

World TB Day

24 March 2024



[#WorldTBDay2024](#) | [#EndTB](#)



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Contents

About World TB Day.....	01
Campaign Logo.....	02
Campaign Theme.....	04
This Toolkit is for You.....	05
TB Key Messages.....	06
What You Can Do.....	16
Flyers.....	18
Posters.....	19
Social Media.....	20
Merchandise.....	25
Pull-Up Banner.....	26
Taxi Branding.....	27

Please visit www.sanac.org.za
to download the print ready files
of the branding items.



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About World TB Day

Each year we commemorate **World TB Day on March 24** to raise public awareness about the devastating health, social and economic impact of tuberculosis (TB) and urge acceleration of efforts to end the global TB epidemic.

Despite significant progress over the last decades, TB continues to be the top infectious killer worldwide, claiming over 1,5 million per year. Drug-resistant TB (DR-TB) poses a major health threat and could put at risk gains made in efforts to end TB.



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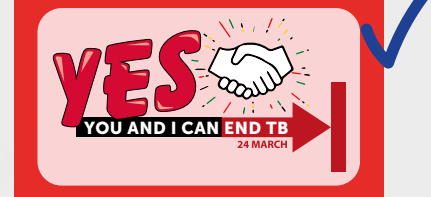
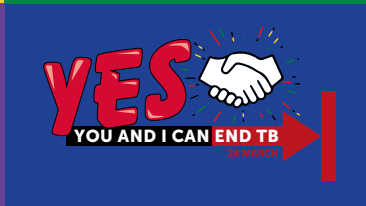
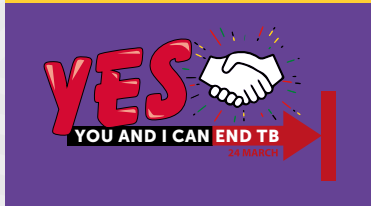
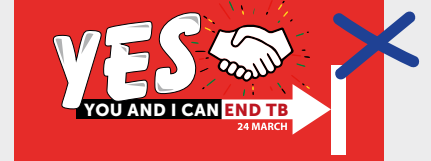
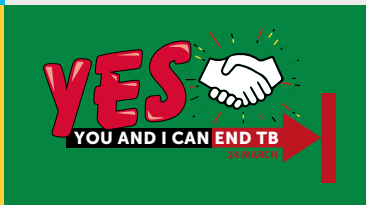
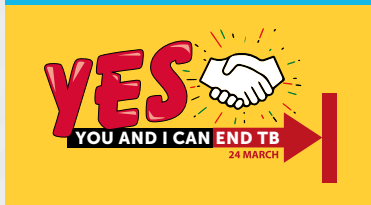
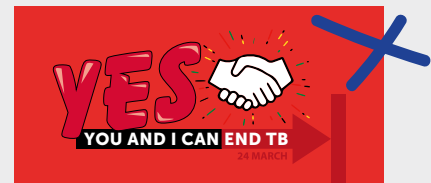
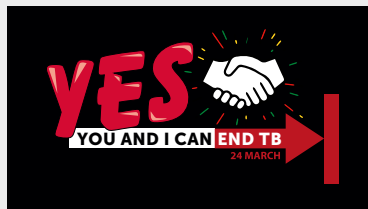


Campaign Logo



■ 18C / 100Y / 91M / 8K

■ 75C / 68Y / 67M / 90K



Notes to logo use on colour backgrounds:

- On black / dark background reverse the 'You and I can' bar
- Logo should not be used on red background: use a 'holding' box with a 80% opacity



Campaign Logo (continued)

Visual rationale

- Aligned to the global logo, the SA logo also features a bold “YES” to demonstrate intent and commitment.
- It features a handshake, next to the word “yes”, in recognition of the multisectoral SANAC model which drives a unified, collective response to TB in South Africa.
- The handshake is surrounded by paint splatter in the colours of the South African flag to give the logo a local identity.
- The footer bar carries the theme wording, with “End TB” and “24 March” fleshed out integrated into the global end TB symbol (the red arrow).



