users. Here are some partner accounts to tag when posting content:
 - **Curry Center:**
 - @CITC.UCSF Facebook page: <https://www.facebook.com/CITC.UCSF/>
 - **CDC TB Branch:**
 - @CDCTB Facebook page: <https://www.facebook.com/CDCTB/>
 - **Breathe CA:**
 - @BreatheCaliforniaGG Facebook page: <https://www.facebook.com/BreatheCaliforniaGG/>
 - **We are TB Group:**
 - <https://www.facebook.com/groups/WeAreTB/>
 - **Stop TB Partnership:**
 - @StopTBPPartnership Facebook page: <https://www.facebook.com/StopTBPPartnership/>
 - **Local health departments:** Some local health departments have their own social media handles. Tag your local health department at the end of each post. For example:
 - **San Francisco** @sfpublichealth <https://www.facebook.com/sfpublichealth/>
 - **Los Angeles** @lapublichealth <https://www.facebook.com/lapublichealth/>
 - **Orange County** @ochealthinfo www.facebook.com/ochealthinfo

CONTENT BREAKDOWN

Each post will have 4 key components:

Week Number: Key Message Theme

- Target Audience:
 - Content for post (English). #tags @tags
 - Content for post (Spanish). #tags @tags
 - Link to supplemental content:
 - Snapshots of supplemental content:

Component A: This includes the week number and the key message theme.

Component B: This includes the intended target audience for the post in English. The Spanish translation of the content.

Component C: This includes the content for the post, suggested hashtags, and any partner tags.

Component D: This includes any links or snapshots of supplemental content that can be used to enhance a post.

ADDITIONAL RESOURCES FOR WORLD TB DAY:

To learn more about World TB Day and any related events happening across the world, visit:

http://www.stoptb.org/events/world_tb_day/

SOCIAL MEDIAL KIT CONTACT INFORMATION:

California Tuberculosis Controllers Association

Website: www.ctca.org

E-mail: jthigpen@ctca.org

Facebook: www.facebook.com/CaliforniaTuberculosisControllersAssociation

Twitter: @CTCAzeroTB

Timeline for an 8-week Social Media Campaign

WEEK 1: TB INFECTION

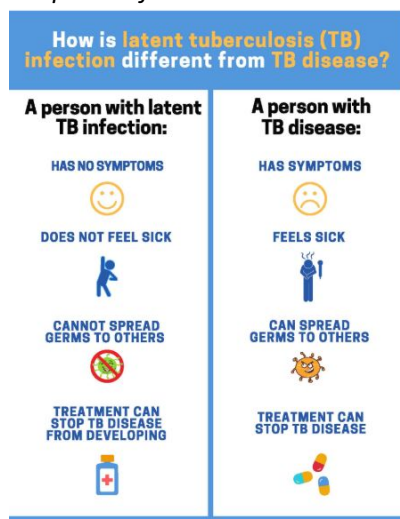
Notes: This section includes YouTube videos that describe the week's topic. Remember to embed the video onto the post before sharing on social media platforms. To do this, click on the "Share" button at the bottom of the video. A window will pop-up with different sharing options. Select the preferred platform. Then copy and paste the link onto the post. This will make the video to auto-play when shared on Facebook and Instagram.

1. General Population:

- 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. #ItstimetoendTB #TBfreeCA #WorldTbday2019 #tuberculosis
- ¿Sabías que la tuberculosis (TB) sigue siendo una preocupación de la salud pública en los Estados Unidos? Ve este video corto para aprender cosas básicas sobre la TB. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis
 - Link to YouTube video in English: <https://youtu.be/LGrjVCmRyNk>
 - Link to YouTube video in Spanish: <https://www.youtube.com/watch?v=IKEJgMorP9w>
 - Link to YouTube video in Tagalog: <https://www.youtube.com/watch?v=Kksnlzir9vES>

