



## NOTE TO EDITORS

### Photo reportage on TB in the Ukraine available for use on World TB Day

**22 March 2011** –Geneva, Switzerland – A stark and moving photo reportage on tuberculosis (TB) in the Ukraine will be available for publication on 24 March 2011. The photo story was produced by Misha Friedman, winner of the Stop TB Partnership's 2010 Images to Stop Tuberculosis Award. Editors may select individual photos or publish the entire reportage.

Friedman travelled to Donetsk, Ukraine in February seeking stories of hope on TB care. Instead he was confronted with a grim reality. "Unemployment levels are very high, thousands of mostly young people are intravenous drugs users and sex work is wide-spread. TB and HIV run rampant among these groups and among prisoners as well," Friedman says. The photos capture difficult yet moving instants in the daily lives of people ill with TB and those who care for them.

TB is an airborne infectious disease. An estimated 9.4 million people became ill with TB and some 1.7 million died of the disease in 2009. If TB is detected early and fully treated, affected individuals cease to be able to infect others and can be cured.

The Images to Stop TB award, which is supported by the Lilly MDR-TB Partnership, seeks to obtain outstanding photos depicting TB prevention and treatment and community activity to raise awareness about it. Photojournalist Gary Knight serves as Chair of the award's Advisory Board.

**Misha Friedman**, who was born in 1977 in the Moldovan Soviet Socialist Republic (now the Republic of Moldova), relocated to the United States in 1991 and has been based in New York City since then. Soon after completing university studies in economics and political science, he began working with Doctors without Borders (Médecins sans Frontières) and in that role discovered photography. He has documented a humanitarian crisis in Northern Uganda, urban violence in Nigeria, kala-azar in India, TB in Chechnya and Central Asia, sleeping sickness in South Sudan and civil war in Darfur. His work has been widely published, notably by *Le Figaro* and the BBC.

**The Stop TB Partnership**, which is hosted by the World Health Organization in Geneva, Switzerland, consists of more than 1600 international organizations, countries, donors from the public and private sectors, and nongovernmental and governmental organizations that are working together to eliminate TB. The Partnership's Global Plan to Stop TB (2011-2015) sets forth a roadmap for halving TB prevalence and deaths compared with 1990 levels by 2015.

**The Lilly MDR-TB Partnership** is a public-private initiative that encompasses global health and relief organizations, academic institutions and private companies and is led by Eli Lilly and Company. Its mission is to address the expanding crisis of multi-drug resistant tuberculosis (MDR-TB). The partnership is pursuing a comprehensive strategy to fight MDR-TB through increasing drug supply at concessionary prices; research; providing training in prevention, treatment, and surveillance; promoting awareness and community support programs and sharing drug manufacturing technology with nations most at risk of MDR-TB.

**Mr Friedman's photo reportage is under embargo until 00:01 Geneva time on 24 March 2011.** You can view the reportage as a pdf on the Stop TB Partnership website at [http://www.stoptb.org/assets/documents/global/awards/images/Reportage\\_%20hiv\\_tb\\_ukraine\\_final.pdf](http://www.stoptb.org/assets/documents/global/awards/images/Reportage_%20hiv_tb_ukraine_final.pdf). For high resolution photos and captions please contact us using the details below.

**Editors should use the credit line:** WHO/Misha Friedman

We also request specific reference to the Images to Stop TB Award of the Stop TB Partnership, under whose auspices the photos were produced, with support from the Lilly MDR-TB Partnership and photojournalist Gary Knight.



---

**For further information, please contact:**

Sam Nuttall, Communications Officer, Stop TB Partnership  
+41 22 791 58 76, email: nuttalls@who.int

Karen Van Westhuizen Communications and Advocacy Manager, Lilly MDR-TB Partnership  
+41 22 306 0322, mobile +41 79 669 0986, email: [Van\\_der\\_Westhuizen\\_karen@lilly.com](mailto:Van_der_Westhuizen_karen@lilly.com)

The reportage is available to view as a PDF on the Stop TB Partnership website:  
[http://www.stoptb.org/assets/documents/global/awards/images/Reportage %20hiv\\_tb\\_ukraine\\_final.pdf](http://www.stoptb.org/assets/documents/global/awards/images/Reportage %20hiv_tb_ukraine_final.pdf).  
Please contact us for high resolution images and captions.