World TB Day in Brazil calls for a new TB campaign

For the World TB Day, the Brazilian Ministry of Health launched a new campaign this Monday, March 24. The campaign was started by the singer and composer Thiaguinho who was diagnosed with TB in July 2013. He made his diagnosis public and shared his experience during treatment in the social media. He followed the treatment accordingly and in February this year, he announced that he was cured.

The campaign, with the slogan "The treatment was the biggest success of my life", is being transmitted on the radio, TV, social networks, billboards and other media instruments. The Ministry of Health will also distribute 1.8 million brochures / leaflets and 164,000 posters addressing to issues beyond diagnosis and treatment, but also the myths, stigma and prejudice associated to the disease.

The NTP manager, Draurio Barreira, highlighted the importance of involving the community in the fight against TB. "The Ministry of Health has been articulating with civil society in order to prevent the disease among the most vulnerable populations such as indigenous peoples, homeless and people living with HIV," he said.

The Ministry of Health also released updated data for TB in Brazil. In 2013, the country registered 71,123 new TB cases, indicating a decrease of 20.3% since 2003. Brazil is currently ranks the 16th place of the 22 countries high burden countries. In Brazil, TB is the fourth cause of death for infectious diseases and the first cause of death among people living with HIV/aids.

TV Campaign

The campaign being aired on television breaks paradigms when it brings the TB theme to the red carpet. The famous singer arrives to the red carpet handing out autographs, when he is approached by a journalist asking what the biggest success of his life was. Without a doubt, the singer replied that it was the TB treatment, a disease he thought no longer existed, but it does and it is curable. He also says that the treatment is free and it has to be completed, and that family and friends’ support is essential. He concludes: "If you have been coughing for more than three weeks, go to a health unit, and if you know someone who has TB, give your support!"
In addition, the singer gave an exclusive statement, available on youtube, about how challenging it was to face the disease, emphasizing that TB is curable and the treatment needs to be followed until completion.

Watch the two videos with English subtitles:

http://www.youtube.com/watch?v=dJPkuDleIBQ
http://www.youtube.com/watch?v=MadNyA2mb2g

Other links:

https://www.facebook.com/tuberculose
http://portalarquivos.saude.gov.br/campanhas/2014/tuberculose/MS_TUBERCULOSE_Carta_z.jpg
http://portalarquivos.saude.gov.br/campanhas/2014/tuberculose/MS_TUBERCULOSE_Folder.jpg