2. Special Populations:

- Do you know the difference between tuberculosis (TB) infection and TB disease? Learn the differences with this graphic. #ItstimetoendTB #TBfreeCA #WorldTbday2019 #tuberculosis
- ¿Sabes la diferencia entre la infección de la tuberculosis (TB) latente y la enfermedad de la TB? Ve este videoclip corto para aprender esta diferencia y lo que puedes hacer para ponerle un alto a la TB. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis
 - Link to "Let's Talk TB!" webpage featured on California Department of Public Health Tuberculosis Control Branch: <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Lets-Talk-TB.aspx>
 - Snapshot of "Not sure about the difference between latent TB infection and TB disease?" graphic:



3. Providers*:

- Learn how to talk to your patients about their treatment options for TB infection. #ItstimetoendTB #TBfreeCA #WorldTbday2019 #tuberculosis
- Aprende como hablarles a tus pacientes sobre las opciones de tratamiento para la infección de la TB. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis

- *Link to “Choice of Treatment Regimen for TB infection” document:*
http://publichealth.lacounty.gov/tb/docs/Selecting-TreatmentRegimen_4-25.pdf

**Document used is specific to Los Angeles County. Toolkit users can include their own version of the document that applies to their jurisdiction, community, and/or target population.*

WEEK 2: TB DISEASE

4. General Population:

- One key step to ending tuberculosis (TB) is knowing your risk of TB infection. Find out your risk by taking this risk assessment. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- 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. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to California Department of Public Health tuberculosis risk assessment:*
<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Am-I-at-Risk.aspx>
 - *Snapshot of California Department of Public Health tuberculosis risk assessment:*

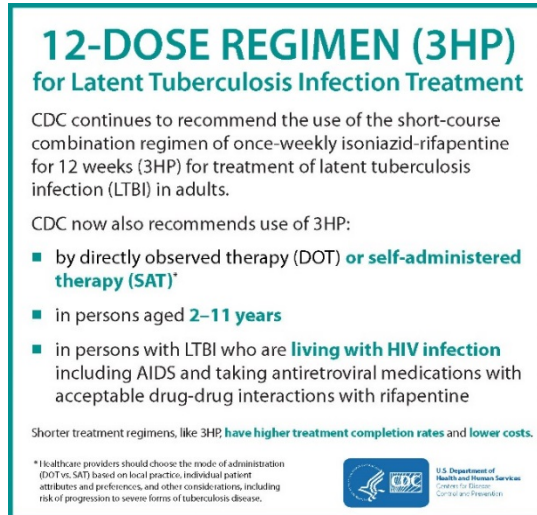
5. Special Populations:

- Did you know tuberculosis (TB) is curable? Learn how TB can affect your health and the simple steps you can take to protect your family. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- ¿Sabías que la tuberculosis (TB) tiene cura? Aprende como la TB puede afectar tu salud y los pasos simples que puedes tomar para proteger a tu familia. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to California Department of Public Health Tuberculosis Control Branch Resources for the Community page:*
https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/TB_Community_Resources.aspx

6. Providers:

- Together we can eliminate TB from California. Learn more about 3HP and how short course regimens can be used to treat TB infection. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- Juntos podemos eliminar la tuberculosis (TB) en California. Aprende más sobre el tratamiento 3HP y como se pueden usar los regímenes de curso corto para tratar la infección de TB. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #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
- *Snapshot of CDC graphic for “12-dose regimen (3HP) for Latent Tuberculosis Treatment”:*



WEEK 3: TB ADVOCACY/CO-MORBIDITES

7. General Population:

- Follow @tbfreecalifornia on Instagram to read more about California efforts to eliminate tuberculosis (TB) #ItstimetoeendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- Sigue a @tbfreecalifornia en Instagram para leer más sobre los esfuerzos para eliminar la tuberculosis (TB). #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis

8. General/Special Populations (co-morbidities)

- 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. #ItstimetoeendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- ¿Sabías que las personas con condiciones médicas que debilitan su sistema inmunológico, como el VIH, tienen un riesgo más alto para la tuberculosis (TB)? Aprende sobre la conexión entre la TB y el VIH aquí. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to Centers for Disease Control and Prevention (CDC) pamphlet “Tuberculosis: The connection between TB and HIV”:* <https://www.cdc.gov/tb/publications/pamphlets/tb-hiveng.pdf>

