

## DCO campaign and advocacy planning tool: World TB Day 24 March 2021

<p><b><u>Theme</u></b></p>	<p><b>“The clock is ticking”</b></p> <p>WHO Website: <a href="https://www.who.int/campaigns/world-tb-day/world-tb-day-2021">https://www.who.int/campaigns/world-tb-day/world-tb-day-2021</a></p> <p>PAHO Website <a href="https://www.paho.org/en/campaigns/world-tuberculosis-day-2021">https://www.paho.org/en/campaigns/world-tuberculosis-day-2021</a></p>
<p><b><u>Focus</u></b></p>	<p>World TB Day 2021 will focus on the following key areas:</p> <ul style="list-style-type: none"> <li>• Ensure access to essential TB services in the COVID-19 context and building back better, to ensure no one is left behind.</li> <li>• Scale up systematic screening to expand early access to prevention &amp; treatment</li> <li>• Promote health equity and a rights-based &amp; people-centered TB response in close collaboration with civil society</li> <li>• Build accountability to ensure commitments are kept</li> </ul>
<p><b><u>Audiences</u></b></p>	<ul style="list-style-type: none"> <li>• <b>Government leaders</b></li> <li>• <b>Policy makers</b></li> <li>• <b>Health workers</b></li> <li>• <b>Public and the civil society</b> including youth</li> </ul>
<p><b><u>Messages</u></b></p>	<p><b><u>Global</u></b></p> <p><b><u>For leaders:</u></b></p> <ul style="list-style-type: none"> <li>• Tuberculosis (TB) is the one of the <b>leading infectious killers</b> worldwide.</li> <li>• Each day, nearly 4000 people lose their lives to TB and close to 30,000 people fall ill with this preventable and curable disease.</li> <li>• Although 63 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. Recognizing this, in September 2018, global leaders met at the UN General Assembly high-level meeting on TB and agreed to accelerate the End TB response.</li> <li>• The number of people treated for TB has grown since the UN High Level meeting, with over 14 million people reached with TB care. The number of people provided with TB preventive treatment has increased 6 times, from 1 million in 2015 to over 6 million in 2019. However, equitable access to quality and timely diagnosis, prevention, treatment and care remains a challenge. Accelerated</li> </ul>



action is urgently needed worldwide if we are to meet our targets by 2022.

- In 2020, a progress report on TB issued by the United Nations Secretary-General António Guterres and developed with WHO support, stressed that high-level commitments and targets have galvanized global and national progress towards ending TB, but urgent and more ambitious investments and actions are required, especially in the context of the COVID-19 pandemic. Countries are urged to implement ten priority recommendations to get the world back on track to reach End TB targets.
- To help countries scale-up access to TB prevention and care services, on World TB Day, WHO is releasing new guidelines on TB systematic screening. It is estimated that close to three million people with TB are not diagnosed or reported annually around the world. Improved TB screening using new tools and approaches to reach all people with prevention and care could help bridge this gap. The updated guidance will avail of the latest evidence and best available practices on, amongst others, new approaches to screening of people at risk, the role of new technologies such as computer-aided detection (CAD) to interpret chest radiography and the use of molecular rapid diagnostics for screening. The guidelines will be accompanied by an operational guide to facilitate their rollout.
- The COVID-19 pandemic has put gains made in the fight to end TB at risk. Hundreds of thousands of additional TB deaths are expected each year due to drops in TB notifications and hampered access to TB care, according to WHO modelling. To ensure continued access to essential TB services, on World TB Day, the World Health Organization is calling for a bolstering of the TB response in alignment with efforts to strengthen the response to COVID and UHC.
- 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,

For health workers

- Healthcare workers have a key role to play in enabling access to TB prevention and care for affected populations, and in reaching the UN high-level meeting treatment and prevention targets (reach 40 million people with TB treatment and at least 30 million people with TB preventive treatment over 2018-22).



- On World TB Day, WHO is releasing new guidelines on TB systematic screening to reach more people at risk early that can help prevent disease or facilitate timely treatment.
- Key points of the new WHO guidelines on TB systematic screening include, new approaches to screening of people at risk, the role of new technologies such as computer-aided detection (CAD) to interpret chest radiography and the use of molecular rapid diagnostics for screening.
- 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. WHO has released an information note to assist national TB programmes and health personnel to urgently maintain continuity of essential services for people affected with TB during the COVID-19 pandemic, driven by innovative people-centred approaches, as well as maximizing joint support to tackle both diseases.

#### For the public

- Tuberculosis (TB) is one of the **leading infectious killers** worldwide. Every day, nearly 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. The world has resolved to end TB by 2030, as part of the WHO End TB Strategy and the 2030 Agenda for Sustainable Development (Sustainable Development Goals).
- **Systematic screening can help reach all people with TB prevention and care.** It is estimated that close to three million people with TB are not diagnosed or reported annually around the world. Improved TB screening using new tools and approaches to reach all people with care could help bridge this gap.
- **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