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Theme Rationale

The national theme for the commemoration of World TB Day 2024 is **‘Yes! You and I Can End TB’**. In line with the global community, the theme from 2023 has been retained for this year’s commemoration. The theme aims to encourage individual action to contribute to the national effort against TB. It also emphasizes the importance of being accountable as an individual and as part of a collective. “You and I” is a statement of intent designed to encourage individuals to take charge of their health in line with “Cheka Impilo” objectives, as well as the country’s endeavor towards finding the missing TB clients.

For the past few years, the focus has been on leaders calling for increased investment, prioritization and stewardship in response to TB. The proposal is to declare **2023** as “The Year of the TB Client” to shift the focus from leaders to individuals, especially people infected with TB. The new National Strategic Plan for HIV, TB and STIs: **2023 - 2028** scheduled to be launched on WTD, makes it crucial for every South African to be counted in the country’s quest to eliminate the three epidemics as public health threats (Agenda 2030). The successful implementation of the South Africa’s TB Recovery Plan also requires collective effort and shared accountability.

Theme Selection Process

The Partici-Plan Approach

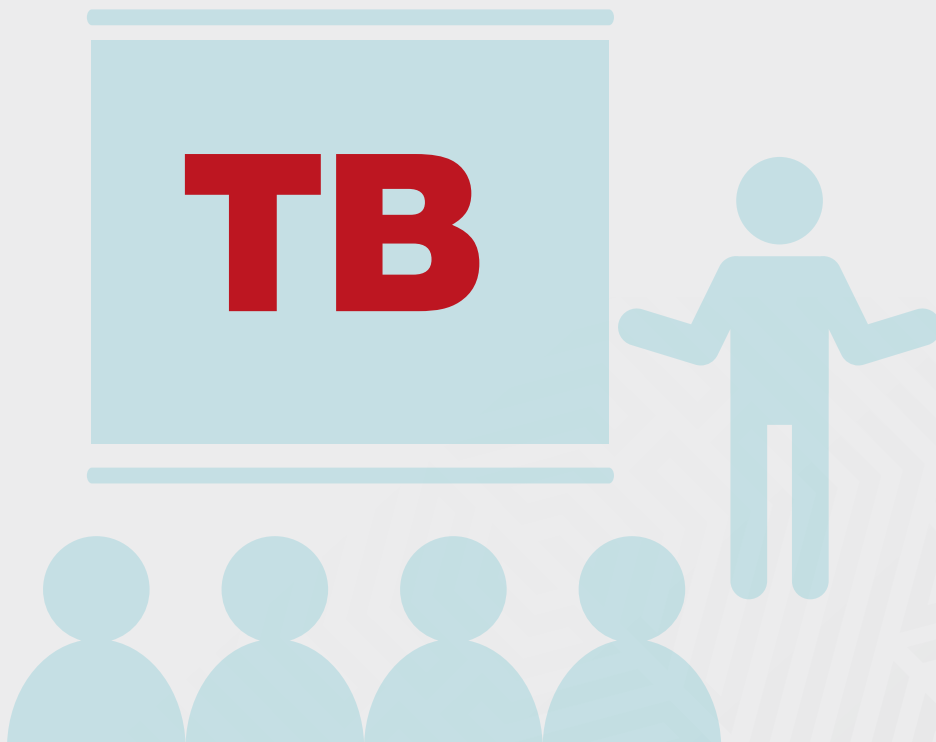
- The process was undertaken using the “partici-plan” approach where all stakeholders inclusive of government, civil society, development partners, the private sector and AIDS Councils, participated.
- The Communications Task Team was given a brief detailing focus/priority areas for this year’s commemoration of WTD. The Task Team then held their own session to brainstorm theme options based on the brief. They returned with options where these were discussed at length and further options proposed.
- The WTD planning forum, through the “partici-plan” approach, then held a voting session to shortlist from the long list of theme suggestions and, to vote for the final theme to be taken through the approval structures.



This Toolkit is for You

Whether you are a person affected by TB and a caregiver, whether you work in government, academia, a nongovernmental organization and civil society organization or a media outlet, whether you are a faith-based leader, activist, legislator, Parliamentarian, doctor, teacher or journalist, this toolkit is for you!

It contains practical guidance and information for use in the lead-up to and during World TB Day 2024. We hope that the information provided is useful and adequately supports your planned activities and outreach efforts.