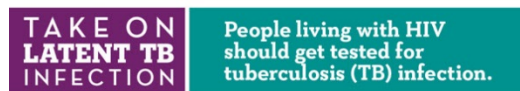
- Snapshot of CDC pamphlet “Tuberculosis: The connection between TB and HIV” front page:



TUBERCULOSIS: THE CONNECTION BETWEEN TB AND HIV

- Link to CDC infographic “Take on Latent TB infection: People living with HIV should get tested for tuberculosis (TB) infection”:

https://www.cdc.gov/tb/publications/infographic/images/takeonltbi/LatentTB_TWITTER_HIV-500px.jpg



Without treatment, the risk of developing TB disease once infected is 100 times higher for people infected with HIV.

www.cdc.gov/tb



- 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.
#ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- ¿Sabías que las personas con condiciones médicas que debilitan su sistema inmunológico, como la diabetes, tienen un riesgo más alto para la tuberculosis (TB)? Aprende sobre la conexión entre la TB y la diabetes aquí.
#EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - Link to World Health Organization (WHO) factsheet “Tuberculosis and diabetes”:
https://www.who.int/tb/publications/diabetes_tb.pdf
 - Link to CDC infographic “Take on Latent TB infection: People with diabetes should get tested for tuberculosis (TB) infection”:
https://www.cdc.gov/tb/publications/infographic/images/takeonltbi/LatentTB_TWITTER_DIABETIC-500px.jpg

• **Providers:**

- 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. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- ¿Quieres aprender más sobre la TB en California? TB Free CA es una asociación del departamento de salud pública de California para eliminar la tuberculosis. Aprende más sobre los recursos para ti y tus pacientes. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to TB free CA website:* <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/About-Us.aspx>
- The Curry Center is one of [4 TB Centers of Excellence](#) in the United States offering training opportunities and resources to TB providers. Check out their training offerings to expand your TB knowledge. #ItstimetoendTB #TBfreeCa #WorldTBday2019 #tuberculosis
- El Centro Curry Internacional de la Tuberculosis (TB) es uno de 4 Centros de la Excelencia dedicados a la TB en los Estados Unidos que ofrecen entrenamientos y recursos para proveedores de la TB. Lee sobre sus entrenamientos para crecer tu entendimiento de la TB. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to Curry Center trainings section:* <http://www.currytbcenter.ucsf.edu/trainings>

WEEK 4: TB IN MEDIA

9. **General Population:**

- Did you know: Hayao Miyazaki’s “The Wind Rises” was the highest grossing animated film in Japan in 2013? It also showed what life with tuberculosis (TB) was like before treatment was available. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- ¿Sabías que la película de Hayao Miyazaki <<Se levanta el viento>> fue la película animada de mayor recaudación el 2013 en Japón? También enseñó como era la vida con la tuberculosis (TB) antes de que existieran los tratamientos. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to “The Wind Rises” movie review:* <http://film-book.com/the-wind-rises-kaze-tachinu-2013-us-movie-trailer-miyazakis-final-film/>

- Snapshot of “The Wind Rises” movie poster:



