

World TB Day

24 March 2022



Get Screened. End Stigma. Save Lives.



REPUBLIC OF SOUTH AFRICA



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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 1,4 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.



Get Screened. End Stigma. Save Lives.



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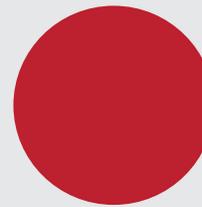
Campaign Logo

02

World TB Day – 24 March 2022



Get Screened. End Stigma. Save Lives.



18C / 100Y / 91M / 8K



0C / 0Y / 0M / 70K



0C / 98Y / 100M / 0K

87C / 23Y / 100M / 11K

0C / 90Y / 18M / 0K

75C / 68Y / 67M / 90K

100C / 90Y / 1M / 0K



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Campaign Logo

Visual rationale

- The overall logo is centred around the Red Arrow, an international symbol which represents a joint commitment by the TB community to move forward with the mission to end TB.
- It fleshes out the World TB Day commemorative date, “24 March”, since it is less popular compared to 01 December (World AIDS Day). The idea is to draw as much attention as possible to the date “24 March” to eliminate confusion about when is WTD.
- The theme wording is outlined within the circle (most prominent spot) and the tagline is affixed at the bottom of the logo to seamlessly direct and lead the reader from-theme-to-tagline.
- The logo features the SA Flag colours on both sides of the circle to create an identity for South Africa’s commemoration of World TB Day 2022. It fleshes out the World TB Day commemorative date, “24 March”, since it is less popular compared to 01 December (World AIDS Day). The idea is to draw as much attention as possible to the date “24 March” to eliminate confusion about when is WTD.
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Theme Rationale

The national theme for the commemoration of World TB Day 2021 is **‘Invest in Action to End TB Now!’** and the tagline is **‘Get Screened. End Stigma. Save Lives’**. This is a clarion call to every South African to invest in various actions to contribute towards the national efforts to end TB.

The theme is aligned to the Global Theme, Invest to End TB. Save Lives, a call to world leaders to ensure that sufficient resources are made available for TB response. Without proper resources, the recovery of TB programmes from disruptions caused by COVID-19 would be stalled.

The case for investment goes beyond the monetary aspect as it also speaks to the little actions an individual could do to contribute towards ending TB, such as deciding to get

screened or to start and stay on treatment if infected. Hence the inclusion of the word “action” in the local theme.

The theme also introduces an element of urgency through the word “now” to demonstrate the need to prioritise TB prevention, diagnoses, treatment and care. South Africa is not doing well in arresting TB as a public health threat, and it will take a concerted effort among all citizens to contribute towards the elimination of TB.

TB remains a highly stigmatized infection with considerable discrimination towards TB infected people. Stigma and discrimination have a devastating social and psychological impact – it causes significant barriers against access to testing services and treatment adherence.

Theme Selection Process

The Partici-Plan Approach

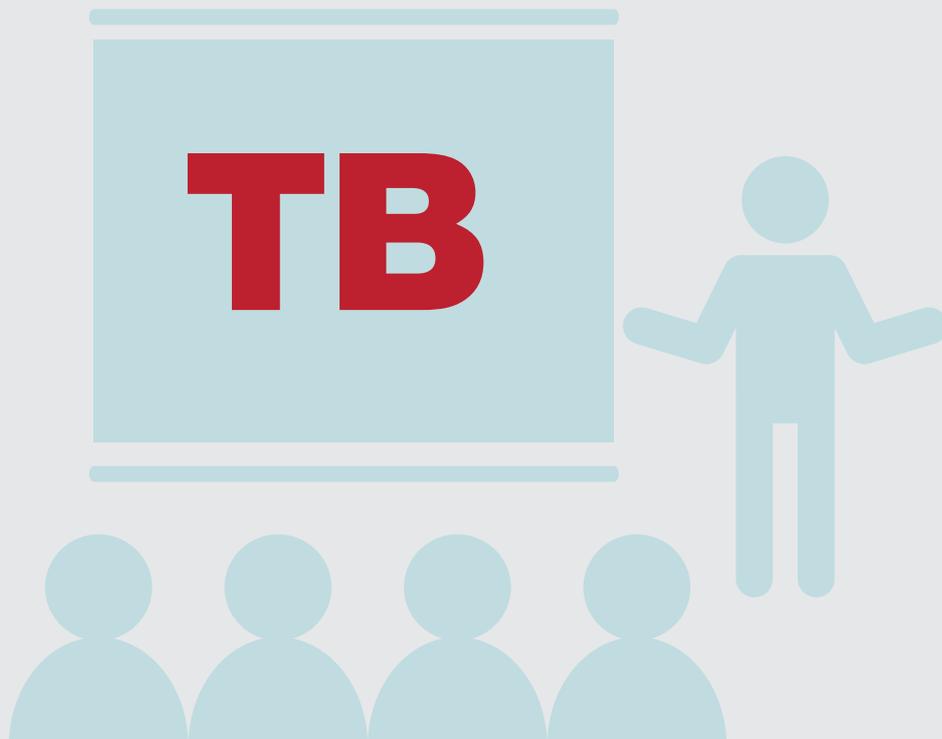
- The process was undertaken using the “partici-plan” approach where all stakeholders inclusive of government, civil society, development partners, the private sector and AIDS Councils, participated.
- The Communications Task Team was given a brief detailing focus/priority areas for this year’s commemoration 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 2022. We hope that the information provided is useful and adequately supports your planned activities and outreach efforts.



