United to End Tuberculosis
An Urgent Global Response to a Global Epidemic

Advocacy & Communications Toolkit - Civil Society Hearing
UN HLM ON TB
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1. JOIN US IN THE FIGHT TO END TB

Ending TB is possible only if we all work together.

This Advocacy & Communications Toolkit, developed by the Stop TB Partnership, aims to galvanize the joint strength of partners, stakeholders, affected communities and everyone keen to get involved in efforts to end TB. Our Advocacy & Communications campaign materials to support the Civil Society Hearing are based on the overarching theme as defined in the Modalities Resolution for the first ever UN High-Level Meeting (HLM) on TB:

“United to End Tuberculosis: An Urgent Global Response to a Global Epidemic”

This Toolkit and campaign are designed to support people affected by TB, caregivers, governments, academia, non-governmental organizations and civil society, media outlets, teachers, bloggers and every one of you keen to get involved. It contains practical guidance and information for use in the lead-up to the Civil Society Hearing and the UN HLM on TB. We hope that the information provided is useful and adequately supports your planned activities and outreach efforts. Use this Toolkit also as an educational resource when speaking to your friends, colleagues and families.

THANK YOU FOR JOINING!
2. THE CIVIL SOCIETY HEARING

Affected communities and civil society have a critical role to play in ensuring the UN HLM process (before, during and after) is inclusive, ambitious and results in the strongest possible political declaration and accountability framework. The Stop TB Partnership and all its partners firmly believe that people affected by TB and grassroots organizations must be at the heart of all efforts to end TB and are an integral part of the forthcoming UN HLM on TB.

As part of the preparatory process for the UN HLM on TB, and with the support of the Stop TB Partnership and the World Health Organization (WHO) the President of the UN General Assembly will organize an Interactive Civil Society (CS) Hearing on 4 June 2018 at the UN Headquarters in New York.

To efficiently benefit from the historic opportunity and ensure ambitious results of the UN HLM, TB stakeholders and communities defined in the form of five Key Asks, priority actions Heads of State and Governments must take to accelerate progress towards ending TB.

In this toolkit, you will find detailed instructions on how you can get involved and support loudly and visibly the TB affected communities and civil society achieve the set goals.
3. CAMPAIGN CONCEPT ➤ KEY OBJECTIVES & AUDIENCE

“United to End Tuberculosis: An Urgent Global Response to a Global Epidemic”

KEY OBJECTIVES

- Heads of State/Government attendance at the UN HLM on TB
- High-level political commitment and inclusion of the Key Asks in the Political Declaration that will result from the UN HLM on TB
- In-country and global awareness about the Civil Society Hearing and the forthcoming UN HLM on TB

KEY AUDIENCE

- Primary Toolkit Users: TB affected communities, civil society, TB stakeholders and media and others.
- Target Audience: Heads of State, political leadership, researchers, general public, media professionals, private sector, academia among others.
4. GET INVOLVED

YOU CAN DO ONE OR ALL OF THE SUGGESTED ACTIVITIES:

1. USE THE LOGOS

2. SEND A LETTER

3. PROMOTE THE KEY ASKS
   a. Take and share a photo
   b. Make and share a video

4. ENGAGE VIA SOCIAL MEDIA

5. SHARE FACTS AND FIGURES AND COUNTRY TB DATA

6. SHARE AND USE POSTERS

7. SHARE AND USE BANNERS

YOUR ACTIVITY

the Stop TB Partnership will make sure to mark your activities on our world map and promote them widely via our social media channels.
4. GET INVOLVED ➤ USE THE LOGOS

Download and use the available logos widely on your social media channels and/or in your print materials.

Call to action Logos
4. GET INVOLVED ▶ SEND A LETTER

▶ DOWNLOAD THE AVAILABLE LETTER TEMPLATES and urge your Head of State and Government to attend the UN HLM on TB

▶ ADD REQUIRED INFORMATION (highlighted in yellow)

▶ PRINT AND SIGN THE LETTER

▶ SEND IT to your respective Head of State and Minister

▶ LET US KNOW ABOUT YOUR ACTION @StopTB or use our event form

▶ Download the letter template in other languages: French, Spanish, Portuguese, Russian, Japanese and Hindi. Disclaimer: Please note these are unofficial translations from the original English version and should be used at your own discretion.
4. GET INVOLVED ► PROMOTE THE KEY ASK

► The Five Key Asks boards are available also in French, Spanish, Portuguese, Russian, Japanese and Hindi.*
► The Five Key Asks boards are available in A3 and A4 formats.