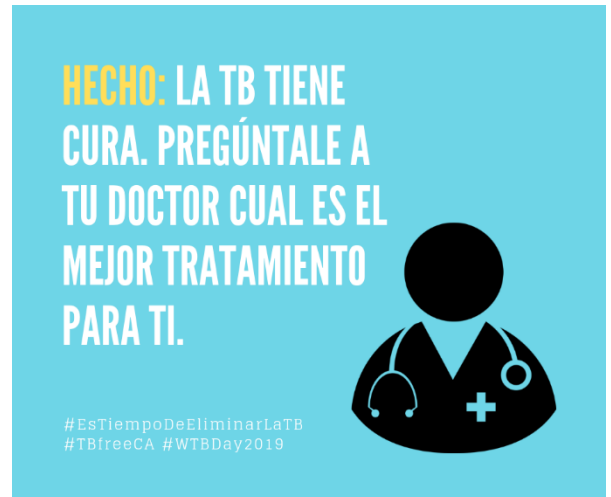
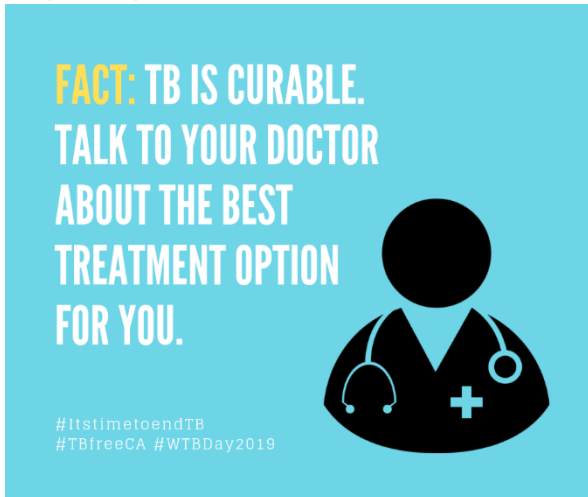
- **Special Populations:**
 - Treating tuberculosis (TB) can be difficult. Visit the “We are TB” blog to read about the challenges TB survivors faced during their journey. #ItstimetoendTB #TBfreeCA #WorldTbDay2019 #tuberculosis
 - Tratar la tuberculosis (TB) puede ser difícil. Visita el blog “We are TB” para leer sobre los desafíos enfrentados durante la jornada de los sobrevivientes de la TB. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis
 - Link to “we are TB survivor blog”: <https://www.wearerb.com/blog>

WEEK 5: TB FACTS AND MYTHS

Notes: This section includes a Myth of Fact style of posting. The idea is to post the text (Component C) and attach the corresponding image (Component D). For further guidance refer to “Post Breakdown” section on page 4.

- **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 #WorldTbDay2019 #tuberculosis
- **Mito o hecho:** La tuberculosis (TB) no es curable. ¡Esto es un **mito!** La TB tiene cura, de hecho, hay muchas opciones de tratamiento disponibles. Pregúntale a tu doctor cual es el mejor tratamiento para ti. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis

- Snapshot of “TB Fact 1”:

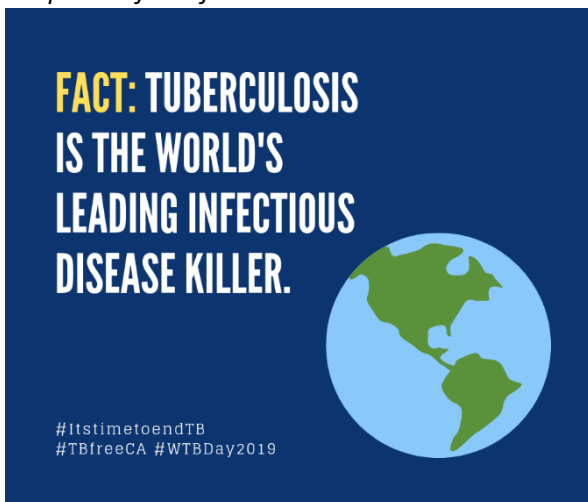


- Link to “TB fact 1” image:

https://www.canva.com/design/DADMWymc2QU/XfgpN6ARi8CTbU2WfqxY3A/view?utm_content=DADMWymc2QU&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

- **Myth of Fact:** Tuberculosis (TB) is a problem of the past. This is a **myth!** TB is the world’s leading infectious disease killer. Over 10 million people will develop TB every year and about 1.3 million people die from TB. #ItstimeoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- **Mito o hecho:** La tuberculosis (TB) es un problema del pasado. ¡Esto es un **mito!** La TB es la principal causa de muerte por enfermedades infecciosas en el mundo. Más de 10 millones de personas desarrollan la TB anualmente y como 1.3 millones de personas mueren a causa de la TB. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis

- Snapshot of “TB fact 2”:

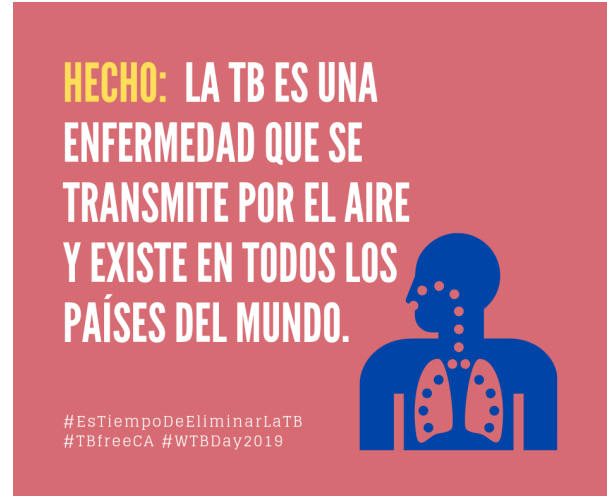


- Link to “TB fact 2” image:

https://www.canva.com/design/DADMWymc2QU/XfgpN6ARi8CTbU2WfqxY3A/view?utm_content=DADMWymc2QU&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

- **Myth of Fact:** Tuberculosis (TB) does not exist in my country. This is a **myth!** TB is an airborne disease that exists in every country. Everyone is vulnerable. #ItstimetoendTB #TBfreeCA #WorldTbDay2019 #tuberculosis
- **Mito o hecho:** La tuberculosis (TB) no existe en mi país. ¡Esto es un **mito!** La TB es una enfermedad que se transmite por el aire y existe en todos los países del mundo. Todos son vulnerables. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis

- Snapshot of “TB fact 3”:

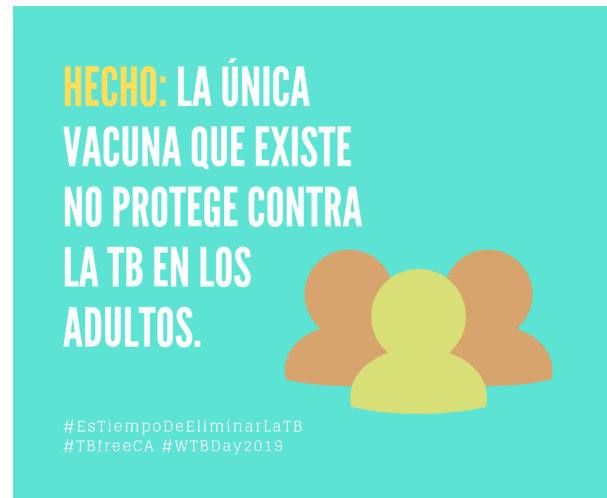
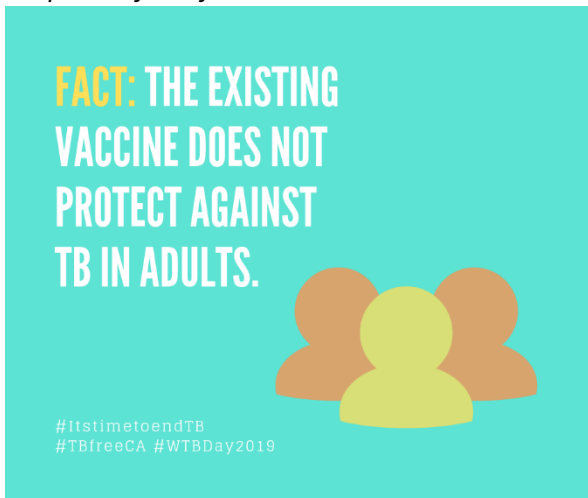


- Link to “TB fact 3” image:

https://www.canva.com/design/DADMWymc2QU/XfgpN6ARI8CTbU2WfqxY3A/view?utm_content=DADMWymc2QU&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

- **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. #ItstimetoendTB #TBfreeCA #WorldTbDay2019 #tuberculosis
- **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. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis

- Snapshot of “TB fact 4”:



- Link to “TB fact 4” image:

https://www.canva.com/design/DADMWymc2QU/XfgpN6ARI8CTbU2WfqxY3A/view?utm_content=DADMWymc2QU&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

- **General Population:**

- Do you know how many people have tuberculosis (TB) in your county? Find your county on the map to find out #ItstimetoendTB #TBfreeCA #WorldTbDay2019 #tuberculosis <https://ctca.org/world-tb-day-resources/>
- ¿Sabes cuanta gente tiene tuberculosis (TB) en tu condado? Encuentra tu condado en este mapa al hacerle un clic al enlace. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis
 - *Link to California Tuberculosis Controllers Association (CTCA) TB case heat map by county:* <https://ctca.org/world-tb-day-resources/>
- Do you know your tuberculosis (TB) risk? Check out this Self-Assessment sheet and find out your risk #ItstimetoendTB #TBfreeCA #WorldTbDay2019 #tuberculosis
- ¿Sabes tú riesgo de la tuberculosis (TB)? Llena este formulario de autoevaluación y aprende sobre tu riesgo. #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis
 - *Link to California Tuberculosis Controllers Association (CTCA) self-assessment sheet:* <http://ctca2015.iescentral.com/filelibrary/TB%20SelfAssessment%20Sheet%203.8.18.pdf?platform=hootsuite>
 - *Snapshot of TB Free California infographic on the prevalence of tuberculosis in California:*



10. Providers:

- Review population-based risk assessments designed to identify those that have higher risk for tuberculosis (TB) infection from the California Department of Public Health. #ItstimetoendTB #TBfreeCA #WorldTbDay2019 #tuberculosis
- Revisa las evaluaciones de riesgos a la población, diseñados por el Departamento de Salud Pública de California para identificar aquellos que tienen riesgo más alto de contraer la infección de la tuberculosis (TB). #EstiempodeeliminarlaTB #TBfreeCA #WorldTbDay2019 #tuberculosis
 - *Link to California Department of Public Health (CDPH) Tuberculosis Control Branch TB Risk Assessment page:* <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/TB-Risk-Assessment.aspx?platform=hootsuite>

Week 7: TB Survivors

11. General Population:

- Rosemarie (Reina) Whitney, a tuberculosis (TB) survivor, speaks about her experience and social hardships as a patient in San Diego County in the 1950s. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- Rosemarie (Reina) Whitney, una sobreviviente de la tuberculosis (TB), habla sobre su experiencia y las penas sociales cuando fue una paciente en el condado de San Diego en los 1950s. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to “Reina Whitney- tuberculosis survivor” YouTube video:*
<https://www.youtube.com/watch?v=jtZOHcpRwmk&feature=youtu.be>

12. Special Populations:

- Read about a tuberculosis (TB) and HIV survivor story from San Francisco #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- Lee sobre la historia de una sobreviviente de la tuberculosis (TB) y el VIH en San Francisco. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to we are TB survivor story:* <https://www.wearetb.com/single-post/2018/08/03/Life-Changing-Struggle>

13. Providers:

- Does your patient need support with coping with a TB diagnosis and/or treatment? WeareTB is a peer support network for TB patients and clinics. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- ¿Tiene tu paciente el apoyo para lidiar con un diagnóstico y/o tratamiento de la tuberculosis (TB)? WeareTB es una red de apoyo para los pacientes de la TB y las clínicas. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - *Link to we are TB patient support request form:* <https://www.wearetb.com/copy-of-patient-support>

Week 8: World TB Day events (TBD)