Key Messages

Invest in Action



Individual:

- Go to your nearest clinic and get screened and tested for TB
- 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.
- Practicing a healthy lifestyle will help to reduce the spread of TB.
- Infection prevention and control measures: wear your mask, open windows and ensure adequate ventilation
- Ask your health 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

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.



Key Messages (continued)

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

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 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. This can also 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 engage and support TB affected communities and ensure their protection from human rights violations and abuses.

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.

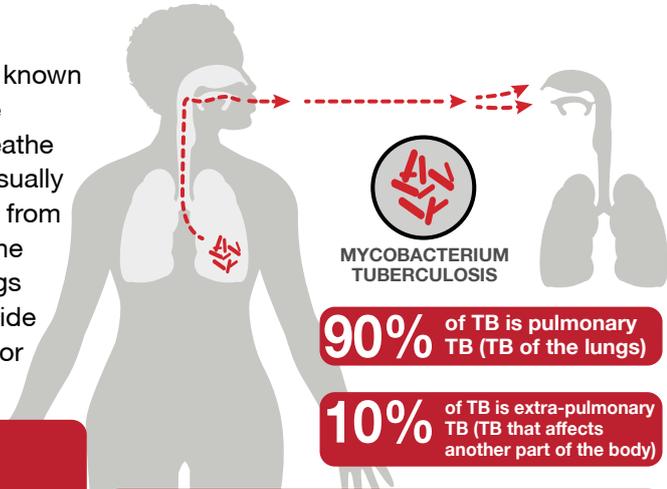
We must invest in TB by allocating sufficient domestic funding, including 0.1% on TB research and development, and tripling the amount of support currently allocated to affected communities and civil society in TB service delivery and advocacy.



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

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

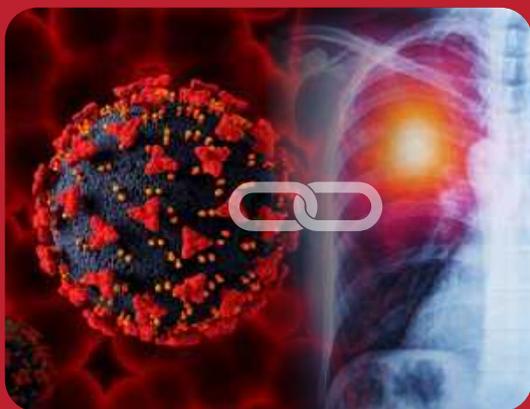


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Key Messages (continued)

TB and COVID-19



What is the link between TB and COVID-19?

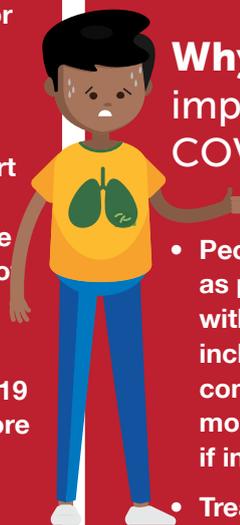
- People with TB may have weak immune system and may be at risk of getting infected with COVID-19
- If you have TB disease you are also at risk of suffering more severe symptoms from COVID-19. The risk is even higher if you are HIV positive or diabetic
- Symptoms of TB and Covid-19 are similar (cough, 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 life style by exercising and eating healthy.
- TB can be anywhere, everywhere and everyone must screen for TB.
- Know the signs and symptoms, test and complete treatment.



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 the damage and the risk of transmission to others.
- Latent TB infection can be treated with a 6 month course of antibiotics.



Control

- Take responsibility for your illness – 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 dustbin.
- Always open windows and doors at home and crowded areas i.e. rooms, churches, taxis, etc



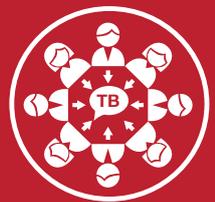
Key Messages (continued)

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 families to get screened and tested for TB and other conditions;
- Motivate families that are infected with TB to start and complete their TB treatment;
- Facilitate regular health screening and testing services within the communities; and
- Address stigma and discrimination towards people with TB.



Leaders:

- Encourage your communities and constituencies to get screened and tested for TB and other conditions;
- Motivate communities and their families that are infected with TB to start and complete their TB treatment;
- Facilitate regular health screening and testing services within the communities, particularly during large scale events such as rallies, imbizo, and other public participation programmes; and
- Address stigma and discrimination towards people with TB.