	<p>between and within countries, some of which are being exacerbated and risk widening even further. People with TB are among the most marginalized and vulnerable, facing barriers in accessing care</p> <ul style="list-style-type: none"> <li>• <b>Ending TB requires concerted action by all sectors</b> 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</li> </ul> <p><u>Regional Level</u></p> <ul style="list-style-type: none"> <li>• In 2019, the Region of the Americas reported 235,600 TB cases, representing 81.2% of the estimated 290,000 cases in the same year. The estimated mortality rate for the region was 22,900, of which 26% (5,900) corresponds to TB/HIV coinfection. There were also an estimated 11,000 cases of DR-TB in the Americas for 2019.</li> <li>• The Americas (2.9%), together with Europe (2.5%), are the WHO regions with the lowest TB burden in the world. This condition makes it feasible to make progress toward achieving the Sustainable Development Goals (SDGs), the goals of the End TB Strategy, and the commitments of the UN High Level Meeting on TB. These are all important milestones toward declaring the elimination of TB from the planet by 2050.</li> <li>• The Americas is leading the way on TB Elimination. Continued effort needs to be done to maintain the gains in the elimination pathway.</li> </ul> <p><u>Country-level (to be added by COs)</u></p>
<p><u>Products</u></p>	<p>Campaign package for all audiences (and the media):</p> <ul style="list-style-type: none"> <li>- press release</li> <li>- posters, social media tiles and gifs, infographics, videos</li> </ul> <p>For Leaders:</p> <ul style="list-style-type: none"> <li>- High-level World TB Day Talk Show (Virtual)</li> </ul> <p>For health workers:</p> <ul style="list-style-type: none"> <li>- PAHO Technical webinar on the latest WHO guidelines on TB screening and Country experiences on TB and COVID.</li> </ul> <p>For the Public:</p> <ul style="list-style-type: none"> <li>- Posters, social media kit (tiles, gifs, infographics), , video TB patient diaries (Video Logs)</li> </ul> <p>Campaign hashtags: #TheClockIsTicking, #WorldTBDay and #EndTB</p>



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<b><u>Timelines</u></b>	10 March – 24 March 2021 (materials will be used throughout the year)
<b><u>Channels</u></b>	<ul style="list-style-type: none"> <li>- Media (news)</li> <li>- Online (PAHO/WHO websites)</li> <li>- Social media</li> <li>-</li> </ul>

**More background about World TB Day:**

World TB Day is observed on March 24 each year to raise public awareness and understanding about one of the world’s top infectious killers - tuberculosis (TB) and its devastating health, social and economic impact on people around the world.

The theme of World TB Day 2021 - ‘The Clock is Ticking’ –conveys the sense that the world is running out of time to act on 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.

During World TB Day 2021, the change we want to see in the audience is that they advocate for and/or directly contribute to supporting countries in implementing the **10 priority recommendations outlined in the UN Secretary General Progress Report** to to put the world on track to reach agreed targets by 2022 and beyond; and reduce the enormous human and societal toll caused by TB:

- **Recommendation 1.** Fully activate high-level leadership to urgently reduce tuberculosis deaths and drive multisectoral action to end tuberculosis
- **Recommendation 2.** Urgently increase funding for essential tuberculosis services, including the health workforce
- **Recommendation 3.** Advance universal health coverage to ensure all people with tuberculosis have access to affordable quality care, and resolve underreporting challenges
- **Recommendation 4.** Address the drug-resistant tuberculosis crisis to close persistent gaps in care
- **Recommendation 5.** Dramatically scale up provision of preventive treatment for tuberculosis
- **Recommendation 6.** Promote human rights and combat stigma and discrimination
- **Recommendation 7.** Ensure meaningful engagement of civil society, communities and people affected by tuberculosis
- **Recommendation 8.** Substantially increase investments in tuberculosis research to drive technological breakthroughs and the rapid uptake of innovations
- **Recommendation 9.** Ensure that tuberculosis prevention and care are safeguarded in the context of COVID-19 and other emerging threats



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- **Recommendation 10:** Request the World Health Organization to continue to provide global leadership for the tuberculosis response, working in close collaboration with Member States and other stakeholders, including to prepare for a high-level meeting on tuberculosis in 2023 that aligns with the high-level meeting of the General Assembly on universal health coverage also to be held in 2023

This World TB Day, WHO calls on governments, affected communities, civil society organizations, health-care providers, and national/international partners to unite forces to step up the TB response and ensure no one is left behind.

The clock is ticking! It's time to End TB.

### **Additional advocacy messages:**

#### **General messages**

- Even as we battle COVID-19, we must not ease up the fight against TB: hard won gains are now under threat. We need to Find. Treat. All to save lives and end preventable TB deaths. TEST FOR BOTH COVID AND TB! The clock is ticking.
- We are running out of time to fulfil global commitments to end TB (UN flag or logo)  
We need:
  - a. political will and accountability
  - b. financial resources
  - c. engagement from all sectors
  - d. community ownership.And we need it now. The clock is ticking.
- We urgently need more effective medicines, vaccines, and tools  
If we are to end TB by 2030, innovation is key. The clock is ticking.
- 1 in 3 people with TB are not getting quality care: it's even worse for children - 1/2 the children with TB are unable to get the care they need. We need to scale up systematic screening and FIND.TREAT.ALL. #ENDTB. The clock is ticking.
- 2 in 3 people with drug-resistant TB aren't getting the treatment they need.  
We need to expand access to WHO- recommended fully-oral treatment regimens that improve treatment outcomes and save lives. The clock is ticking.
- 1 in 4 people globally have TB infection. We need to expand access to TB preventive treatment that can stop the infection from developing into disease. The clock is ticking.

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- Undernutrition, poverty and other risk factors are the root cause of millions of people falling ill with TB. We need multisectoral action and accountability to reach and treat all with care and prevent disease. The clock is ticking.
- Fear of stigma is a major obstacle, preventing people from obtaining the TB care they need. We need to stand against stigma and discrimination. The clock is ticking.
- TB is the leading killer of people with HIV. ART and TB preventive treatment in people living with HIV can save millions of lives. The clock is ticking.