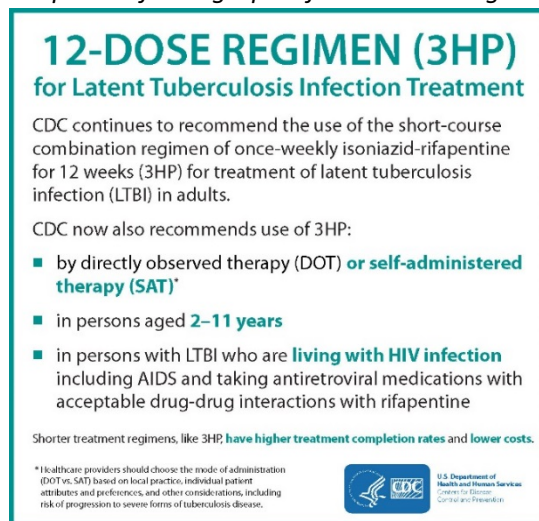
- Today is World TB Day! Be on the lookout for landmarks lighting up in red to raise awareness. Help us use the power of social media to educate the public by sharing photos of these landmarks. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
 - #FlyLAX
 - @FlyLAXairport
 - @lainternationalairport
 - #unionstationLA
 - @unionstationla

Timeline for and 8-week Social Media Campaign (condensed)

Notes: This list is for organizations with limited posting capacity.

1. Treating TB infection:

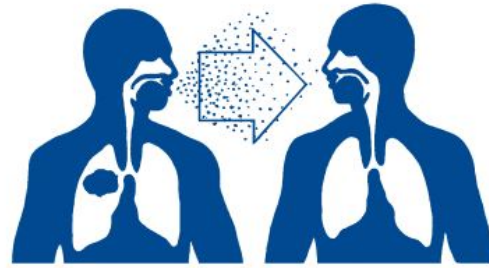
- a. Together we can eliminate TB from California. Learn more about 3HP and how short course regimens can be used to treat TB infection. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- b. Juntos podemos eliminar la tuberculosis (TB) en California. Aprende más sobre el tratamiento 3HP y como se pueden usar los regímenes de curso corto para tratar la infección de TB. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBday2019 #tuberculosis
 - i. *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/nchstp/newsroom/2018/treatment-of-latent-TB-infection.html>
 - ii. *Link to CDC graphic for “12-dose regimen (3HP) for Latent Tuberculosis Treatment”:* https://www.cdc.gov/nchstp/newsroom/images/2018/tb/12-Dose-Regimen-3HP_highres.jpg
 - iii. *Snapshot of CDC graphic for “12-dose regimen (3HP) for Latent Tuberculosis Treatment”:*



2. General/Special Populations (co-morbidities)

- a. 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. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- b. ¿Sabías que las personas con condiciones médicas que debilitan su sistema inmunológico, como el VIH, tienen un riesgo más alto para la tuberculosis (TB)? Aprende sobre la conexión entre la TB y el VIH aquí. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBday2019 #tuberculosis
 - i. *Link to Centers for Disease Control and Prevention (CDC) pamphlet “Tuberculosis: The connection between TB and HIV”:* <https://www.cdc.gov/tb/publications/pamphlets/tb-hiveng.pdf>

- ii. Snapshot of CDC pamphlet “Tuberculosis: The connection between TB and HIV” front page:



TUBERCULOSIS: THE CONNECTION BETWEEN TB AND HIV

- iii. Link to CDC infographic “Take on Latent TB infection: People living with HIV should get tested for tuberculosis (TB) infection”:

https://www.cdc.gov/tb/publications/infographic/images/takeonltbi/LatentTB_TWITTER_HIV-500px.jpg

**TAKE ON
LATENT TB
INFECTION**

People living with HIV
should get tested for
tuberculosis (TB) infection.

**100 Times
Higher**

**Without treatment, the risk of
developing TB disease once
infected is 100 times higher for
people infected with HIV.**

www.cdc.gov/tb

Centers for Disease
Control and Prevention
National Center for HIV/AIDS,
Viral Hepatitis, STD, and
TB Prevention

- c. 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.
#ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- d. ¿Sabías que las personas con condiciones médicas que debilitan su sistema inmunológico, como la diabetes, tienen un riesgo más alto para la tuberculosis (TB)? Aprende sobre la conexión entre la TB y la diabetes aquí. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis
- i. Link to World Health Organization (WHO) factsheet “Tuberculosis and diabetes”:
https://www.who.int/tb/publications/diabetes_tb.pdf
- ii. Link to CDC infographic “Take on Latent TB infection: People with diabetes should get tested for tuberculosis (TB) infection”:
https://www.cdc.gov/tb/publications/infographic/images/takeonltbi/LatentTB_TWITTER_DIABE TIC-500px.jpg

**TAKE ON
LATENT TB
INFECTION**

People with diabetes should get tested for tuberculosis (TB) infection.

