



## WORLD TB DAY 2014

### CONCEPT NOTE

#### **Theme:**

Reach the three million  
*A TB test, treatment and cure for all*

#### **Top line messages**

TB is curable, but our current efforts to find, treat and cure everyone who gets ill with the disease are not sufficient.

Of the nine million people a year who get sick with TB, a third of them do not get the TB services that they deserve. Many of these three million people live in the world's poorest, most vulnerable communities.

We believe that no one should be left behind in the fight against TB. This World TB Day, we call for a global effort to find, treat and cure the three million and accelerate progress towards zero TB deaths, infections, suffering and stigma.

To reach the three million and move towards eliminating TB as a public health problem we will need to aggressively scale up TB programmes, especially for the most vulnerable groups and in hotspots, while investing in research and development for the new tools that we urgently need.

If we are successful we can ensure that we meet the Millennium Development Goals, accelerate the fight against TB and start to talk realistically about eliminating TB as a public health problem in the next two decades.

#### **Campaign**

People all over the world, from TB programme managers to frontline health care providers will make a call to *Reach the three million* and provide a TB test, treatment and cure for all.

The theme will act as a rallying call for global advocates, while offering national TB programmes and community groups the opportunity to show how they will contribute to this global goal.

Messages can be tailored by region, sub-region and country with relevant figures, and focussed on particular vulnerable groups among the three million, for example women, children, impoverished communities, migrants or prisoners.

## Materials

The Stop TB Partnership Secretariat will produce campaign materials, including the following. We welcome suggestions from partners on additional materials or information that would be useful for your activities.

- A campaign document including key messages, in six languages
- A guide to how to plan your World TB Day events
- World TB Day slogans and artwork
- Posters
- T-Shirt designs
- An update to the *mystoptb.org* website where members of the public and the TB community can make their own personal pledge to help *reach the 3 million* and share it online via social media.