

DCO campaign and advocacy planning tool: World TB Day 24 March 2022

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<u>Theme</u>	<p>“Invest to end TB. Save lives.”</p> <p>Website: https://www.who.int/campaigns/world-tb-day/2022</p>
<u>SOCO</u>	<p>Government leaders, policy makers, health workers and civil society including affected communities engage and advocate on the urgent need to increase investments to get the TB response back on track and reverse the severe impact of COVID-19 on progress.</p>
<u>Audiences</u>	<ul style="list-style-type: none"> • Primary: Global citizens through social media and media • Primary: Ministries of Health, policy makers and other public health leaders of affected priority countries across several regions • Primary: civil society including youth and affected people & community representatives • Secondary: Partners
<u>Background</u>	<ul style="list-style-type: none"> • TB remains one of the world’s deadliest infectious killers. • Each day, over 4000 people lose their lives to TB and close to 30,000 people fall ill with this preventable and curable disease. • Global efforts to combat TB have saved an estimated 66 million lives since the year 2000. However, the COVID-19 pandemic has reversed years of progress made in the fight to end TB. For the first time in over a decade, TB deaths increased in 2020. • The theme of World TB Day 2022 - ‘Invest to end TB. Save lives.’ – conveys the urgent need to invest resources to ramp up the fight against TB and achieve the commitments to end TB made by global leaders. This is especially critical in the context of the COVID-19 pandemic that has put End TB progress at risk, and to ensure equitable access to prevention and care in line with WHO’s drive towards achieving Universal Health Coverage. • Special focus will be placed on adopting and promoting new WHO guidelines for children and adolescents with TB which will be released on the day • On World TB Day, WHO calls on everyone to keep the promise to: • Accelerate the End TB Response to reach the targets set in Sustainable Development Goals, WHO End TB Strategy, and the political declaration of the UN High-Level Meeting on TB. • Diagnose and treat 40 million people with TB by 2022 including 3.5 million children and 1.5 million people with drug-resistant TB. This is in line with WHO’s overall drive towards Universal Health Coverage and

	<p>the WHO Director General’s flagship initiative “Find. Treat. All. #EndTB” jointly with the Global Fund and Stop TB Partnership.</p> <ul style="list-style-type: none"> • Reach 30 million people with TB preventive treatment by 2022 so that those people most at risk receive TB preventive treatment, including 24 million household contacts of TB patients - 4 million of whom are children under 5 - and 6 million people living with HIV. • Mobilize sufficient and sustainable financing to reach USD 13 billion a year to support efforts to end TB; for every USD 1 invested to end TB, USD 43 is returned as the benefits of a healthy functioning society (Economist/ Copenhagen Consensus). • Invest in TB research to reach at least USD 2 billion a year for better science, better tools and better delivery.
<p><u>Messages</u></p>	<ul style="list-style-type: none"> • Urgent investment of resources, support, care and information are vital to win the fight against TB. This is especially critical in the context of the COVID-19 pandemic that has put End TB progress at risk, and to ensure equitable access to prevention and care in line with WHO’s drive towards achieving Universal Health Coverage. More investments towards TB diagnosis, prevention treatment, and care will save millions more lives. • Essential TB services should be sustained during the COVID-19 pandemic to ensure that gains made in the fight against TB are not reversed. All measures should be taken to ensure continuity of services for people who need preventive and curative treatment for TB. Health authorities should maintain support to essential TB services, including during emergencies such as COVID-19. People-centred delivery of TB prevention, diagnosis, treatment and care services, including through digital technologies, should be ensured in tandem with the COVID-19 response. • Tackling health inequities to ensure health for all. The COVID-19 pandemic has drawn attention to the deep disparities that persist between and within countries. People with TB are among the most marginalized and vulnerable, facing barriers in accessing care. WHO is calling for global action to address health inequities for people with TB and other diseases. • Ending TB requires concerted action by all sectors to provide the right services, support and enabling safe environment in the right place, at the right time. Everyone has a role to play in ending TB – individuals, communities, businesses, governments, societies.

