

## Concept Note: World TB Day 24 March 2023.

<p><b><u>Theme</u></b></p>	<p><b>“Yes! We can End TB!</b>  PAHO website: <a href="https://www.paho.org/es/campanas/dia-mundial-tuberculosis-2023">https://www.paho.org/es/campanas/dia-mundial-tuberculosis-2023</a>  WHO website: <a href="https://www.paho.org/en/campaigns/world-tuberculosis-day-2023">https://www.paho.org/en/campaigns/world-tuberculosis-day-2023</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 2023 UN High Level Meeting on TB.</b></p>
<p><b><u>Audiences</u></b></p>	<ul style="list-style-type: none"> <li>• Primary: Global citizens through social media and media</li> <li>• Primary: Ministries of Health, policy makers and other public health leaders of affected priority countries across several regions</li> <li>• Primary: civil society including youth and affected people &amp; community representatives</li> <li>• Secondary: Partners</li> </ul>
<p><b><u>Background</u></b></p>	<ul style="list-style-type: none"> <li>• TB remains one of the world’s deadliest infectious killers.</li> <li>• Each day, close to <b>4400 people lose their lives to TB and close to 30,000 people fall ill</b> with this preventable and curable disease. Global efforts to combat TB have <b>saved an estimated 74 million lives since the year 2000.</b> However, the COVID-19 pandemic, coupled with conflicts across Europe, Africa and the Middle East and socioeconomic inequities, has reversed years of progress made in the fight to end TB, and placed an even heavier burden on those affected, especially the most vulnerable.</li> <li>• In its latest Global Tuberculosis Report, paho/WHO highlighted that for the first time in over a decade, estimated TB incidence and deaths have increased.</li> <li>• Every day, in the <b>Region of the Americas, around 90 people lose their lives to tuberculosis and around 850 people become ill with this preventable and curable disease.</b></li> <li>• The theme of World TB Day 2023 - ‘<b>Yes! We can end TB!</b>’ – conveys a message of hope that getting back-on-track to turn the tide against the TB epidemic is possible through high level leadership, increased investments, faster uptake of new PAHO/WHO recommendations and adoption of innovations, accelerated action and multisectoral collaboration.</li> <li>• 2023 is a critical year to push forward the agenda towards ending TB, as there are several high-level opportunities to raise visibility, increase political commitment, and enhance investments for the TB response.</li> <li>• Heads of State will come together to deliberate on accelerating efforts to end TB, for the second time at the <b>2023 UN High Level</b></li> </ul>

	<p><b>Meeting on TB at the General Assembly</b> in September. The prioritization of TB in the agenda of Heads of State and other leaders provides strong impetus to step up progress against this ancient disease.</p> <ul style="list-style-type: none"> <li>• This year the spotlight of <b>World TB Day</b> will be on urging countries to <b>ramp up progress in the lead up to the 2023 UN High Level Meeting on TB.</b></li> <li>• A special focus will be placed on call to action with partners urging Member States to accelerate the roll out of the new PAHO/WHO-recommended shorter all-oral treatment regimens for drug resistant TB.</li> </ul>
<p><u>Messages</u></p>	<ul style="list-style-type: none"> <li>• <b>High level leadership and action to end TB</b> 2023: 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> This is especially critical in the context of the COVID-19 pandemic, and ongoing conflict and socioeconomic crises, that has put End TB progress at risk, and to ensure equitable access to prevention and care in line with PAHO/WHO’s drive towards achieving Universal Health Coverage. More investments towards supporting the roll out of PAHO/WHO-recommended TB preventive treatment options, shorter TB treatment regimens, rapid molecular diagnostics and tests for TB infection, other innovations and digital tools will lead to improvements in health outcomes and save millions of lives. Importantly, investments in research and innovation are vital to fast-track efforts to reach the end TB targets.</li> <li>• <b>Tackling health inequities to ensure health for all.</b> The COVID-19 pandemic has drawn attention to the deep disparities that persist between and within countries. People with TB are among the most marginalized and vulnerable, facing barriers in accessing care. P A H O / WHO is calling for global action to address health inequities 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</li> </ul>