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Key Messages

Yes, **You and I** Can End TB



- Every year, more than 56 000 people die from TB, an airborne preventable & curable disease. We cannot stand on the sidelines while people fall ill & die, this #WorldTBDay, we call on everyone to invest love, support, care, resources, funding and together #WorldTBDay #EndTB



- #EndTB by Identifying and overcoming stigma, discrimination and other gender and human rights barriers to ensure everyone can access the TB services they need. #WorldTBDay #EndTB



- #EndTB by availing the same kind of resources and actions for the development of new TB diagnostics, treatments and vaccines, as we did for COVID-19. #WorldTBDay #EndTB



- #EndTB by in children by strengthening health systems and ensuring that every child at risk of developing TB, has access to appropriate TB prevention, diagnosis, and treatment, and averting unnecessary deaths. #WorldTBDay #EndTB



- Despite being preventable and treatable, TB still remains the leading cause of death in South Africa, especially to people living with HIV (53%). #WorldTBDay #EndTB



Key Messages (continued)

National Strategic Plan (NSP) 2023-2028 Messages

Key Messages	Supporting Statements
The National Strategic Plan for HIV, TB and STIs: 2023-2028	<ul style="list-style-type: none"> The NSP provides a strategic framework for a multi-sectoral approach that is people-centred to eliminate HIV, TB and STIs as public health threats by 2030. The drafting of the NSP was coordinated by the South African National AIDS Council (SANAC) which brings together government, civil society, the private sector and development partners to build consensus and drive a well-coordinated, unified response to the three epidemics over a five-year period. It emphasises the need to break down barriers and maximise equitable and equal access to services through resilient and integrated health systems to guarantee the health and social protection of all South Africans.
What's different about this NSP	<ul style="list-style-type: none"> The new Plan is a game-changer in many respects, for example, it was drafted to be pandemic-ready as a result of lessons from the COVID-19 pandemic. Disruptions caused by COVID-19 severely compromised the current NSP, resulting in a strong need to ensure that the new NSP does not suffer the same fate. Another game-changer is the inclusion of mental health services and social support based on the strong association between HIV, TB, STIs with other social challenges such as gender-based violence and femicide (GBVF), human rights violations and inequalities. The new NSP also features an expanded scope for the management of STIs, including viral hepatitis and Human Papilloma Virus which are deemed as common coinfections in people living with HIV.
The People's NSP	<ul style="list-style-type: none"> Dubbed "The People's NSP", the drafting of the plan followed a bottom-up approach through extensive public consultations across the nine provinces of South Africa. This was supplemented by a strong mass media campaign to solicit public inputs from ordinary South Africans from all walks of life – all inputs were carefully considered and integrated into the final draft.



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Key Messages (continued)

TB and Smoking



- You must follow the recommended course of treatment and complete it to prevent drug resistant TB
- Tobacco smoking increases the risk of getting TB because it damages the airway structure and function and reduces the immunological response to infection. Smokers have twice the risk of TB compared to non-smokers
- Research has confirmed that up to 20 percent of the global tuberculosis (TB) burden may be attributable to tobacco smoking
- About 55% of people with TB are co-infected with HIV. The prevalence of tobacco smoking among people living with HIV is estimated at 50%
- TB control requires a comprehensive smoking cessation programme targeting people with TB and communities at large
- Access to tuberculosis care is a right – exercise it

Healthcare Worker



- Let's find people with TB who are lost-to-follow-up, welcome them back to care and retain them on treatment
- Let's find the missing people with TB, test them, and link them to care

Leaders



- Let's mobilise resources for TB response
- Help combat TB stigma and discrimination

Save Lives



- Always cover your mouth with a tissue when you cough or sneeze
- Always wash your hands with soap and water to minimise infection
- Infection prevention and control measures: wear your mask, open windows and ensure adequate ventilation
- Ask your healthcare worker about TB Preventive Therapy if you were in contact with someone who has pulmonary TB or if you are living with HIV to prevent getting sick with TB
- Take treatment as soon as you test positive

Key Messages (continued)

