

WHO campaign and advocacy plan: World Neglected Tropical Diseases Day 2024 (30 January)

<p><u>Theme</u></p>	<p>Unite. Act. Eliminate.</p> <p>Let's improve the lives of our communities by tackling neglected tropical diseases in the Americas.</p>
<p><u>SOCO (single overarching communications outcome)</u></p>	<p>Raise awareness and engage policymakers, health service providers and the general public on Neglected tropical diseases (NTDs), or neglected infectious diseases, and the challenges that perpetuate them.</p>
<p><u>Background</u></p>	<ul style="list-style-type: none"> • NTDs, or neglected infectious diseases, are a diverse group of some 20 conditions that are widespread where people in vulnerability situation live, where water safety, sanitation, and access to health care are inadequate or suboptimal. • Caused mostly by a variety of pathogens including viruses, bacteria, parasites, fungi, and toxins, NTDs affect over 1 billion people globally and are responsible for thousands of preventable deaths every year. • These diseases are called “neglected” because they have historically ranked very low on the global health agenda, when they have appeared at all, receiving little attention and funding. • NTDs cost developing communities the equivalent of billions of dollars every year in direct health costs, loss of productivity and reduced socioeconomic and educational attainment. • They are also responsible for other consequences such as stigmatization, social exclusion, disability, discrimination and bias, and place considerable financial strains on patients and their families. • NTDs can be prevented, controlled, and eliminated. As of November 2023, 50 countries have succeeded in eliminating at least one NTD. • While drug treatments are available for many NTDs, often they do not get to the people that need them most.



	<ul style="list-style-type: none"> • NTD programs were deprioritized in many countries during COVID-19 pandemic, resulting in massive disruptions to treatment and care. Adaptation and innovation are helping countries to resume these programs, complemented by integrated and collaborative interventions. • In 2020 WHO published the NTD road map for 2021-2030, setting out a comprehensive blueprint to ensure that NTDs are controlled, eliminated, or eradicated by 2030. However, as a result of reduced investment, those targets, which align with the UN Sustainable Development Goals, risk not being achieved. • On World NTD Day 2024, WHO is calling on everyone, including leaders and communities, to Unite, to Act, and to Eliminate.
<p><u>Audiences</u></p>	<ul style="list-style-type: none"> • Policymakers, donors, Ministries of Health, academia, researchers, and other public health leaders in affected priority countries across several regions. • NTD program implementers, volunteers, and communities. • Populations requiring interventions for NTDs. • Global citizens.
<p><u>Calls to action and key messages</u></p>	<p>Unite: together we can improve the health and wellbeing of over 1.6 billion people worldwide.</p> <ul style="list-style-type: none"> • Empower all sectors and components of society as fundamental actors in the fight against NTDs. • Advocate for NTDs as a critical component of global health security, emphasizing that controlling, preventing and eliminating NTDs are essential for safeguarding and increasing global wellbeing. • Highlight the integral role of NTD initiatives in Pandemic Prevention, Preparedness and Response (PPPR). A key element in this will consist of showcasing the ways in which strengthened local health systems can act as detectors of and first responders to outbreaks.



Act: your voice, your action, can change lives.

- Call for the need to integrate NTD strategies into Universal Health Coverage (UHC) policies to guarantee equitable access to health services for people in vulnerability situation.
- Mobilize action and highlight the direct links between climate change and the spread of NTDs, advocating for environmental and health sector collaboration.

Eliminate: diseases that are preventable and treatable.

- Emphasize the need to accelerate efforts towards elimination of NTDs, so as to achieve the 100-country target set for 2030, i.e. 100 countries to eliminate at least one NTD by 2030. Frame NTD elimination as a driver for broader social and economic equity, empowering communities through improved health.
- Implement person-centered, Gender Equity & Human Rights-focused interventions to achieve complete well-being, address the unique challenges faced by women and girls in NTD-affected areas, and defeat stigma and discrimination.
- In 2019, PAHO Member States approved the Disease Elimination Initiative, which seeks to eliminate more than 30 communicable diseases and related conditions by 2030, and eleven diseases included in this initiative are neglected tropical diseases in the Region of the Americas. In 2023, PAHO relaunched this Initiative, and encourages each country's efforts to focus on those communicable diseases that have the greatest impact on the health of their populations and communities. The Initiative aims to work on a common, integrated and sustainable approach, promoting linkages and synergies within the health system and with other sectors.