	<p>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.</p>
<p><b><u>Call to action</u></b></p>	<p><b>Ministries of Health and other public health leaders</b></p> <ul style="list-style-type: none"> <li>• Allocate sufficient resources to improve the quality of TB diagnosis, prevention, treatment and care services and make them more resilient and sustainable;</li> <li>• Support and empower health workers to deliver high-quality TB services in line with WHO recommendations, while recognizing their critical contributions in enabling access to TB prevention and care for affected populations including children and adolescents, and in reaching TB targets</li> <li>• Expand high quality TB services for children and adolescents in a flexible and sustainable manner;</li> <li>• Empower communities to combat TB related stigma and discrimination.</li> </ul> <p><b>Health workers</b></p> <ul style="list-style-type: none"> <li>• Incorporate TB into routine health interventions;</li> <li>• Deliver care that is kind, respectful of human rights and without stigma;</li> <li>• Ensure you are trained and have the latest WHO guidance available to you for TB prevention, treatment and care services</li> </ul> <p><b>Community leaders</b></p> <ul style="list-style-type: none"> <li>• Ensure essential TB services are maintained in the community;</li> <li>• Support community health workers, including nurses and midwives, 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> </ul> <p><b>TB programme managers</b></p> <ul style="list-style-type: none"> <li>• Support and empower health workers to deliver high quality TB services to everyone who needs them in line with WHO recommendations;</li> <li>• Ensure adequate training and up-to date information sharing for health workers on the latest WHO recommendations on TB services;</li> </ul>

	<p><b>Youth</b></p> <ul style="list-style-type: none"> <li>• Advocate for investment of resources, support, care and information to win the fight against TB.</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>General public</b></p> <ul style="list-style-type: none"> <li>• Educate yourself on TB causes, symptoms, and prevention.</li> <li>• If you think you are affected with TB, get tested, get treated and follow the advice of your health care provider.</li> <li>• Don't believe in myths or misinformation.</li> <li>• Stand up against TB stigma and discrimination</li> </ul>
<p><b><u>Products</u></b></p>	<ul style="list-style-type: none"> <li>- DG video message</li> <li>- Multilingual campaign site DCO</li> <li>- Posters x 8 DCO</li> <li>- Social media tiles x 8 DCO</li> <li>- Web banner and screen saver DCO</li> <li>- Press release DCO</li> <li>- Country stories</li> </ul> <p>Technical product:</p> <ul style="list-style-type: none"> <li>- Call to Action on Shorter Regimens for DR-TB</li> <li>- Factsheets</li> </ul> <p>Events</p> <ul style="list-style-type: none"> <li>- PAHO webinar – 23 March 2023</li> <li>- High-level World TB Day Talk Show (Hybrid)</li> <li>- Press conference</li> <li>- Social media live</li> </ul> <p>Campaign hashtags: <b>#WorldTBDay</b> and <b>#EndTB</b></p>
<p><b><u>Timeline</u></b></p>	<ul style="list-style-type: none"> <li>• World TB Day, 24 March (Friday)</li> <li>• Press release</li> <li>• Delivery of campaign materials</li> <li>• Communication toolkit</li> <li>• DG's video message speech</li> <li>• Deadline for submitting stories - March 15th.</li> </ul>
<p><b><u>Channels</u></b></p>	<ul style="list-style-type: none"> <li>- YouTube (Director-General video)</li> <li>- Media (Press Release)</li> <li>- Online (PAHO website)</li> <li>- Social media (Facebook, Twitter, Instagram, LinkedIn)</li> </ul>
<p><b><u>Medición y evaluación</u></b></p>	<ul style="list-style-type: none"> <li>- <b>Website results:</b> measure public engagement on the campaign website and the TB topic on the PAHO website.</li> <li>- <b>Media and social media results:</b> measure the volume of coverage in the media (PAHO press release).</li> </ul>

- |  |   |
|--|---|
|  | - <b>Social media results and impact:</b> Twitter, Facebook, Instagram, and LinkedIn of PAHO. |
|--|---|

## **Key Messages**

### **For leaders:**

- Tuberculosis (TB) remains one of the **world's deadliest infectious killers**. Each day, close to 4400 people lose their lives to TB and close to 30,000 people fall ill with this **preventable and curable disease**.
- Although 74 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.
- Every day, in **the Region of the Americas**, around 90 people lose their lives to tuberculosis and around 850 people become ill with this preventable and curable disease
- The COVID-19 pandemic, coupled with socioeconomic inequities, **has reversed years of progress made** in the fight to end TB, and placed an even heavier burden on those affected, especially the most vulnerable.
- The **2023 UN High Level Meeting on TB** at the General Assembly in September provides the opportunity to shine the spotlight on the disease and mobilize political and social commitment **for accelerate progress to end TB**.
- **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 COVID-19 pandemic, and ongoing conflict and socioeconomic crises, that has put End TB progress at risk, and to ensure equitable access to prevention and care in line with PAHO/WHO's drive towards achieving Universal Health Coverage. More investments towards supporting the roll out of PAHO/WHO-recommended TB preventive treatment options, shorter TB treatment regimens, rapid molecular diagnostics and tests for TB infection, other innovations and digital tools will lead to improvements in health outcomes and save millions of lives. Importantly, investments in research and innovation are vital to fast-track efforts to reach the end TB targets.
- **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. PAHO/WHO is working closely with countries to support the uptake of the Multisectoral Accountability Framework, examples of high-level leadership on multisectoral accountability include Presidential or Head of State End TB initiatives and formalized mechanisms for the engagement and accountability of stakeholders.
- **WHO is working with the Office of the President of the UN General Assembly and the UN, along with countries and partners to organize the second UN High Level Meeting on TB in 2023**. High level leadership and commitment is urgently required to get progress back on track to end TB.