Get Screened, Get Tested



- Getting tested for TB – it's quick, easy & free
- Go to your nearest clinic and get tested for TB
- Coughing? Test for BOTH TB and COVID-19
- High risk groups should get tested for TB, even if they show no symptoms. This includes people living with HIV

End Stigma



- Leaders must ensure that the TB response is community-centred, rights-based and gender responsive
- Let's Unite to End TB stigma and discrimination in our communities
- For more information on TB call the National Health Hotline 0800 029 999

Raise awareness of TB among their constituencies



- Engage with the media to raise awareness of TB
- Disseminating information at public events (including through pamphlets, posters, and speeches)
- Participating in or organising community events around World TB Day or relevant health campaign
- Mobilising community members to participate in health campaigns and activities





Key Messages (continued)

Key Media Message on TB to use in media interviews:

TB can be cured. If you have a fever, are losing weight, have drenching sweats at night, or have been coughing for more than two weeks, get tested for TB as soon as possible. It is important to follow the recommended course of treatment and complete it to cure TB and prevent drug resistant TB. Being on treatment also helps to prevent TB from spreading to people you live or work with.

We must integrate TB and HIV care in health facilities and community-based responses to TB. This includes HIV screening among people diagnosed with TB and TB screening among people living with HIV.

While there is a high level of co-infection of TB and HIV in South Africa, this does not mean that everyone with TB is HIV positive, or that everyone living with HIV has TB.

We must commit to increase investments toward expansion of treatment options for people who have TB by hastening research and development of new tools, and rolling out of latest TB, MDR-TB medications that are safe to use such as Bedaquiline and Delamanid, and child-friendly formulations of TB treatment.

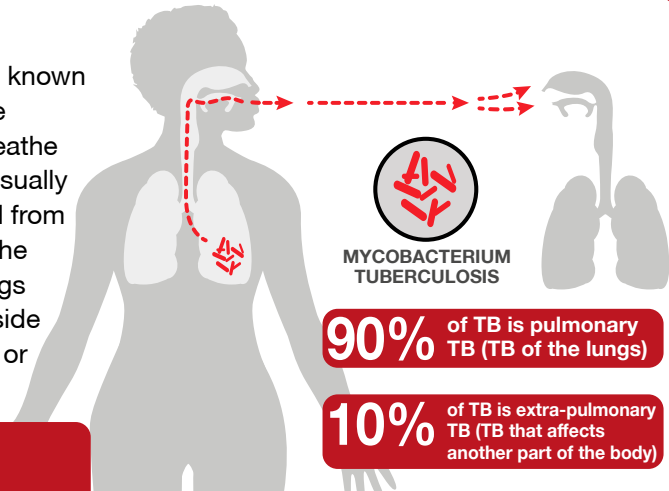
We must invest in TB by allocating sufficient domestic funding, including 0.1% on TB research and development, and tripling the amount of support currently allocated to affected communities and civil society in TB service delivery and advocacy.



Key Messages (continued)

What is TB

Tuberculosis (TB) is caused by bacteria known as *Mycobacterium tuberculosis*. People become infected with TB when they breathe in these bacteria. Because of this, TB usually infects the lungs, but it can also spread from the lungs and infect other organs, like the kidneys, spine, and brain. TB of the lungs is known as pulmonary TB, and TB outside the lungs is known as extra-pulmonary or disseminated TB.



How is TB spread?

TB is spread through the air when a person with active TB of the lungs coughs, sneezes, sings or talks and droplets containing the TB bacteria are released into the air, and another person inhales these.

What is drug-resistant TB?

Drug-resistant TB is when the TB bacteria has developed resistance to one or more of the main anti-TB medicines.



If a person with active TB is:

UNTREATED



they can spread the disease to as many as 10–15 people every year

TREATED



They are **NOT** infectious

What are the four main symptoms of tb?

 Coughing for more than 2 weeks	 Night sweats	 Unexplained weight loss	 Fever
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How is TB prevented?