<p><u>Calls to action</u></p>	<p>Ministries of Health and other public health leaders</p> <ul style="list-style-type: none"> • Take decisive action to revive and maintain essential TB services during the COVID-19 pandemic; • Allocate sufficient resources to improve the quality of TB diagnosis, prevention, treatment and care services and make them more resilient and sustainable; • Support and empower health workers to deliver high-quality TB services, while recognizing their critical contributions in enabling access to TB prevention and care for affected populations including children and adolescents, and in reaching TB targets • Expand high quality TB services for children and adolescents in a flexible and sustainable manner; • Empower communities to combat TB related stigma and discrimination. <p>Health workers</p> <ul style="list-style-type: none"> • Advocate for maintaining high quality essential TB services during the COVID pandemic; • Incorporate TB into routine health interventions; • Deliver care that is kind, respectful of human rights and without stigma; • Ensure you are trained and have the latest guidance available to you for TB treatment and care services <p>Community leaders</p> <ul style="list-style-type: none"> • Ensure essential TB services are maintained in the community; • Support community health workers, including nurses and midwives, to provide essential TB services • Combat stigma and discrimination to ensure that everyone feels safe to access TB services; <p>TB programme managers</p> <ul style="list-style-type: none"> • Support and empower health workers to deliver high quality TB services to everyone who needs them; • Ensure adequate training and up-to date information sharing in TB services for health workers; <p>Youth</p> <ul style="list-style-type: none"> • Advocate for investment of resources, support, care and information to win the fight against TB. • Sensitize young people, encourage them to become TB advocates. • Support TB patients in the community with resources and advice.
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	<p>General public</p> <ul style="list-style-type: none"> • Educate yourself on TB causes, symptoms and prevention. • If you think you are affected with TB, get tested, get treated and follow the advice of your health care provider • Don't believe in myths or misinformation • Stand up against TB stigma and discrimination
<p><u>Products</u></p>	<p><i>Special focus will be placed on adopting and promoting new WHO guidelines for children and adolescents with TB which will be released on TB Day.</i></p> <ul style="list-style-type: none"> - Multilingual campaign site - DCO - Posters x 8 DCO - Social media tiles x 8 -DCO - GIFs x 3 -DCO - Infographics x 9 (English only) -DCO - Web banner and screen saver DCO - Comic-style flyer on TB in children and adolescents – TB team - Tik Tok campaign for youth: TB team + DCO - End TB video with a social message: TB team - Video TB patient diaries (Video Logs) TB Team - Press release - DCO - Intranet story - DCO <p>Technical product:</p> <ul style="list-style-type: none"> - New guidelines on addressing child and adolescent TB, operational guide <p>Events</p> <ul style="list-style-type: none"> - High-level World TB Day Talk Show (Virtual) - Press conference - Social media live <p>Campaign hashtags: #WorldTBDay and #EndTB</p>
<p><u>Timelines</u></p>	<p>1 February – 24 March 2022 (materials will be used throughout the year)</p>
<p><u>Channels</u></p>	<ul style="list-style-type: none"> - High level political engagement in priority countries - Media (news) - Online (WHO websites) - Social media (Facebook, Twitter, Instagram, TikTok) -
<p><u>Measurement and evaluation (DCO)</u></p>	<ul style="list-style-type: none"> - Website output: to measure public engagement on WHO campaign website (2020 baseline – 16.1K visits, 2021 - -65.6K visits) - Media and social media output: to measure volume of media publicity (2020 baseline performance score 866 pts (media 96 pts),

	<p>share of voice (2020 baseline – 77.5%); In 2021 – performance score 3137 overall; share of voice – 71%)</p> <ul style="list-style-type: none"> - Social media outputs and outcomes: (2021 – WHO Twitter: 14 times (before and on the day) Total impressions 3,556,116 with 4,656 engagements: 1,335 RT, 3,090 likes. The live earned 17,900 views; WHO Facebook: Overall, we posted two times reaching 48,950,987 impressions and 49,970,935 people reached. Our posts earned 46,841 engagements: 2,165 shares and 42,500 reactions, and 1,26,627 views; WHO Instagram: One carousel post was made that featured several tiles earning 968,487 impressions, 19,920 engagements: 19,769 likes and 151 comments; WHO LinkedIn: We made two posts reaching to a combined number of 111,534 impressions, 1,592 engagements: 157 shares and 1,103 likes, and 11,417 views.)
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Detailed Global key messages