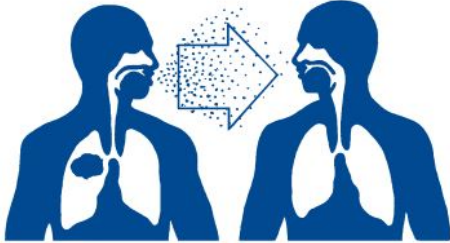
 **3 Times Higher**

Without treatment, the risk of developing TB disease once infected is **3 times higher** for diabetics.

www.cdc.gov/tb

 Centers for Disease Control and Prevention
National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention

- HIV <https://bit.ly/2CH3wK5>



**TUBERCULOSIS:
THE CONNECTION
BETWEEN TB AND HIV**

- DM <https://www.cdc.gov/tb/topic/basics/risk.htm>

3. Providers:

- a. 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. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- b. ¿Quieres aprender más sobre la TB en California? TB Free CA es una asociación del departamento de salud pública de California para eliminar la tuberculosis. Aprende más sobre los recursos para ti y tus pacientes. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBday2019 #tuberculosis
 - i. Link to TB free CA website: <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/About-Us.aspx>

4. Special Populations:

- a. Read about a tuberculosis (TB) and HIV survivor story from San Francisco #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis
- b. Lee sobre la historia de una sobreviviente de la tuberculosis (TB) y el VIH en San Francisco. #EstiempodeeliminarlaTB #TBfreeCA #WorldTBday2019 #tuberculosis
 - i. Link to we are TB survivor story: <https://www.wearetb.com/single-post/2018/08/03/Life-Changing-Struggle>

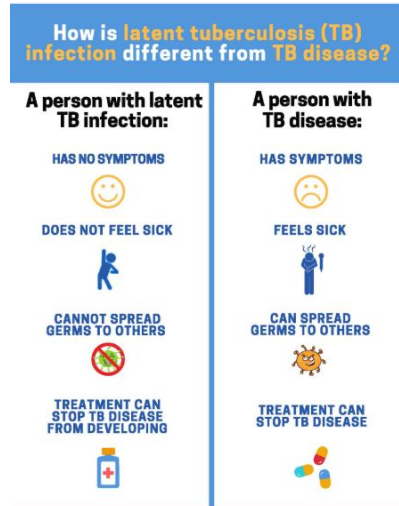
5. Special Populations:

- a. Do you know the difference between tuberculosis (TB) infection and TB disease? Learn the differences with this graphic. #ItstimetoendTB #TBfreeCA #WorldTBday2019 #tuberculosis

- b. ¿Sabes la diferencia entre la infección de la tuberculosis (TB) latente y la enfermedad de la TB? Ve este videoclip corto para aprender esta diferencia y lo que puedes hacer para ponerle un alto a la TB.

#EstiempodeeliminarlaTB #TBfreeCA #WorldTBDay2019 #tuberculosis

- i. Link to "Let's Talk TB!" webpage featured on California Department of Public Health Tuberculosis Control Branch: <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/Lets-Talk-TB.aspx>
- ii. Snapshot of "Not sure about the difference between latent TB infection and TB disease?" graphic:



- iii. [Link to we are TB survivor story:](https://www.wearetb.com/single-post/2018/08/03/Life-Changing-Struggle)

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

6. World TB Day events:

- Today is World TB Day! Be on the lookout for landmarks lighting up in red to raise awareness. Help us use the power of social media to educate the public by sharing photos of these landmarks. #ItstimetoendTB #TBfreeCA #WorldTBDay2019 #tuberculosis
 - #FlyLAX
@FlyLAXairport
@lainternationalairport
 - #unionstationLA
@unionstationla