



World TB Day 2015 – Communications & Social Media Plan (w/ messaging for Partners)

1. World TB Day 2015 messaging

Key hashtags: #3millionmissing, #worldtbd, #tuberculosis #ReachTreatCureEveryone

- @StopTB wants change this #worldtbd. Read our statement here.
- Still 3.3 million people not reached with TB services. What's wrong with the way we fight #TB? #ReachTreatCureEveryone
- We need radically new ways to reach and treat people affected by TB.
- Nearly 2 billion people are estimated to have latent TB infection – that is one person in three worldwide! #worldtbd
- About 1.5 million people die from #TB each year -- this equates to 4000 people/day. We have to end this. #worldtbd
- BRICS countries are home to half the world's cases of TB. On #worldtbd, let's call on BRICS leaders to make TB a health priority.
- Bedaquiline and Delamanid are two new drugs that are saving lives of MDR-TB patients. #worldtbd
- We need increased funding for TB research and we need it now! Any delay now will cost us much more in the future. #worldtbd
- This #worldtbd – Invest in interventions tailored to the economic, geographic and social landscape.
- If AIDS could be cured in 6 months, would a third of those living with HIV be ignored? Why accept this for TB? #ReachTreatCureEveryone
- @StopTB message this #worldtbd – Reach the 3 million. Reach. Treat. Cure Everyone.

- Leave no one behind this #worldtbd day. Access to #TB care is a right. #ReachTreatCureEveryone
- Out of the 9 million new #TB cases 2013, 3.3 million are consistently missed by health systems. It's just not right!
- 3.3 million people with #TB are missed because they were not diagnosed or because they were diagnosed but not reported. #WTBD2015
- What are you doing this #worldtbd day? Share your photos, stories and messages with us! #3millionmissed
- What is your solution to reaching the missing 3 million #TB patients? Give us your thoughts! #worldtbd day
- There is an urgent need to fill the current funding gap of USD 2 billion per year for TB interventions #worldtbd day
- There is an immediate need to fill the USD 1.39 billion annual gap for research & devt. #worldtbd day
- Did you know? Each dollar invested on #TB control yields USD30 in return – an incredibly cost-effective health intervention! #worldtbd day
- TB needs to be everyone's concern and it is critical for everyone to be involved in the fight against the disease!
- Fact! @GlobalFund is TB's biggest international funder providing 80% of external funding for TB globally. We need a fully funded @GlobalFund

2. Suggested advocacy tweets

- (Insert politicians twitter handle), will you add your voice to fight [#tuberculosis](#) on #worldtbd day? Sign the Barcelona Declaration <http://bit.ly/1Aqxzid>
- (Head of State twitter handle, [see attached list](#)), did you know March 24th is World TB Day and that TB killed xx people in our country in 2014? #worldtbd day
- Join our call to Parliamentarians to sign the Barcelona Declaration on #worldtbd day. Tweet your officials to sign here <http://bit.ly/1Aqxzid>

3. General tweets/messages on tuberculosis

- Not so fun fact: In 2013, 9 million people fell ill with #TB and 1.5 million died #worldtbd day
- Not so fun fact: #TB is among the top 3 causes of death for women aged 15-44. #worldtbd day

- #TB is second only to #HIV/AIDS as the greatest infectious killer worldwide. We can help stop that! #worldtbdays
- #TB is a leading killer of people living with #HIV causing one quarter of all HIV-related deaths. #worldtbdays
- Drug-resistant #TB is present in virtually all countries surveyed. >480,000 people developed drug-resistant TB in 2013. #worldtbdays
- Did you know? In 2013, about 80% of reported #TB cases occurred in 22 countries. #worldtbdays
- Only 97,000 patients were started on drug-resistant TB treatment last year. Less than one in 5 who need it! #worldtbdays
- In 2013, 5.5 million people enrolled in HIV care were screened for TB, up from 4.1 million in 2012. #worldtbdays
- 480,000 people developed drug-resistant #TB in 2013. > Half of these cases were in #India, #China and #Russia. #worldtbdays
- Up to 80,000 children died due to #TB globally in 2013 – no more childhood #TB! #worldtbdays
- Did you know? No country has eliminated #TB – it is a problem for all of us! #worldtbdays
- Number of new #TB cases drops less than 2% a year. At that rate it will take >200 yrs to end TB.
- Not so fun fact: 10% of all drug-resistant cases are resistant to all almost all #TB drugs. We need new effective drugs! #worldtbdays
- Did you know? The Copenhagen Consensus economists rank #TB control the 4th most cost-effective investment for a better future! #worldtbdays

4. Tweets specific to TB REACH

- Did you know? #TBREACH helps find and diagnose the missed millions living with #TB #WorldTBDays
- #TBREACH supports partners to provide quality care to those who cannot access it #WorldTBDays
- Did you know? #TBREACH incubates local innovations in TB care delivery that are not funded anywhere. #WorldTBDays
- #TBREACH encourages bold, local solutions that may not be funded elsewhere #WorldTBDays
- Fact! In 2014, TB REACH funded 143 partners in 48 countries. #WorldTBDays
- In the fourth wave of funding by #TBREACH, 33 projects were selected backed by \$13.9m USD in 2014 #WorldTBDays
- 1.4 million patients have been treated with support from #TBREACH across 48 countries. #worldtbdays

- In 2014, #TBREACH/GDF platform procured 125 GeneXpert machines and supported programs using over 700,000 cartridges. #worldtbdays
- #TBREACH supports local organizations & prioritizes finding people with TB among vulnerable population. #WorldTBDays
- #TBREACH services are valuable for children, mining affected communities, migrants, indigenous & incarcerated populations & ethnic minorities
- In the last five years, #TBREACH has supported 143 projects in 48 countries through 4 rounds of funding worth USD 76.5 million with support from Canada!
- On average, #TBREACH projects show a 33% increase in TB patients treated in project areas. #WorldTBDays

5. Tweets specific to GDF

- On #WorldTBDays #GDF reaffirms commitments to save lives, to strengthen national supply management systems & sustainable procurement capacity
- #GDF has supported 134 countries since 2001 increasing access to quality-assured TB treatments. Many more to come! #WorldTBDays
- So far #GDF delivered 26 million 1st line drugs (FLDs) treating 24.5 million adult patients & 1.3 million paediatric patients
- Did you know? #GDF has delivered 2nd line drugs for 152,494 drug resistant TB patients #WorldTBDays
- #GDF has massively contributed to active case-finding: delivered diagnostics worth of US \$ 82 million #WorldTBDays
- Fact! #GDF reduced the price of some major 2nd line drugs by more than 30% in 2014 #WorldTBDays
- #GDF has contributed to a healthier market with improved security supply of TB commodities #WorldTBDays
- Did you know? #GDF delivered 25% 1st line drugs for all notified cases in the public sector in 2013 #WorldTBDays
- Fact! #GDF delivered 33% 2nd line drugs for MDR-TB cases notified on treatment in 2013 #WorldTBDays
- #GDF delivered 51% of paediatric drugs of all notified cases in 2013 #WorldTBDays
- Since 2001, #GDF has processed orders for TB products with a value of approximately US \$1.2 billion #WorldTBDays