TB TREATMENT



INCREASING THE FLOW OF AIR IN CROWDED PLACES



WEARING A PROTECTIVE MASK



COVERING YOUR MOUTH AND NOSE WHEN YOU SNEEZE OR COUGH



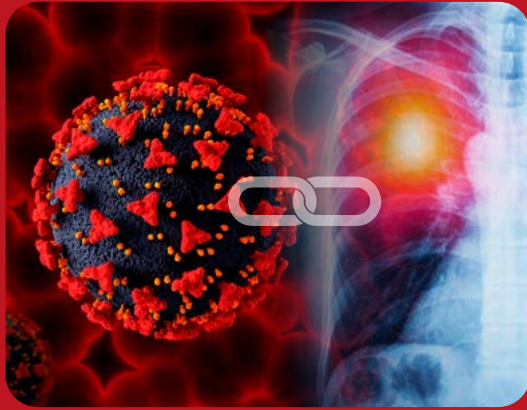
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Key Messages (continued)

TB and COVID-19



What is the link between TB and COVID-19?

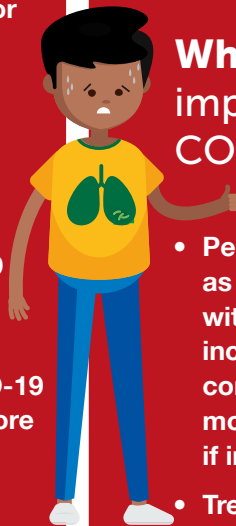
- People with TB may have weak immune system and may be at risk of getting infected with COVID-19
- If you have TB disease you are also at risk of suffering more severe symptoms from COVID-19. The risk is even higher if you are HIV positive or diabetic
- Symptoms of TB and COVID-19 are similar (cough, fever, night sweats) however symptoms of COVID-19 start suddenly. Sore throat, nausea and vomiting, and loss of smell and taste are associated with COVID-19 and not TB
- Both are transmitted by droplets (coughing and sneezing) but COVID-19 is also found on surfaces, and is more contagious than TB
- TB is treated with 6 months of antibiotics, while there is no current treatment for COVID-19

COVID-19 whilst on TB treatment



- You can get infected with the COVID-19 whilst on TB treatment
- You must always practice good hygiene measures to protect yourself
- You may develop new symptoms, or your symptoms may get worse. If this happens report this to your health care provider
- To prevent the spread of these illnesses, it is important to cover your cough and to keep your home well ventilated. For Covid-19, avoiding crowds is especially important and washing hands frequently is essential
- TB can be prevented by TB Preventive Treatment (TPT)

Why is TB treatment important in the COVID-19 pandemic?



- People with lung damage, such as people with TB, or those with weak immune systems, including those with poorly controlled HIV, may suffer from more severe forms of COVID-19 if infected
- Treating TB improves the body's ability to fight other infections, like COVID-19

Key Messages (continued)

TB preventive therapy

What is TPT?

- Medication is given to people with TB infection (sleeping TB) to prevent them from getting sick
- We must limit the risk of spreading TB disease to others; taking a full course of TPT will reduce that risk, especially if you are in close contact with someone infected with TB

Can I continue taking TPT if I get COVID?

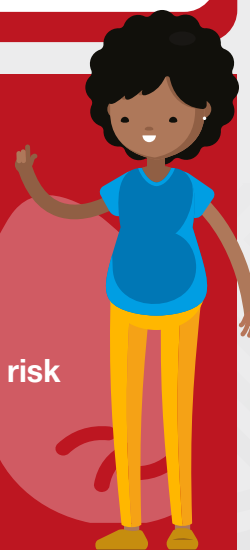
YES

What happens if I stop taking TPT if I get sick with COVID-19?

- It will not have a serious consequence if you continue retaking it within 4 weeks of stopping; stopping it for any longer will reduce the effectiveness of the medication and you will have to restart the course from the beginning
- It is important to resume TPT immediately so as to maintain the effectiveness of the course. If more than 4 weeks have passed, the TPT course may have to be restarted

What are the benefits of TB preventive therapy (TPT)

- 1** TPT will protect those at risk from TB disease
- 2** Household contacts (under 5) of people with TB who are at risk can also access TPT
- 3** All People Living with HIV can access TPT



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Key Messages (continued)

TB and HIV mortality



- TB is closely linked to HIV and is the leading cause of illness and death among people living with HIV
- People living with HIV should be screened regularly for TB
- All people with TB should be offered an HIV test