For leaders:

- Tuberculosis (TB) is the **second leading infectious killer** worldwide. Each day, over 4000 people lose their lives to TB and close to 30,000 people fall ill with this **preventable and curable disease**.
 - Although 66 million lives have been saved since 2000, **the pace of progress is slow, and actions and investments fall far short** of those needed to end the TB epidemic.
 - **Urgent investment of resources, support, care and information are vital to win the fight against TB.** This is especially critical in the context of the COVID-19 pandemic that has put End TB progress at risk, and to ensure equitable access to prevention and care in line with WHO’s drive towards achieving Universal Health Coverage. More investment will save millions more lives, accelerating the end of the TB epidemic.
 - **Progress towards reaching the 2022 targets set in the UN High Level Meeting political declaration and the WHO DG Flagship Initiative Find.Treat.All is at risk due to the COVID-19 pandemic.** Between 2018–2020, 20 million people were reached with TB treatment. This is 50% of the way towards the 5-year target of 40 million people reached with TB treatment for 2018-2022. 8.7 million people were provided TB preventive treatment in the same period. This is 29% of the target of 30 million for 2018-2022. To meet the 2022 targets countries need to urgently restore access to TB services, disrupted due to COVID-19 pandemic, and provide further progress.
 - To help countries **scale-up access to TB prevention and care services for children and adolescents**, on World TB Day, WHO is releasing new guidelines. It is estimated that 1.1 million children become ill with TB every year, almost half of them aged below 5 years. Over half of them are not diagnosed or reported annually around the world. The updated guidance will avail of the latest evidence and best available practices on the management of TB in children and

adolescents, recognising the unique characteristics and needs of these groups, as well as those of their parents, caregivers and families. The guidelines will be accompanied by an operational guide to facilitate their rollout.

- **Ending TB requires concerted action by all sectors** to provide the right services, support and enabling safe environment in the right place, at the right time. WHO is working closely with countries to support the uptake of the **Multisectoral Accountability Framework**, examples of high-level leadership on multisectoral accountability include Presidential or Head of State End TB initiatives and formalized mechanisms for the engagement and accountability of stakeholders, as well as national campaigns to drive progress such as the “Race to End TB”.
- **WHO is working with the Office of the President of the UN General Assembly and the UN, along with countries and partners to organize the second UN High Level Meeting on TB in 2023.** High level leadership and commitment is urgently required in preparations.

For health workers

- Health workers have a key role to play in enabling access to TB prevention and care for affected populations including children and adolescents, and in reaching TB targets.
- To help countries scale-up access to TB prevention and care services for children and adolescents, on World TB Day, WHO is releasing new guidelines. It is estimated that 1.1 million children become ill with TB every year, almost half of them aged below 5 years. Over half of them are not diagnosed or reported annually around the world. The updated guidance will avail of the latest evidence and best available practices on the management of TB in children and adolescents, recognising the unique characteristics and needs of these groups, as well as those of their parents, caregivers and families. The guidelines will be accompanied by an operational guide to facilitate their rollout.
- Health workers including those in national programmes to combat TB, need to be actively engaged in ensuring an effective and rapid response to COVID-19 while ensuring that TB services are maintained.

