

## CONCEPT NOTE

### World Tuberculosis Day, 24 March 2024

<p><b><u>Theme</u></b></p>	<p><b>“Yes! We can End TB!</b>                  PAHO website: <a href="https://www.paho.org/en/campaigns/world-tuberculosis-day-2024">https://www.paho.org/en/campaigns/world-tuberculosis-day-2024</a>                  WHO website: <a href="https://www.who.int/campaigns/world-tb-day/2024">https://www.who.int/campaigns/world-tb-day/2024</a></p>
<p><b><u>SOCO</u></b></p>	<p>Government leaders, policy makers, health workers and civil society including affected communities engage and advocate on the urgent need to accelerate progress to end TB. <b>A special spotlight will be placed on the commitments made during the United Nations High-Level Meeting on Tuberculosis in September 2023.</b></p>
<p><b><u>Audiences</u></b></p>	<ul style="list-style-type: none"> <li>• Primary: Ministries of Health, policy makers and other public health leaders of affected priority countries across several regions</li> <li>• Primary: Health workers</li> <li>• Primary: civil society including youth and affected people &amp; community representatives</li> <li>• Primary: General public through social media and media</li> <li>• Secondary: Partners</li> </ul>
<p><b><u>Background</u></b></p>	<ul style="list-style-type: none"> <li>• Globally, tuberculosis (TB) is the leading cause of death from infectious disease.</li> <li>• According to the 2023 Global TB Report, an estimated 10.6 million cases were reported worldwide, of which 5.8 million were men, 3.5 million were women, and 1.3 million were children. People living with HIV accounted for 6.3% of these cases. Additionally, there were 1.3 million deaths reported, including approximately 167,000 among people living with HIV. However, global efforts to combat tuberculosis <b>have saved approximately 75 million lives since 2000.</b></li> <li>• In the Region of the Americas, an estimated 325,000 people fell ill with TB (3% of the global total), representing a 14% increase compared to 2015. There was a gap of 83,000 undiagnosed cases. Additionally, around 35,000 people died from TB in the region (a 41% increase compared to 2015), with 31% (11,200) attributed to TB/HIV. Every day, approximately 96 people lose their lives to TB, and about 890 people contract this preventable and curable disease.</li> <li>• The theme of World TB Day 2024, <b>“Yes! We can end TB!”</b>, conveys a message of hope that it is possible to change the trajectory of the tuberculosis epidemic through high-level leadership, increased investments, faster adoption of new recommendations from</li> </ul>

	<p>PAHO/WHO, adoption of innovations, accelerated action, and multisectoral collaboration.</p> <ul style="list-style-type: none"> <li>• Eliminating tuberculosis by 2030 is one of the Sustainable Development Goals, which has become a challenge amidst a pandemic. However, the COVID-19 pandemic has dramatically increased awareness of the importance of health for social, economic, and political stability and has accelerated the adoption of innovations in health service delivery, creating unique opportunities to increase the resilience of health systems in the face of current and future crises.</li> <li>• TB is a disease strongly linked to social inequalities and acts as a perpetuator of poverty in families and countries. It is one of the 30 communicable diseases included in <a href="#">PAHO's Initiative for the Elimination of Diseases in the Americas</a>, a region that has already achieved previous successes in disease elimination.</li> <li>• A special focus will be placed on the call to action with partners, urging member states to accelerate the implementation of new diagnostic methods, shortened and oral treatment regimens recommended by PAHO/WHO for drug-resistant tuberculosis, and innovative case-finding strategies.</li> </ul>
<p><b><u>Messages</u></b></p>	<ul style="list-style-type: none"> <li>• <b>High level leadership and action to end TB</b> 2024 is the year to shine a spotlight on ending TB and the suffering it causes to millions, and to call for comprehensive and universal care for those affected. The 2023 UN High Level Meeting on TB at the General Assembly in September that will bring together Heads of State, provides the opportunity to mobilize political and social commitment to ramp up progress against this ancient disease. It is our collective responsibility to confront inequalities and put an end to this preventable and curable disease.</li> <li>• <b>Urgent investment of resources, support, care and information are vital to ensure universal access to TB care and for research.</b> So far, the focus on TB elimination has been on low-burden countries; however, it is necessary to redouble efforts for TB elimination in the Region of the Americas, mainly focusing on criteria to assess countries' efforts on the pathway to elimination, considering the region's significant heterogeneity where countries in pre-elimination and high-burden situations coexist. Therefore, adaptation of global strategies to the region's diverse needs and realities is necessary, but it also requires each country's adaptation efforts to its own reality.</li> <li>• <b>Equitable access to prevention and care in line with PAHO/WHO's drive towards Universal Health Coverage.</b> Increased investments to support the implementation of TB preventive treatment options recommended by PAHO/WHO, shortened treatment regimens, rapid molecular diagnostics, and tests for TB infection, among other innovations and digital tools, will lead to improvements in health</li> </ul>

