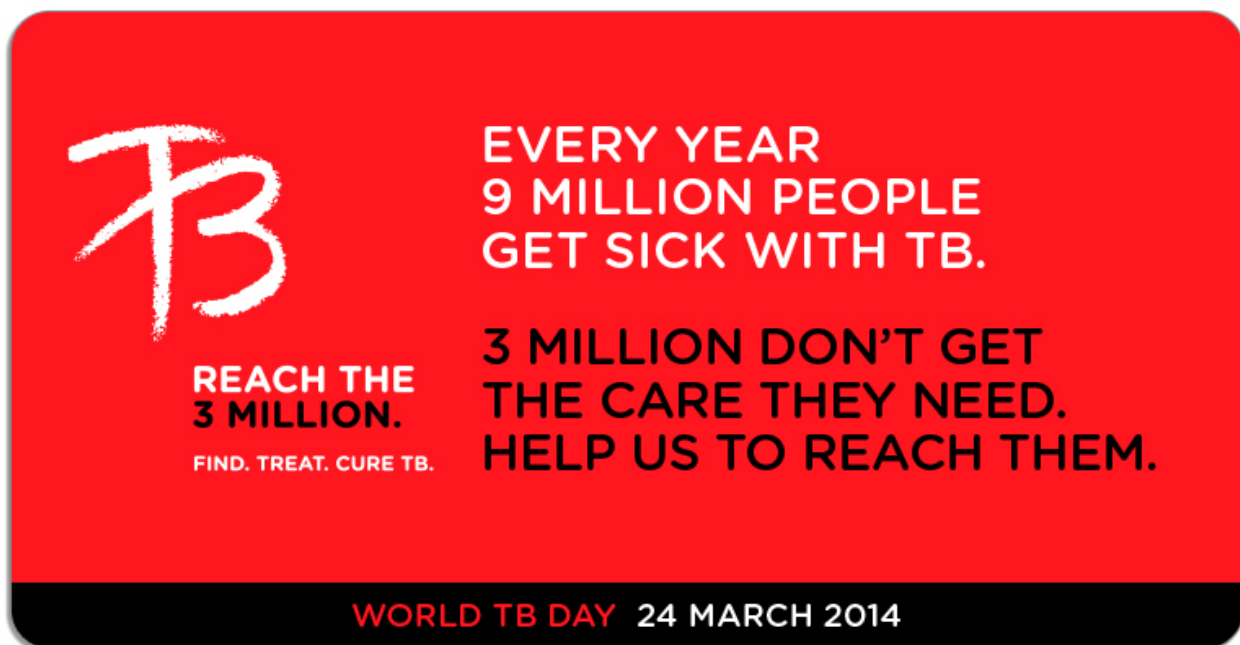


## World TB Day 2014 Social Media Toolkit

March 24<sup>th</sup>, 2014

USAID event to commemorate World TB Day will be on Tuesday, March 25th



Reach the Missed 3 Million – *Find. Treat. Cure TB.*

The theme for the 2014 World TB Day is “the missed three million.” TB is curable, but our efforts to prevent, find, treat and cure everyone who contracts the disease are not sufficient. Of the nine million people a year who get sick with TB, a third of them are “missed” by public health systems. The majority of these 3 million are vulnerable and poor populations – migrants, miners, drug abusers, sex workers and more.

Through a social media campaign that will kick off on March 17<sup>th</sup>, USAID will share stories from our work in TB prevention and control that have contributed to decreasing the prevalence of this devastating disease.

As part of this effort, USAID will launch an animated video on March 24<sup>th</sup> about achieving zero deaths from TB.

This toolkit provides guidance on how you can elevate our World TB Day messages by joining the social media campaign. It contains related hashtags and handles, key facts, some sample Facebook and Twitter content.

Feel free to use the Key Messages below to create further social media content and to promote the observance day. Please contact [Rabab Pettitt](#) if you have any questions or if you would like guidance on how to promote World TB Day in your communities.

Below are the themes we plan to highlight:

- Vulnerable populations and access to quality treatment for all people
- Multi-drug resistant TB
- HIV/TB co-infection
- Investments in research, diagnosis, and treatment
- Pediatric TB

Key Messages:

- Despite being curable, TB remains an enormous global public health issue. In 2012, there were an estimated 8.6 million new cases of TB and 1.3 million deaths due to the disease (approximately 5,000 deaths every day.) *That is one person dying of TB every 18 seconds.*
- TB disproportionately affects high risk populations, such as people living in poverty, those experiencing crowded living conditions (especially people in urban areas) and poor ventilation like miners and prisoners.
- The burden of TB can have devastating social and economic consequences for a country. Besides the immediate impact on people who have TB, in terms of lost income and savings, other members of the family may be forced to leave work or school to care of the affected individual. If the bread winner becomes ill with TB, the family is often compelled to take desperate measures, such as taking out high-interest loans or asking their children to work, affecting the next generation and perpetuating the vicious cycle of poverty.
- In many places, TB patients and their families are burdened with inaccurate diagnosis, delayed treatment, and the costs of transport to and from a health facility for the many follow up visits that take place when a person is sick with TB, even when diagnosis and treatment services are available free of charge.
- About 3 million people each year (one-third of the total estimated burden) are not being diagnosed and treated by healthcare facilities. This shows a strong need for improved TB case detection – especially at the lowest levels of a health system.
- These three million missing cases likely do not receive appropriate treatment, which poses a clear risk to the individual but also to their community if they continue to transmit TB. If these patients are inappropriately treated, they run a high risk of developing multi-drug resistant TB (MDR-TB), a form of TB resistant to the two most powerful antibiotics in the standard treatment regimen. Clearly, these missing cases must be reached to drive down ongoing TB transmission, illness and avoidable deaths.