Prevention

- Go to your nearest clinic and get screened and tested for TB and HIV if you experience continuous coughing for more than two weeks, unexplained weight loss, night sweats and fever
- Knowing your TB status reduces the spread of TB, live a healthy lifestyle by exercising and eating healthy
- TB can be anywhere, everywhere and everyone must screen for TB
- Know the signs and symptoms of TB, complete treatment if infected



Treatment

- Take your TB treatment without fail for the full 6 months even if you feel better and you will be cured
- TB should be diagnosed and treated as soon as possible to reduce harm and risk of transmission to others
- Latent TB infection can be treated with a course of antibiotics. Persons with latent TB infection do not feel sick and usually do not have any symptoms



Control

- Protect your loved ones – don't allow TB to spread to your loved ones
- Always cover your mouth and nose when sneezing or coughing
- Cough into a tissue or the inside of your elbow
- Throw all used tissues into the bin
- Always open windows and doors at home and crowded areas i.e., rooms, churches, taxis, etc.

Key Messages (continued)



Live smart, live healthy





- Living smart and healthy is not an event that you participate in once in a while, but it is a constant, daily habit you must practice. It starts with:
 - eating healthy food daily and being physically active
 - maintaining a healthy weight
 - avoiding habits that open opportunities for diseases e.g. risky sexual behaviour, smoking and excessive alcohol
 - healthy sexual habits – using condoms and dual protection
 - adhering to chronic treatment and any other treatment as per clinic/doctors instruction.
 - have your health checked on an annual basis

KEY MESSAGES	SUPPORTING STATEMENTS
TB is preventable and curable	<ul style="list-style-type: none"> • Getting tested for TB – it's quick, easy & free • Take treatment as soon as you test positive • Complete treatment for the full six months even if you feel better • TB is curable even if you are HIV positive • Government introduced a new and simple child-friendly TB treatment • People living with HIV should be screened regularly for TB
Together we can stop the spread of TB	<ul style="list-style-type: none"> • Go to your nearest clinic and get tested for TB • Always wash your hands with soap and water to minimise infection • Always cover your mouth with a tissue when you cough or sneeze • Practicing a healthy lifestyle will help to reduce the spread of TB
Preventing the spread of TB through tracing undiagnosed & defaulting patients	<ul style="list-style-type: none"> • Every year thousands of people with TB are missing quality care • The vast majority of people dying of TB are not on treatment • More lives have been saved from TB related, we need to do more save more lives • One person with TB can infect up to 15 people. Without treatment, they may die • Access to tuberculosis care is a right –exercise it





What You Can Do

- 1 EDUCATE YOURSELF ABOUT TB** 
- 2 RAISE AWARENESS ABOUT TB**
among your congregation, constituents, colleagues, employees, partners, families, friends, colleagues, and community. The more people know about TB, the more focus – and resources – can be shifted toward ending it. 
- 3 STIMULATE LEADERSHIP AND ACTION**
by organizing activities and holding your leaders accountable. 
- 4 MAKE SOME NOISE TO END TB ON SOCIAL MEDIA**
Tools like Facebook, Twitter and Instagram offer many opportunities to amplify TB issues. 
- 5 DOWNLOAD AND PRINT**
the supplied collateral to educate your local community. 



What You Can Do (continued)

Caregivers:

- Encourage TB contacts to get screened and tested for TB and other related conditions;
- Motivate TB infected persons to start and complete their TB treatment;
- Facilitate regular health screening and testing services within the communities; and
- Address issues of stigma and discrimination towards people infected with TB.



Leaders:

- Encourage your communities and constituencies to get screened and tested for TB and other conditions;
- Encourage a culture of treatment adherence
- Facilitate regular health screening and testing services within the community, particularly during large scale events such as rallies, imbizo, and other public participation programmes;
- Address issues of stigma and discrimination towards people infected with TB.