Key Messages



1. NTDs and Universal Health Coverage / Health System Strengthening:

Strengthen health systems by making NTDs a priority within the Universal Health Coverage (UHC) and wider health agenda actions, acknowledging that a truly universal approach leaves no disease or individual behind.

2. NTDs and Climate Change:

Address the exacerbating effect of climate change on NTD spread by adapting public health strategies to our changing environment.

3. NTDs - '50 down, 50 to go':

The end of NTDs is within reach. So far 50 countries have eliminated at least one NTD, this is a halfway mark to the 100-country target set for 2030 in the WHO road map for neglected tropical diseases.

4. NTDs and Global Health Security:

NTDs is a critical component of global health security. Safeguarding against NTDs protects global populations.

5. NTDs and Pandemic Prevention, Preparedness and Response (PPPR):

Leverage lessons from NTD management to build stronger PPPR systems, ensuring readiness to tackle future health emergencies.

Essential health services, including NTD services, must be maintained during health crises to serve the most vulnerable and prevent rebounds in transmission.

6. NTDs and Equity:

Prioritize the most marginalized by focusing NTD resources and programmes on those who bear the greatest burden, moving towards equity in global health. NTD elimination is a driver for broader social and economic equity, empowering communities through improved health.



	<h2>7. World Leprosy Day</h2> <p>Leprosy is part of the neglected tropical diseases group. World Leprosy Day is celebrated on the last Sunday of January and the goal of this commemoration is to raise awareness about the disease and reduce stigma against those who suffer from it. It is possible to interrupt the transmission of leprosy and eliminate the disease.</p>
<p><u>Public messages</u></p>	<ol style="list-style-type: none">1. More than 1.6 billion people – or some 1 in 5 of the world’s population – are affected by neglected tropical diseases.2. Neglected tropical diseases are preventable and treatable when detected early. Delay in seeking treatment and care can result in life-long disability and death.3. Everyone, everywhere, should have the information they need to prevent and treat neglected tropical diseases.4. Everyone should be able to access essential health services to prevent and treat NTDs.5. When supported and protected, community health workers can deliver effective, essential health services, especially to marginalized groups.6. Simple things like access to clean water and sanitation, sanitary food handling, good hygiene and reduced environmental risks can all have a major impact on NTDs. <p>Act. Unite. Eliminate</p> <p>Messages under the partner "Unite. Act. Eliminate." campaign:</p>



	<p>Unite:</p> <p>- "Join Hands to Beat NTDs": Let's come together to wipe out Neglected Tropical Diseases and improve the health and wellbeing of over 1.6 billion people worldwide. Your voice, your action, can change lives.</p> <p>"Everybody Matters": Join a worldwide effort to end the neglect and fight diseases that are preventable and treatable.</p> <p>Act:</p> <p>"Take Action, Make an Impact": Every step you take, big or small, helps us get closer to a world without NTDs. Support the cause, spread the word, be part of the change."</p> <p>"Act Now for a Healthier Tomorrow": Support our mission to provide care and protection against NTDs to all who need it.</p> <p>Eliminate:</p> <p>"End NTDs to Open Doors to New Beginnings": By stopping these diseases, we open up a world of possibilities for billions. Help us achieve this vision."</p> <p>"A Future Free from NTDs": Imagine a world where every child can play, learn, and grow up without the threat of NTDs. Together, we can make it happen."</p>
<p><u>Communication products/channels</u></p>	<ul style="list-style-type: none"> • Campaign web page • Social media tiles • Web banner • 1 roll up banner • 1 posters • D video message • Press release/statement (TBD) • Updated factsheets • Regional/Virtual event • Videos from Countries and on Leishmaniasis

PAHO



Pan American
Health
Organization



World Health
Organization
REGIONAL OFFICE FOR THE
Americas

<u>Influencer strategy</u>	<ul style="list-style-type: none">• Partner orgs mobilized to promote campaign and amplify messages• Social media packs to be shared
<u>Measurement and evaluation</u>	<ul style="list-style-type: none">• Shareability, share of voice on media, social media, website visits (PAHO/WHO mentions)