	<p>outcomes and save millions of lives. It is important to emphasize that investments in research and innovation are vital to accelerate efforts to achieve TB elimination goals.</p> <ul style="list-style-type: none"> <li>• <b>Tackling health inequities to ensure health for all.</b> Deep inequalities persist between and within countries in the region. People with TB are among the most marginalized and vulnerable, facing barriers to accessing quality care and treatment. PAHO/WHO is calling for global action to address health inequalities for people with TB and other diseases.</li> <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. TB is mainly concentrated in settings beset by poverty and other social and economic challenges and in the most vulnerable populations. Poverty, undernourishment, poor living and working conditions, among others, affect how people fall ill, develop TB and cope with the demands of treatment (including medical, financial, and social), and influence the health outcomes they face. Thus, progress in combating TB and its drivers cannot be achieved by the health system alone and requires firm political commitment at the highest level, strong multisectoral collaboration (beyond health), and an effective accountability system.</li> </ul>
<p><u><b>Key messages</b></u></p>	<p><b>Ministries of Health, TB programme managers and other public health leaders</b></p> <ul style="list-style-type: none"> <li>• Globally, tuberculosis is the leading cause of death from an infectious disease. Worldwide, there were 1.3 million deaths from a preventable and curable disease, including about 167,000 among people living with HIV.</li> <li>• The collective global efforts to combat tuberculosis have saved approximately 75 million lives since 2000.</li> <li>• In the Region of the Americas, nearly 96 people die from tuberculosis each day, and about 890 people become ill.</li> <li>• The 2023 United Nations High-Level Meeting agreed on new targets to end TB.</li> <li>• Following the commitments made by Heads of State to accelerate progress towards ending TB, this year's focus is on turning these commitments into tangible actions: accelerating the implementation of new diagnostic methods, shortened and oral treatment regimens recommended by PAHO/WHO for drug-resistant tuberculosis, and innovative case-finding strategies.</li> </ul> <p>○ <b>Supporting message:</b></p> <ul style="list-style-type: none"> <li>- Urgent investment of resources, support, care and information are vital to ensure universal access to TB care and for research. This is especially critical in the context of the world struggling to get back on track following the impact of the COVID-19 pandemic, while tackling</li> </ul>

