

## WHO campaign and advocacy plan: NTD Day 2022 (30 January)

<b><u>Theme</u></b>	<i>Achieving health equity to end the neglect of neglected tropical diseases (NTDs) and other poverty-related infections, known in the Region of the Americas as "neglected infectious diseases" (NIDs)</i>
<b><u>SOCO (single overarching communications outcome)</u></b>	Policy-makers, health service providers and general public show increased awareness and engagement in confronting inequalities that perpetuate the NIDs
<b><u>Background</u></b>	<ul style="list-style-type: none"> <li>• NIDs are a diverse group of conditions that are widespread in the world’s poorest regions, where water safety, sanitation and access to health care are substandard. Some of the NIDs include: Chagas disease, dengue, Hydatidosis/Echinococcosis, fascioliasis, leishmaniasis, leprosy (Hansen’s disease), lymphatic filariasis, mycetoma, chromoblastomycosis and other deep mycoses, onchocerciasis (river blindness), rabies, scabies and other ectoparasites, schistosomiasis, soil-transmitted helminthiasis, snakebite envenoming, taeniasis/cysticercosis, trachoma, and yaws</li> <li>• Caused mostly by a variety of pathogens including viruses, bacteria, protozoa and parasitic worms, NIDs affect over 1 billion people globally. They are responsible for thousands of preventable deaths every year.</li> <li>• They are called “neglected” because they are almost absent from the global health agenda, with little attention and funding.</li> <li>• NIDs cost developing communities the equivalent of billions of dollars every year through direct health costs, loss of productivity, and reduced socioeconomic and educational attainment.</li> <li>• They are also responsible for stigmatization, social exclusion, disability, discrimination, and bias – placing considerable financial strain on patients and their families.</li> <li>• NIDs can be prevented and controlled. Over the past decade, at least 43 countries have successfully eliminated at least 1 NID.</li> <li>• While drug treatments are available for many NIDs, they often don’t reach the people who need them most.</li> <li>• NID programmes were deprioritized in many countries during COVID-19, resulting in massive disruptions to treatment and care. Adaptation and innovation are helping countries to resume programmes, complemented by integrated interventions and collaboration.</li> </ul>

- On World NTD Day 2022, WHO is calling on everyone, especially leaders and communities, to rally to confront the inequalities that characterize NTDs. This can be done by reaching out to support people who are unable to access prevention, treatment and care services.

**NID's in the Americas**

- The Region of the Americas already has several success stories in the fight against these diseases, such as the elimination of onchocerciasis in 4 countries (Colombia, Ecuador, Guatemala, Mexico); elimination of trachoma and dog-mediated human rabies as a public health problem in Mexico; elimination of lymphatic filariasis in Costa Rica, Suriname and Trinidad and Tobago; lymphatic filariasis is about to be eliminated as a public health problem in Brazil and the Dominican Republic, and considerable progress has been made in Guyana and Haiti.

- PAHO's Initiative for the Elimination of Communicable Diseases in the Americas seeks to eliminate more than 30 diseases and related conditions by 2030, including some NIDs such as Hydatidosis, Schistosomiasis, Fascioliasis, Lymphatic Filariasis, Leishmaniasis, Leprosy, Onchocerciasis, Yaws, Taeniasis-Cysticercosis and Trachoma.

- PAHO's objectives are also aligned with those of the World Health Organization (WHO) roadmap for NTDs, "Ending Neglect to Achieve the Sustainable Development Goals".

- The Covid-19 pandemic disrupted community-based NID control and elimination programs in the Americas, such as mass drug administration, surveys, and active case-finding. These activities were mostly cancelled in 2020 and gradually resumed in 2021.

- In 2023, PAHO's Neglected Infectious Diseases program, in consultation with countries, will develop a new plan for the elimination of neglected infectious diseases 2023-2030. This plan will establish strategic lines of action to achieve the 2030 targets for the elimination of NIDs, in line with regional and global mandates and the SDGs.

- 40 million children in Latin America and the Caribbean live in areas at risk of infection or reinfection by geohelminths (uncinaria, Ascaris lumbricoides and Trichuris trichiura).

	<ul style="list-style-type: none"> <li>- About 11 million people are at risk of contracting trachoma, which causes blindness, mainly in Brazil.</li> <li>- Currently, approximately 5.7 million people are infected with Chagas disease and about 70 million are at risk of contracting the disease.</li> <li>- Schistosomiasis remains endemic in Brazil and Venezuela, where an estimated 25 million people are at risk of infection.</li> <li>- Visceral leishmaniasis is endemic in 13 countries in the Americas, and 67 922 new cases have been reported between 2001 and 2020, with an average of 3 400 cases per year.</li> <li>- In 2020, 39 705 cases of cutaneous and mucosal leishmaniasis were reported in Latin America and the Caribbean.</li> <li>- In Latin America, between 450 000 and 1.35 million people suffer from epilepsy due to neurocysticercosis.</li> <li>- The largest endemic areas of fascioliasis in the world are in the Andean highlands of Bolivia and Peru, where the highest prevalence worldwide is found -up to 72% of infected people, mostly indigenous communities-. 250 000 people are at risk of infection.</li> </ul>
<p><b><u>Audiences</u></b></p>	<ul style="list-style-type: none"> <li>• Policy-makers, donors, ministries of health and other public health leaders from affected priority countries across several regions</li> <li>• NID programme implementers, volunteers, and communities</li> <li>• Populations requiring interventions for NIDs</li> <li>• Global citizens</li> </ul>



<p><b><u>Public messages</u></b></p>	<ol style="list-style-type: none"> <li>1. More than 1 billion people around the world are affected by NIDs.</li> <li>2. NTDs are preventable and treatable when detected early. Delays in seeking treatment and care can result in life-long disability and death.</li> <li>3. Everyone everywhere should have the information they need to prevent and treat NIDs.</li> <li>4. Everyone everywhere should be able to access essential health services to prevent and treat NIDs.</li> <li>5. When supported and protected, community health workers can deliver effective health services, especially to marginalized groups.</li> <li>6. Access to clean water, sanitary food handling, good hygiene and reduced environmental risks can prevent NIDs.</li> </ol>
<p><b><u>Communication products/channels</u></b></p>	<ul style="list-style-type: none"> <li>• Campaign web page I</li> <li>• 5 social media tiles I</li> <li>• Web banner I</li> <li>• 1 roll-up banner I</li> <li>• 2 posters I</li> <li>• Web note</li> <li>• Updated factsheets – NID team</li> <li>• Chagas educational video</li> </ul>