*Disclaimer: Please note these are unofficial translations from the original English version and should be used at your own discretion.
4. GET INVOLVED ▶ PROMOTE THE KEY ASK

1. PICK AND PRINT YOUR KEY ASK
   **As an individual:** Print your Key Ask. Ask two friends to join arms with you while the photo is taken.
   **As a group:** Gather a group of at least five friends. Print the five Key Asks posters. Join arms while holding the Key Asks. Ask a friend to take a photo.

2. SHARE ON SOCIAL MEDIA
   Share your picture on social media using hashtags #UNHLMTB and #EndTB and tag @StopTB to:

3. PUT YOUR MARK ON THE GLOBE
   The Stop TB Partnership will pin each activity on our world map and share your posts on our social media channels widely.

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**TAKE YOUR PHOTO**

**MAKE YOUR VIDEO**

1. PICK AND PRINT YOUR KEY ASK
   **As an individual:** Print your Key Ask. Ask two friends to join arms with you. Say your Key Ask out loud while a friend is recording the video.
   **As a group:** Print the five Key Asks posters. Join arms while holding the Key Asks. Say your Key Asks out loud while a friend is recording the video.

2. SHARE ON SOCIAL MEDIA
   Share your video on social media using hashtags #UNHLMTB and #EndTB and tag @StopTB to:

3. PUT YOUR MARK ON THE GLOBE
   The Stop TB Partnership will pin each activity on our world map and share your posts on our social media channels widely.

Demo Video

Demo Video
4. GET INVOLVED ▶ ENGAGE VIA SOCIAL MEDIA

#UNHLMTB  #EndTB

1st #KeyAsk from #tuberculosis stakeholders & communities: To reach all people by closing the gaps on TB diagnosis, treatment & prevention. Commit to diagnosing & treating a cumulative 40M people by #2022. #UNHLMTB #EndTB. http://ow.ly/QmAc30jLJlv @StopTB

By 2022 we need to ensure that we can reach the 4 million people affected by #tuberculosis that are currently missing & don’t have access to services. Find, diagnose & treat all to #EndTB. #UNHLMTB. http://ow.ly/QmAc30jLJlv @StopTB

We need to commit to provide preventive therapy to 80M people by 2022 through both the public & private sectors including 9M children exposed to #tuberculosis. #UNHLMTB #EndTB. http://ow.ly/QmAc30jLJlv @StopTB

2nd #KeyAsk from #tuberculosis stakeholders & communities: To transform the TB response to be equitable, rights-based & people-centered. Enact & implement policies that recognize the rights of people affected. #UNHLMTB #EndTB. http://ow.ly/QmAc30jLJlv @StopTB

Remove discriminatory laws against people with #tuberculosis, #EndTB stigma & promote rights-based laws, policies & practices that enable access to services NOW. #UNHLMTB #EndTB. http://ow.ly/QmAc30jLJlv @StopTBaffected. #UNHLMTB #EndTB. http://ow.ly/QmAc30jLJlv @StopTB

STEP BY STEP GUIDE

1. Chose the twitter handle of your Head of State from this list and copy it into your tweet.

2. Chose a message from the suggested posts and/or write your message to tweet.

3. Send the tweet and tag @Stoptb to put your mark on the globe.

USEFUL LINKS

Heads of State twitter handles

Some key media twitter handles:
@BBCNews @cnnbrk @WSJ @Bloomberg @nytimes @Reuters @TheEconomist

Key organizations
3rd #KeyAsk from tuberculosis stakeholders & communities: To accelerate development of essential new tools to #EndTB. Ensure that all R&D efforts are needs-driven & evidence-based. #UNHLMTB #EndTB. http://ow.ly/QmAc30jLJlv @StopTB

