

Concept Note: World Tuberculosis Day - 24 March 2025

<p><u>Theme</u></p>	<p>“Yes! We Can End TB: Commit, Invest, Deliver” PAHO Website:</p>
<p><u>SOCO (Single Overarching Communication Outcome)</u></p>	<ul style="list-style-type: none"> - To convince governments, key sectors, and civil society that adopting a multisectoral approach and investing in concrete actions are essential to accelerating the elimination of tuberculosis in the region.
<p><u>Target audiences</u></p>	<ul style="list-style-type: none"> • Ministries of Health and other key sectors that can contribute to the fight against TB, including social development, education, labor, justice, science, and technology, along with policymakers and public health leaders from priority countries in the Americas. • Civil society, including youth, affected communities, and community representatives. • Strategic partners, including international organizations, the private sector, and academic institutions. • Media and the general public, reached through social media, PAHO’s website, newsletters, Zoom platform, and media outlets.
<p><u>Background</u></p>	<ul style="list-style-type: none"> • Tuberculosis remains one of the world’s deadliest infectious diseases. • Globally, Each day, nearly 3,500 people lose their lives to TB, and nearly 30,000 people fall ill with this preventable and curable disease. Global efforts to combat TB have saved approximately 79 million lives since 2000. However, the COVID-19 pandemic and socioeconomic inequalities have reversed years of progress, placing an even greater burden on affected populations, particularly the most vulnerable. • According to the 2024 Global Tuberculosis Report by the World Health Organization, an estimated 10.8 million people developed TB worldwide, and 1.25 million people died from the disease, including approximately 161,000 among those living with HIV. • In the Region of the Americas, in 2023, an estimated 342,000 people developed TB, a 20% increase compared to 2015, with 76,000 cases undiagnosed and untreated. The region has recovered and surpassed pre-pandemic levels of case notifications; however, 2023 recorded the highest number of cases since WHO began monitoring TB data in the region. El número de personas afectadas por esta enfermedad sigue aumentando y las muertes siguen siendo altas. • 35,000 people died from TB in 2023, representing a 44% increase since 2015. • 29% of TB deaths (10,000 cases) were associated with TB/HIV coinfection. • Each day, nearly 100 people lose their lives to TB and 900 people fall ill with the disease. • These figures demonstrate that TB remains a serious public health challenge in the Americas. However, there is reason for optimism. Today, we have tools and technologies that can accelerate progress toward ending TB.

<p><u>Key messages</u></p>	<ul style="list-style-type: none"> • El tema de este año, ¡Sí! Podemos poner fin a la TB: Compromiso, Inversión, Resultados, es un audaz llamamiento a la esperanza, la urgencia y la responsabilidad. <ul style="list-style-type: none"> ○ Commit – World leaders at the 2023 UN High-Level Meeting pledged to accelerate efforts to end TB. Now, we need real action: rapid implementation of WHO guidance and policies, strengthened national strategies, and full funding. ○ Invest – TB cannot be defeated without proper financing. We need a bold, diversified approach to fund innovation, to close gaps in access to TB prevention, treatment and care, as well as to advance research and innovation. ○ Deliver – Turning commitments into action means scaling up proven WHO-recommended interventions: early detection, diagnosis, preventive treatment, and high-quality TB care, particularly for drug-resistant TB. Success depends on community leadership, civil society action, and cross-sector collaboration.
<p><u>Call to Action</u></p>	<p><u>Governments and policymakers (Ministries, health authorities, government leaders, and TB program managers):</u></p> <ul style="list-style-type: none"> • Ending TB is possible through innovation, early diagnosis, and person-centered care. • Commit to a coordinated, evidence-based response to reduce the TB burden and meet UN High-Level Meeting commitments, ensuring adequate funding for prevention, diagnosis, and treatment. • Invest in resilient health systems to eliminate TB and strengthen responses to future health crises. • Close gaps in care and ensure equitable access to prevention and treatment in line with Universal Health Coverage goals. • Rapidly scale up WHO-recommended interventions, including early detection, diagnosis, preventive treatment, and high-quality TB care, especially for drug-resistant TB. • Increase investment to expand access to rapid molecular diagnostics, shorter treatment regimens, TB infection testing, and WHO/PAHO-recommended therapies. • Deploy innovative case-finding strategies in vulnerable and hard-to-reach populations using AI-assisted digital X-ray technology to enhance TB detection. • Although case notifications have recovered, progress is too slow, and current investments fall far short of what is needed to end the TB epidemic. • Social factors like poverty, inequality, malnutrition, comorbidities, discrimination, and stigma remain major drivers of the TB epidemic. • Social protection policies, access to housing, and dignified employment can help prevent TB and improve treatment adherence