	<p>new threats and grappling with conflict, which has put End TB progress at risk.</p> <ul style="list-style-type: none"> <li>○ <b>Call to action:</b> <ul style="list-style-type: none"> <li>- Allocate resources to improve the quality of TB diagnosis, prevention, treatment, and care services and make them more resilient and sustainable.</li> <li>- Support healthcare workers to provide high-quality and sustainable TB services according to PAHO/WHO recommendations, recognizing their critical contribution to enable access to TB prevention and care for affected populations, including children and adolescents, to achieve TB goals.</li> <li>- Ensure adequate training and up-to-date information sharing for health workers on the latest PAHO/WHO recommendations on TB services.</li> </ul> </li> </ul> <p><b>Health workers</b></p> <ul style="list-style-type: none"> <li>● Health workers have a key role to play in enabling access to TB prevention and care for affected populations, and in reaching TB targets in line with the latest PAHO/WHO recommendations.</li> </ul> <ul style="list-style-type: none"> <li>○ <b>Supporting message:</b> <ul style="list-style-type: none"> <li>- Health workers must be trained and have the latest PAHO/WHO guidance available for TB prevention, treatment and care services.</li> </ul> </li> <li>○ <b>Call to action:</b> <ul style="list-style-type: none"> <li>- Incorporate essential TB services into routine health interventions.</li> <li>- Deliver care that is kind, respectful of human rights and without stigma.</li> </ul> </li> </ul> <p><b>Civil society including youth and affected people &amp; community representatives</b></p> <ul style="list-style-type: none"> <li>● Poner fin a la TB requiere una acción concertada de todos los sectores para proporcionar los servicios adecuados, el apoyo y un ambiente seguro en el lugar correcto y en el momento adecuado.</li> </ul> <ul style="list-style-type: none"> <li>○ <b>Supporting message:</b> <ul style="list-style-type: none"> <li>- Youth groups and civil society must advocate for investment of resources, support, care and information to win the fight against TB.</li> </ul> </li> <li>○ <b>Call to action:</b></li> </ul>
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	<ul style="list-style-type: none"> <li>- Ensure essential TB services are maintained in the community;</li> <li>- Support health workers to provide essential TB services in line with WHO recommendations.</li> <li>- Combat stigma and discrimination to ensure that everyone feels safe to access TB services.</li> <li>- Sensitize young people, encourage them to become TB advocates.</li> <li>- Support TB patients in the community with resources and advice.</li> </ul> <p><b>Público general</b></p> <ul style="list-style-type: none"> <li>• Globally, tuberculosis is the leading cause of death from an infectious disease. Worldwide, there were 1.3 million deaths from a preventable and curable disease, including about 167,000 among people living with HIV.</li> <li>• Global efforts against tuberculosis have saved around 75 million lives since 2000.</li> <li>• In the Region of the Americas, nearly 96 people die from tuberculosis each day, and about 890 people become ill.</li> <li>• We all have a role to play in ending TB: individuals, communities, businesses, governments, societies.</li> </ul> <ul style="list-style-type: none"> <li>○ <b>Supporting message:</b> <ul style="list-style-type: none"> <li>- If you think you are affected with TB, get tested, get treated and follow the advice of your health care provider.</li> </ul> </li> <li>○ <b>Call to action:</b> <ul style="list-style-type: none"> <li>- Educate yourself on TB causes, symptoms, and prevention.</li> <li>- Don't believe in myths or misinformation.</li> <li>- Stand up against TB stigma and discrimination.</li> </ul> </li> </ul>
<p><b><u>Products</u></b></p>	<ul style="list-style-type: none"> <li>- Video message from the PAHO Director</li> <li>- Campaign website (English, Spanish, and Portuguese)</li> <li>- Posters x 4</li> <li>- Social media cards x 4</li> <li>- Country videos – Peru and Paraguay: Use of innovative tools for case finding (X-ray + AI)</li> <li>- WHO/PAHO press release</li> </ul> <p>Technical product:</p> <ul style="list-style-type: none"> <li>- Regional Tuberculosis Situation Room</li> </ul> <p>Events</p>

	<ul style="list-style-type: none"> <li>- Webinar "Opportunities and Challenges towards Tuberculosis Elimination in the Americas" PAHO – Monday, March 25, 2024, 10:30 am (EST)</li> <li>- Live streaming on YouTube and social media</li> </ul> <p>Campaign hashtags: <b>#WorldTBDay</b> and <b>#EndTB</b></p>
<p><b><u>Channels</u></b></p>	<ul style="list-style-type: none"> <li>- YouTube (PAHO’s Director video and country videos: Peru and Paraguay)</li> <li>- Media (Press Release or Web Note)</li> <li>- Online (PAHO website)</li> <li>- Facebook and Twitter: graphic cards</li> <li>- Instagram: reels (videos Peru and Paraguay)</li> <li>-</li> </ul>