World TB Day is observed on March 24 each year to raise public awareness and understanding about the world’s deadliest infectious killer - tuberculosis (TB) and its devastating health, social and economic impact on people around the world.

March 24 marks the day in 1882 when Dr Robert Koch announced that he had discovered the bacterium that causes TB, which opened the way towards diagnosing and curing this disease.

However, TB still claims over 4000 lives and close to 30 000 people fall ill each day with this preventable and curable disease. World TB Day is an opportunity to focus on the people affected by this disease and to call for accelerated action to end TB suffering and deaths.

How the Toolkit can help

This toolkit contains materials and resources which can be used in the lead-up to and during World TB Day 2020 to support your activities and outreach.

Whether you are a person affected by TB or a caregiver, whether you work in a government, academia, a nongovernmental organization and civil society organization or a media outlet, whether you are a doctor, teacher, journalist, blogger or simply a well-wisher, this toolkit is for you!
To accelerate the TB response in countries to reach targets – Heads of State came together and made strong commitments to end TB at the first-ever UN High-Level Meeting (UNHLM) in September 2018.

The theme of World TB Day 2020 - ‘It’s time’ – puts the accent on the urgency to act on the commitments made by global leaders to:

- Scale up access to prevention & treatment
- Ensure sufficient & sustainable financing including for research
- Promote equitable, rights-based & people-centered TB response
- Promote an end to stigma & discrimination
- Build accountability

This World TB Day, WHO aims to raise awareness on the importance of ending TB, and calls on all leaders, partners and stakeholders in the fight to translate their commitments and promises into urgent actions to End TB.

IT’S TIME TO ENSURE NO ONE IS LEFT BEHIND. IT’S TIME TO FIND.TREAT.ALL.#ENDTB
On World TB Day, WHO calls on everyone to keep the promise to:

**Accelerate the End TB Response** to reach the targets set in SDGs, WHO End TB Strategy, the Moscow Declaration to End TB and the political declaration of the UN High-Level Meeting on TB.

**Diagnose and treat 40 million people with TB by 2022** including 3.5 million children and 1.5 million people with drug-resistant TB. This is in line with WHO’s overall drive towards Universal Health Coverage and the WHO Director General’s flagship initiative “Find. Treat. All. #EndTB” jointly with the Global Fund and Stop TB Partnership.

**Reach 30 million people with TB preventive treatment by 2022** so that those people most at risk receive TB preventive treatment, including 24 million household contacts of TB patients - 4 million of whom are children under 5 years of age - and 6 million people living with HIV.

**Mobilize sufficient and sustainable financing to reach USD 13 billion a year** to support efforts to end TB; for every USD 1 invested to end TB, USD 43 is returned as the benefits of a healthy functioning society (Economist/ Copenhagen Consensus).

**Invest in TB research to reach at least USD 2 billion a year** for better science, better tools and better delivery.

IT’S TIME TO KEEP OUR PROMISES. IT’S TIME TO TURN COMMIMENTS INTO ACTION. IT’S TIME FOR ACCOUNTABILITY.
TB infection is extremely common – about one-quarter of the world’s population is estimated to be infected. TB prevention is a critical step towards ending TB by 2030. The world is not on track to reach the UN high-level meeting target of providing at least 30 million people with TB preventive treatment over 2018-22. Urgent attention needs to be given to prevention for household contacts of TB patients, especially children, who are some of the most vulnerable groups.

This visual Q&A is aimed at informing and educating people about TB prevention.

TB prevention flyer

IT’S TIME TO PROTECT OURSELVES AND OUR LOVED ONES. IT’S TIME TO PREVENT TB: SO WE CAN END TB.
You can play your part by raising awareness about the disease and holding your country’s decision makers and leaders accountable to their promises. In this toolkit, you will find some key messages and social media content, but don’t just stop there! Use your voice and creativity to:

- **Raise awareness about TB**
  Inform your colleagues, employees, partners, families, friends, colleagues, and community about TB. The more people know about TB, the more focus - and resources - can be shifted toward ending it. **It’s time to understand more about TB.**

- **Advocate to your community leader and your political representatives**
  Secure their commitment to end TB; stress that we cannot waste another minute. **It’s time to be an #EndTB champion.**

- **Stimulate leadership and action by organizing an activity**
  Discussion forums, sporting events, workshops for activists and media, art competitions, coffee mornings, concerts, sponsored activities can put the spotlight on TB and its devastating impact. **It’s time to work together to #EndTB**

- **Use and adapt our campaign materials**
  Post them on your communications platforms (website, social media, etc.). **It’s time to play your part as an #EndTB influencer**

- **Make some noise to end TB on social media**
  Facebook, Twitter, Instagram, and Snapchat offer many opportunities to amplify TB issues. **It’s time! It’s time for action. It’s time to End TB.**
Key messages

General messages

• This World TB Day’s theme is ‘It’s time’. It’s time to translate commitments to end TB into urgent action.
• Ending TB by 2030 needs political will, financial resources, multisectoral engagement and community ownership. It’s time for accountability to ensure that we are on track to reach our goal.
• Stigmatizing people with TB inhibits care and is socially devastating. It’s time to stand against stigma and discrimination.
• More effective medicines, vaccines and tools are urgently needed to break the trajectory of the TB epidemic. It’s time to scale up investments in TB research and innovation.
• Nurses and healthcare workers play a critical role in TB prevention and care. It’s time to invest in them – to improve healthcare for all.

Access to care

• 1 in 3 people with TB do not access quality care. It’s time for universal access to find and treat all people with quality care.
• Affordable and quick diagnosis is the first step towards timely TB care. It’s time for universal access to rapid molecular diagnostic tests.
• 2 in 3 people with drug-resistant TB do not access treatment. WHO recommends fully-oral treatment regimens to replace injectables. This will improve treatment outcomes and save lives. It’s time to ensure access to fully-oral treatment regimens for drug-resistant TB.
• 1 in 2 children with TB miss out on access to quality TB care, risking serious illness and death. It’s time to ensure no child is left behind.

Prevention

• 1 in 4 people have TB infection but TB preventive treatment can stop the infection from developing into disease. It’s time to prevent TB to end TB.
• People in close contact with TB patients, especially children, and people living with HIV are at high risk of developing TB. It’s time ensure TB preventive treatment for those who are most vulnerable.
• Only 1 in 4 of the children under 5 years who are eligible for TB preventive treatment receive it. It’s time for TB prevention, to protect yourself and your family.
Global TB data
Share information and materials

**WHO Campaign site**

[who.int/news-room/campaigns/world-tb-day/world-tb-day-2020](who.int/news-room/campaigns/world-tb-day/world-tb-day-2020)

**Trello Board**

[trello.com/b/mlbkDQMB/world-tb-day-2020](trello.com/b/mlbkDQMB/world-tb-day-2020)

We invite you to share your materials and experiences there.

**#TBThursday**

Each Thursday in the month leading up to World TB Day, we encourage you to post messages on your Social Media platforms to raise awareness and call for action.

**Hashtags**

#EndTB  
#ItsTimeToEndTB  
#WorldTBDay

**End TB visibility vests, pens, pins and key chains**

**Design files**
时不我待！
开展行动时不我待
终止结核时不我待

It’s time!
It’s time for action
It’s time to #EndTB

#EndTB
#EndTB : c’est maintenant qu’il faut mettre fin à la tuberculose!

¡Es hora!
Es hora de actuar
Es hora de poner fin a la tuberculosis

C’est maintenant!
Maintenant il faut agir!