	<ul style="list-style-type: none"> Investing in research and innovation is critical to accelerating progress toward TB elimination. These investments will improve health outcomes and save millions of lives. <p><u>For Health Professionals:</u></p> <ul style="list-style-type: none"> Healthcare workers play a crucial role in ensuring access to TB screening, prevention, and care for affected populations. Integrate essential TB services into routine health interventions. Stay informed and trained to effectively implement the new shortened, all-oral TB treatment regimens. Treatment success must go beyond 72%—we must aim for a 90% cure rate. Treatment adherence is critical—each patient lost to follow-up increases the risk of drug-resistant TB and further transmission. Every person cured prevents 10 to 20 new infections and up to two active TB cases. TB care must be person-centered and comprehensive, including nutritional, informational, and material support, as well as addressing addictions, noncommunicable diseases, and mental health needs. <p><u>For Civil Society, Communities, and People Affected by TB:</u></p> <ul style="list-style-type: none"> TB is preventable, curable, and treatable. No one should lose their life to a disease that has a cure. Ensure essential TB services remain available within communities. TB treatment has improved—it is now shorter, fully oral, and with fewer side effects. Combat stigma and discrimination to ensure that everyone feels safe accessing TB services. Stigma and discrimination create barriers to timely diagnosis and treatment. <p><u>For the General Public:</u></p> <ul style="list-style-type: none"> TB remains one of the deadliest infectious diseases in the world. In the Americas, approximately 35,000 people lost their lives to TB in 2023, while 900 people fall ill every day with this preventable and curable disease. TB treatment is now shorter and more accessible—lasting just 4 to 6 months and fully oral. Ending TB saves lives and strengthens global health. Investing in its elimination means closing social gaps, ensuring access to medical care, and building healthier communities.
<p><u>Products</u></p>	<ul style="list-style-type: none"> PAHO Campaign Website (English, Spanish, Portuguese) Social media GIFs (English, Spanish, Portuguese)

	<ul style="list-style-type: none"> - Campaign poster (English, Spanish, Portuguese) - Country stories and social media videos (Peru & Paraguay) - Web banner (English, Spanish, Portuguese) - PAHO press release - Director’s video message (English, Spanish, Portuguese) <p>Events:</p> <ul style="list-style-type: none"> - PAHO Regional Webinar: 25 march 2025 – "Comprehensive and Multisectoral Approaches to Improve the Quality of Life of People Affected by TB and to Eliminate TB." <p>Campaign Hashtags: # WorldTBDay and #EndTB</p>
<u>Channels</u>	<ul style="list-style-type: none"> - YouTube and LinkedIn (Director video) - Media (Press Release) - Online (PAHO website) - Facebook, Twitter, LinkedIn: GIFs - Instagram: GIFs and reels
<u>Monitoring & Evaluation</u>	<ul style="list-style-type: none"> - Website Performance: Traffic analysis and interaction metrics from the campaign webpage and PAHO TB section. - Social Media Impact: Reach, interactions, and engagement metrics across PAHO and country accounts (Twitter, Facebook, Instagram, YouTube, LinkedIn). - Media Coverage: Volume and reach of media mentions on World TB Day and PAHO’s role. - Regional Event Outcomes: Number of attendees and participant engagement.