- Reaching the three million requires reducing barriers to care and expanding access to quality testing and care services across all major public and private sectors, including hospitals, community based organizations, and NGOs.
- TB is one of the top three causes of death among women of reproductive age and a major cause of death among people living with HIV and AIDS.
- At least one third of the 35 million people living with HIV and AIDS are infected with TB, and the overwhelming majority of these people live in sub-Saharan Africa.

#### Social Media Tips:

- Handles to mention: [@USAIDGH](#), [@USAID](#),
- Hashtags to use: [#WorldTBDay](#), [#TBChampion](#), [#globalhealth](#), [#TB](#)

#### Suggested Messaging:

[#WorldTBDay](#) is on March 24th. [#DidYouKnow](#) that [#TB](#) claims a life every 18 seconds?  
<http://ow.ly/ut18s>

Today is [#WorldTBDay](#)! [#TB](#) is a centuries old disease that kills 1.4 million ppl each year  
<http://ow.ly/u76tl>

The 2014 [#WorldTBDay](#) theme is "the missed 3 million." 1/3 of ppl with [#TB](#) get "missed" by [#publichealth](#) systems <http://ow.ly/u76tl>

There are effective treatments for [#TB](#), failure to complete&mismgmt of medicines can result in MDR-TB  
<http://ow.ly/u76tl> [#WorldTBDay](#)

[.@USAID](#) is working w/ 27 countries to improve [#TB](#) services and save lives  
<http://ow.ly/u76tl> [#WorldTBDay](#)

[.@USAID](#) is working to contribute to a 50% reduction in [#TB](#) deaths&disease burden from the 1990 baseline <http://ow.ly/u76tl> [#WorldTBDay](#)

[#DidYouKnow](#) there are an estimated 5,000 deaths every day due to [#TB](#)?  
<http://ow.ly/u76tl> [#WorldTBDay](#)

In 2012, there were an estimated 8.6M new cases of [#TB](#) and 1.3M deaths from the disease  
<http://ow.ly/u76tl> [#WorldTBDay](#)

[#TB](#) disproportionately affects high-risk populations like those living in [#poverty](#) & crowded conditions  
<http://ow.ly/u76tl> [#WorldTBDay](#)

There is a strong need for impr [#TB](#) case detection - esp at the lowest levels of a [#health](#) system  
<http://ow.ly/u76tI>

At least 1/3 of the 35M ppl living with [#HIV](#) & [#AIDS](#) are infected with [#TB](#) - the majority live in [#Africa](#) <http://ow.ly/u76tI> [#WorldTBDay](#)

Facebook post: Despite being curable, TB remains an enormous global public health issue. In 2012, there were an estimated 8.6 million new cases of TB and 1.3 million deaths due to the disease (approximately 5,000 deaths every day). USAID is working to control and prevent TB globally by scaling up effective interventions for prevention, diagnosis, treatment, and care. Learn more about USAID's efforts to fight TB and save lives here: <http://www.usaid.gov/what-we-do/global-health/tuberculosis>

#### Resources:

- [USAID World TB Day 2013 page](#)
- [Story of Mary: TB is Curable](#)
- [WHO Roadmap for Childhood Tuberculosis](#)
- [Timeline: Path to TB Innovation](#)
- USAID Impact Blogs
  - [To Win the Fight Against AIDS We Must First Defeat TB](#)
  - [USAID Applauds Launch of the 2013 WHO Global Tuberculosis Report](#)
  - [Improved TB Diagnosis & Treatment: Research and Innovation Urgently Needed to Address Global Epidemic](#)
  - [Latin American Slums and TB](#)
  - [Improving Tuberculosis Treatment for Children](#)
  - [Microbicides, Vaccines, and TB Diagnostics Oh My! What's New in HIV/AIDS Research?](#)
- Transforming Lives Success Stories
  - [Better Services Save HIV/TB Patient in Ukraine](#)
  - [Saving Children from Tuberculosis](#)
  - [Fighting Tuberculosis, Renewing Hope](#)
  - [A Public Service Announcement Educates People with Tuberculosis](#)

#### Resources Released on March 24<sup>th</sup>

- Impact Blog
- Zero TB Deaths Animated Video
- FY13 Report. Impact and Leadership: U.S. Government Report on International Foreign Assistance for Tuberculosis
- Infographics
- Link to March 25<sup>th</sup> live-streamed event