By 2025 we need to have one or more new or repurposed vaccines ready to enter the registration process for global use to #EndTB. http://ow.ly/QmAc30jLJlv @StopTB

Affordable POC tuberculosis diagnostics that can identify new infections & tests for drug resistance is essential to #EndTB. #UNHLMTB http://ow.ly/QmAc30jLJlv @StopTB

The game changer to #EndTB is a new anti-TB regimen of shorter duration (2-3 months) & containing 3 or 4 new drugs with no pre-existing resistance for the fight against both drug-susceptible and drug-resistant TB. #UNHLMTB http://ow.ly/QmAc30jLJlv @StopTB

4th #KeyAsk from tuberculosis stakeholders & communities: To invest the funds necessary to #EndTB. Investments in tuberculosis care and prevention are critical to achieving #UHC. #UNHLMTB #EndTB. http://ow.ly/QmAc30jLJlv @StopTB

Funding for tuberculosis prevention & care needs to be doubled from the current level of 6-7 billion USD to 13 billion USD per annum to #EndTB. #UNHLMTB http://ow.ly/QmAc30jLJlv @StopTB

TB R&D is severely underfunded & we need at least an additional 1.3 billion USD per year to urgently accelerate development & uptake of new tools to #EndTB. #UNHLMTB http://ow.ly/QmAc30jLJlv @StopTB

5th #KeyAsk from tuberculosis stakeholders & communities: To commit to decisive & accountable global leadership including regular UN reporting & review. #UNHLMTB #EndTB. http://ow.ly/QmAc30jLJlv @StopTB

TB needs to be a regular agenda item of HoS & HoG meetings & mechanisms from 2019 to analyze & review the results & progress to #EndTB. #UNHLMTB http://ow.ly/QmAc30jLJlv @StopTB

Time to commit to evidence-based multisectoral actions is NOW. We need all on board including the appropriate ministries – health, finance, justice & education hand in hand with civil society & affected communities to #EndTB. #UNHLMTB http://ow.ly/QmAc30jLJlv @StopTB
4. GET INVOLVED ▶ SHARE FACTS & FIGURES AND COUNTRY TB DATA

SHARE FACTS & FIGURES

Share facts and figures about TB.

Share facts about the UN HLM on TB.

CHECK YOUR COUNTRY PROFILE ON THE INTERACTIVE COUNTRY DASHBOARD

► Find out the TB situation in your country via the Interactive Country Dashboards.

► Find out the TB situation in 30 high-burden countries here.
4. GET INVOLVED ▶ SHARE AND USE THE POSTERS

Find in this section posters prepared by the Stop TB Partnership to support the campaign efforts.

▶ **PRINT THE POSTERS AND/OR SHARE THEM** on your social media channels.

▶ **CREATE YOUR POSTER** with the help of your friends.

▶ **SHARE PHOTOS** with @StopTB to put [your mark on the globe](https://stoptb.org/).
4. GET INVOLVED ▶ SHARE AND USE THE BANNER

Find in this section the banner prepared by the Stop TB Partnership to support campaign efforts

▶ DRESS YOUR SOCIAL MEDIA with the available banner

▶ PRINT THE BANNER and use it for your activities

▶ SHARE THE INFORMATION with @StopTB to put your mark on the globe

ADDITIONAL VISIBILITY

Download this visual with the five Key Asks for your roll-up structure.
5. PROMOTIONAL VIDEOS

Find in this section videos you can share on social media and watch with your friends, colleagues and family.

▸ SHARE ON SOCIAL MEDIA

▸ TAG @STOPTB to put your mark on the globe.

MESSAGE FROM MINISTER MOTSOALEDI
MoH of South Africa & Chair of the Stop TB Partnership Board

MESSAGE FROM LUCICA DITIU
Executive Director
Stop TB Partnership

VOICES OF THE TB AFFECTED COMMUNITIES
THANK YOU FOR JOINING THE CAMPAIGN

For UN HLM on TB and advocacy related matters please contact: unhlm@stoptb.org
For all communications matters please contact: communications@stoptb.org