For the public

- Tuberculosis (TB) is one of the **leading infectious killers** worldwide. Every day, over 4000 people die from TB and nearly 30 000 people fall ill with TB disease – despite it being preventable and treatable. TB is the leading cause of death of people with HIV and a major contributor to antimicrobial resistance.
- **Urgent investment of resources, support, care and information are vital to win the fight against TB.** This is especially critical in the context of the COVID-19 pandemic that has put End TB progress at risk, and to ensure equitable access to prevention and care in line with WHO’s drive towards achieving Universal Health Coverage. More investments towards TB diagnosis, prevention treatment, and care will save millions more lives.
- **Essential TB services should be sustained during the COVID-19 pandemic to ensure that gains made in the fight against TB are not reversed.** All measures should be taken to ensure continuity of services for people who need preventive and curative treatment for TB. Health

authorities should maintain support to essential TB services, including during emergencies such as COVID-19. People-centred delivery of TB prevention, diagnosis, treatment and care services, including through digital technologies, should be ensured in tandem with the COVID-19 response.

- **Tackling health inequities to ensure health for all.** The COVID-19 pandemic has drawn attention to the deep disparities that persist between and within countries. People with TB are among the most marginalized and vulnerable, facing barriers in accessing care. WHO is calling for global action to address health inequities for people with TB and other diseases.
- **Ending TB requires concerted action by all sectors** to provide the right services, support and enabling safe environment in the right place, at the right time. Everyone has a role to play in ending TB – individuals, communities, businesses, governments, societies

Regional (to be added by ROs)

Country-level (to be added by COs)

ADVOCACY MESSAGES

TB & Covid-19	<p>COVID-19 has reversed progress in the fight against tuberculosis, with fewer people able to access life-saving TB prevention and care services due to disruptions.</p> <p>Ask your leaders to invest in and ensure access to essential TB services during the pandemic. Get yourself tested for COVID-19 and TB if you experience the common symptoms of cough, fever and difficulty breathing.</p> <p>INVEST TO END TB. SAVE LIVES</p>
TB deaths	<p>Tuberculosis is the second top infectious killer in the world, with deaths increasing in 2020 for the first time in over a decade.</p> <p>Contact your health provider to get a rapid test if:</p> <ul style="list-style-type: none"> - you have symptoms like cough, fever and weight loss - are a close contact of a TB patient, or - belong to a high risk group <p>Ensure you complete your treatment if diagnosed. TB is curable and preventable.</p> <p>INVEST TO END TB. SAVE LIVES</p>
TB prevention	<p>About one-quarter of the world's population is infected by tuberculosis bacteria but are not (yet) ill with the disease. Millions still miss out on access to TB preventive treatment that can stop progression to TB disease.</p> <p>When it's available to you, get tested for infection and complete your full course of preventive treatment to make sure your TB infection does not turn into TB disease</p>

	INVEST TO END TB. SAVE LIVES
Drug-resistant TB	<p>Drug-resistant tuberculosis remains a public health crisis, with only one in three people with drug resistant TB accessing life-saving care.</p> <p>Ask your doctor for WHO-recommended fully-oral, 2-3 times shorter treatment regimens so you can get well sooner, with fewer pills and no injections.</p> <p>INVEST TO END TB. SAVE LIVES</p>
Stigma	<p>Stigma deprives people with tuberculosis of their right to quality care.</p> <p>Learn the facts about TB. Don't believe in myths which can stigmatize and discriminate people with TB.</p> <p>INVEST TO END TB. SAVE LIVES</p>
TB in Children and Adolescents	<p>Over half of the children and adolescents with tuberculosis miss out on access to lifesaving TB prevention and care services.</p> <p>Get children and adolescents tested and treated with WHO-recommended TB prevention, diagnostics and treatment, if they have symptoms or are at risk.</p> <p>INVEST TO END TB. SAVE LIVES</p>
Developed for TB team use	
Accountability	<p>Undernutrition, poverty as well as HIV, diabetes and tobacco are among the key drivers of the tuberculosis epidemic.</p> <p>Collaboration, action and accountability across sectors can help to end TB</p> <p>INVEST TO END TB. SAVE LIVES</p>
TB Research and Innovation	<p>We need to urgently close the investment gap to increase access to newer effective diagnostics, medicines, vaccines and other tools to combat tuberculosis.</p> <p>Invest in TB research and innovation to end TB like for COVID-19</p> <p>INVEST TO END TB. SAVE LIVES</p>