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Stop TB Partnership announces World TB Day theme

4 December 2009 – Cancun, Mexico -- Tuberculosis is still taking the lives of some 4500 people every day, despite massive efforts across the world to control it.

"We have made considerable progress. But the evidence points to an urgent need to do more, do it better and do it faster," said Dr Marcos Espinal, Executive Secretary of the Stop TB Partnership. "The year 2010 marks the halfway point for the Global Plan to Stop TB and the Millennium Development Goals. It is clearer than ever that we must scale up efforts and continue to seek new and innovative ways to stop TB if we are to achieve our targets."

The 2010 World TB Day campaign, ***On the move against tuberculosis: Innovate to accelerate action***, launched today, speaks to the need for a new way forward. World TB Day is held each year on 24 March.

Plans for the campaign were announced by Stop TB Ambassador Anna Cataldi at the opening ceremony of the World Conference of the International Union Against Tuberculosis and Lung Disease this evening.

"The campaign will focus on individuals around the world who have found new ways to stop TB and can serve as an inspiration to others. We are hoping that around the world, people all over the world who have introduced a variety of innovations in a variety of settings, will earn the recognition they deserve," Ms Cataldi said.

We have made considerable progress. But the evidence points to an urgent need to do more, do it better and do it faster. The theme of ***Innovation*** The slogan reflects this theme through a simple, flexible and easily translatable phrase.

There are nearly nine million new cases of TB worldwide and the disease still kills more than a million-and-a-half people every year, even though it can be cured with a six-month course of antibiotics that costs only US\$ 20.

The Stop TB Partnership, which is hosted by the World Health Organization in Geneva, Switzerland, consists of more than 900 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 (2006-2015) sets forth a roadmap for halving TB prevalence and deaths compared with 1990 levels by 2015.

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