### **For health workers**

- 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 WHO recommendations.
- To help countries scale-up access to new shorter and more efficient treatment regimens, on World TB Day, WHO is releasing a call to action with partners urging Member States to accelerate the roll out of the new WHO-recommended shorter all-oral treatment regimens for drug resistant TB. Health workers need to be informed and capacitated to ensure the roll out of these new all-oral regimens.

### **For the public**

- Tuberculosis (TB) remains one of the **world’s deadliest infectious killers**. Each day, close to 4400 people lose their lives to TB and close to 30,000 people fall ill with this **preventable and curable disease**.
- The COVID-19 pandemic, coupled socioeconomic inequities, **has reversed years of progress made** in the fight to end TB, and placed an even heavier burden on those affected, especially the most vulnerable.
- **Urgent investment of resources, support, care and information are vital to win the fight against TB**. 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. More investments towards TB diagnosis, prevention treatment, and care will save millions more lives.
- **Tackling health inequities to ensure health for all**. The COVID-19 pandemic has drawn attention to the deep disparities that persist between and within countries. People with TB are among the most marginalized and vulnerable, facing barriers in accessing care. WHO is calling for global action to address health inequities for people with TB and other diseases.
- **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. Everyone has a role to play in ending TB – individuals, communities, businesses, governments, societies.
- The **2023 UN High Level Meeting on TB** at the General Assembly in September provides the opportunity to shine the spotlight on the disease **and mobilize political and social commitment to accelerate progress to end TB**. Heads of State will come together to deliberate on accelerating efforts to end TB, for the second time at the 2023 UN High Level Meeting on TB at the General Assembly in September. The prioritization of TB in the agenda of Heads of State and other leaders provides strong impetus to step up progress against this ancient disease.

### **ADVOCACY – SOCIAL MEDIA**

<b>Getting progress back-on-track</b>	<p>COVID-19 has reversed progress in the fight against tuberculosis. Ask your leaders to invest in and ensure access to essential TB prevention and treatment.</p> <p><b>Yes! We must ensure universal access to tuberculosis services</b></p>
<b>TB diagnosis</b>	<p><b>Yes! Rapid diagnosis of tuberculosis is available and recommended!</b></p> <p>Ask your provider for access to WHO-recommended rapid tests for TB, to ensure a quick diagnosis and early treatment.</p>
<b>TB prevention</b>	<p><b>Yes! Tuberculosis preventive treatment can stop progression to TB disease</b></p> <p>If you are a close contact of a TB patient or belong to a high-risk group</p> <ul style="list-style-type: none"> <li>- get tested for infection</li> <li>- complete your full course of preventive treatment to ensure your TB infection does not turn into TB disease</li> </ul>

<b>Drug-resistant TB</b>	<p><b>Yes! Drug resistant tuberculosis treatment is shorter and all oral</b></p> <p>Check with your doctor for WHO-recommended completely oral shorter treatment. It has 2-3 regimens with fewer pills, 0 injections.</p>
<b>Stigma</b>	<p>Stigma compromises quality care for patients.</p> <ul style="list-style-type: none"> <li>- Learn the facts about TB.</li> <li>- Don't believe in myths which can stigmatize and discriminate</li> </ul> <p><b>Yes! We must stand against tuberculosis stigma and discrimination</b></p>
<b>TB treatment</b>	<p>Contact your health provider if:</p> <ul style="list-style-type: none"> <li>- you have symptoms like cough, fever, and weight loss</li> <li>- are a close contact of a TB patient, or</li> <li>- belong to a high-risk group</li> </ul> <p>Complete your full course of treatment.</p> <p><b>YES! Tuberculosis is curable!</b></p>
<b>Risk Factors</b>	<p>Let's tackle the key drivers of the tuberculosis epidemic:</p> <ul style="list-style-type: none"> <li>- Undernutrition,</li> <li>- Poverty</li> <li>- HIV,</li> <li>- Diabetes and</li> <li>- tobacco</li> </ul> <p><b>Yes! Cross-sector collaboration and accountability are vital to #EndTB!</b></p>
<b>TB Research and Innovation</b>	<p>New effective diagnostics, medicines and vaccines can speed-up progress to #EndTB!</p> <p><b>Yes! Investment in tuberculosis research and innovation can save lives</b></p>