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Electronic Flyers



WORLD TB DAY



HE. Paul Mashatile
RSA Deputy President & SANAC Chairperson



Ms. Steve Letsike
Civil Society Forum Chairperson



Ms. Nompumelelo Zikalala
Private Sector Forum Chairperson



Dr. Joe Phahla
RSA Health Minister



Hon. Panyaza Lesufi
Gauteng Premier

Invitation to the Official Commemoration of World TB Day 2024:

by the Honourable Deputy President of the Republic of South Africa and Chairperson of the South African National AIDS Council (SANAC) HE. Paul Mashatile; the Chairperson of the SANAC Civil Society Forum (CSF) Ms. Steve Letsike; the Chairperson of the SANAC Private Sector Forum (PSF) Ms. Nompumelelo Zikalala; the Minister of Health in South Africa Dr. Joe Phahla and the Premier of Gauteng Hon. Panyaza Lesufi.

The following free services will be provided:


HIV Testing Services


TB Screening


Testing for diabetes


Checking of Blood Pressure


Eye Testing


Cancer Screening

Venue:
Wilberforce Community College, Evaton, Gauteng Province

Date:
Sunday, 24 March 2024

Time: 09h00







Posters



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Social Media

Official Hashtags:

#WorldTBDay2024 | #EndTB



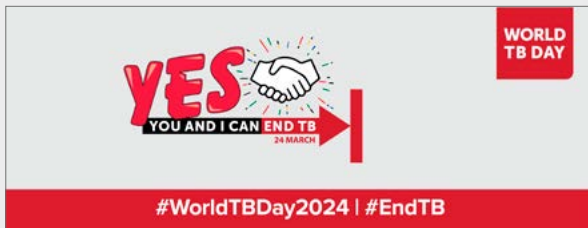
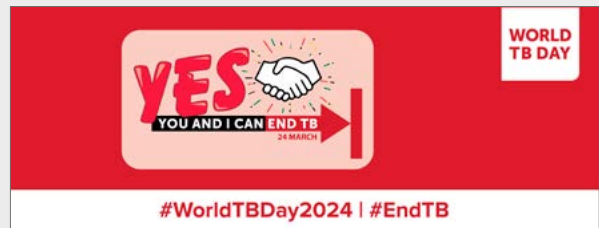
Follow Us:

@SA_AIDSCouncil | @HealthZA | @SATBCaucus | @WeBeatTB | @StopTB



Social Media (continued)

Facebook Header:



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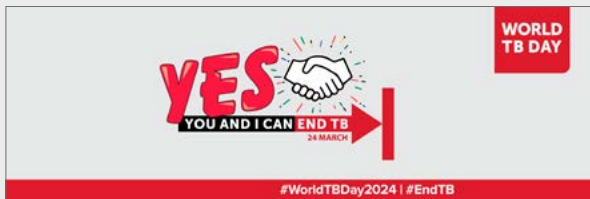
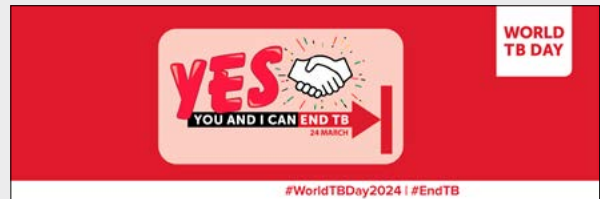
Social Media (continued)

Facebook Posts:



Social Media (continued)

Twitter Header:



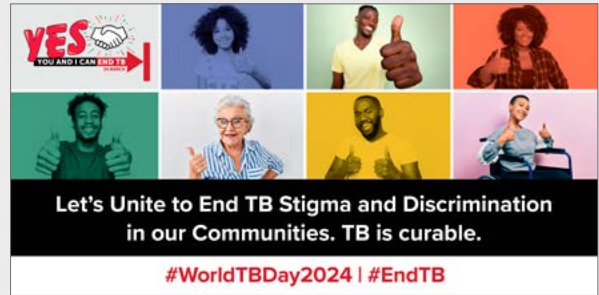
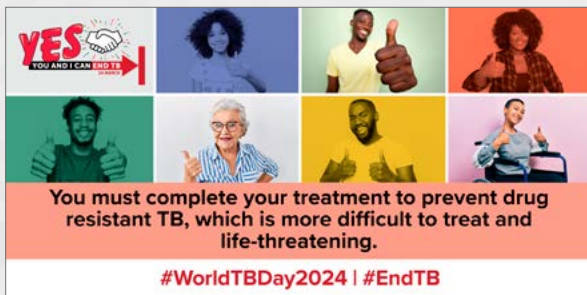
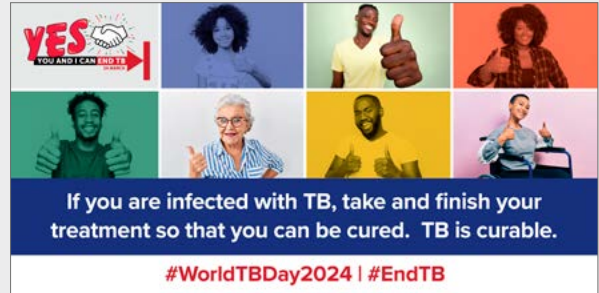
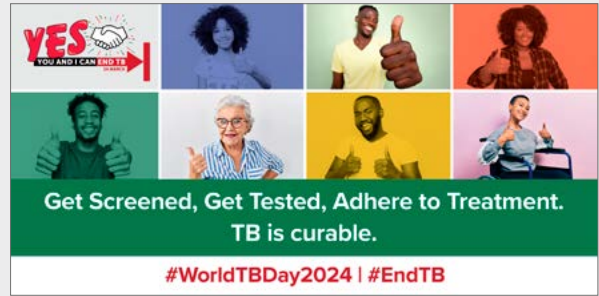
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Social Media (continued)

Twitter Posts:



Merchandise

T-Shirts



Bags

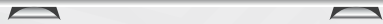
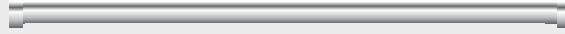


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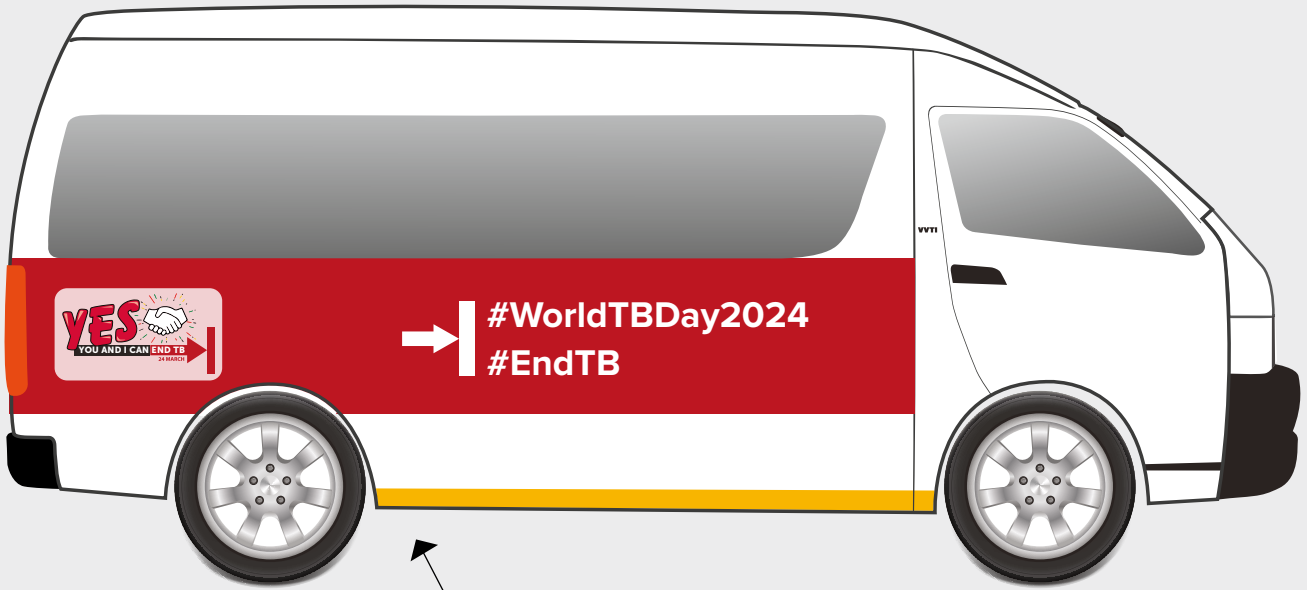




Pull-Up Banner



Taxi Branding



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