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Electronic Flyers

WORLD TB DAY

Get Screened. End Stigma. Save Lives.

Deputy President of the Republic of South Africa:
Mr David Mabuza

Deputy Chairperson of SANAC:
Ms Steve Letsike

Minister of Health:
Dr Joe Phaahla

Premier of the Northern Cape:
Dr. Zamani Saul

Venue: ----- and Online Event

Register to join online: <https://bit.ly/3rls5Nq>

Date: Thursday, 24 March 2022

Time: TBC

www.sanac.org.za

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The following free services will be provided:

HIV Testing Services

TB Screening

Testing for diabetes

Checking of Blood Pressure

Eye Testing

Cancer Screening

COVID-19 Vaccination

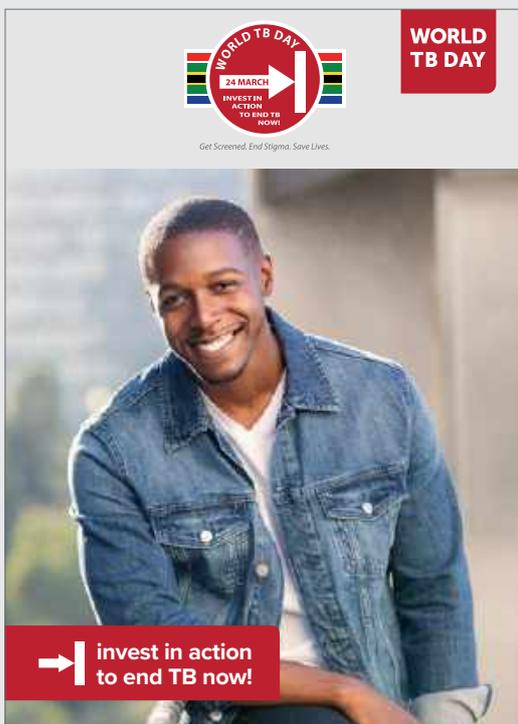
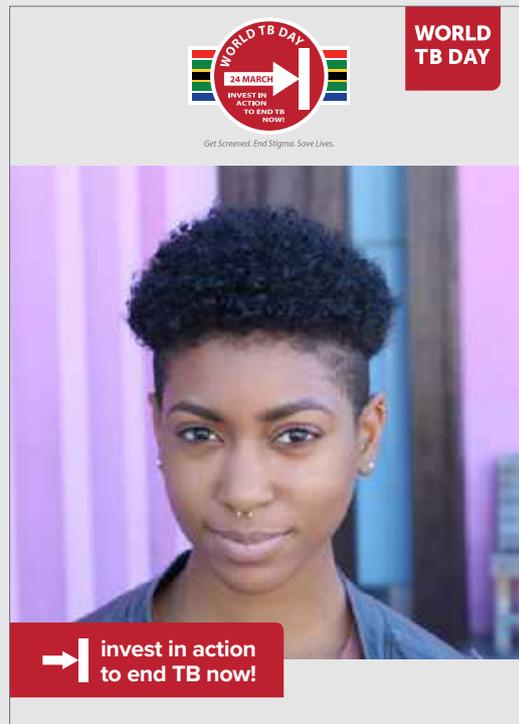
Venue: ----- and
Online Event

Date: Wednesday,
24 March 2022

Time: TBC

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Posters



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Social Media

Official Hashtags:

#WorldTBDay2022 | #InvestToEndTB



Follow Us:

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



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Social Media (continued)

Facebook Header:



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Social Media (continued)

Twitter Header:

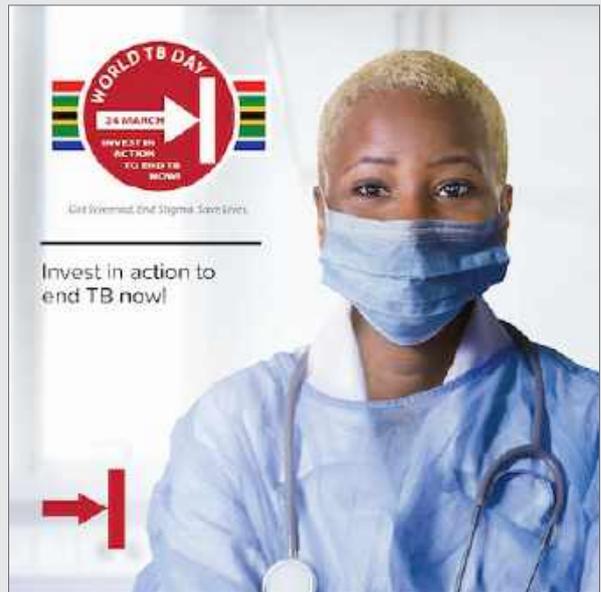


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Social Media (continued)

Facebook Posts:



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Social Media (continued)

Twitter Posts:



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Merchandise

T-Shirts



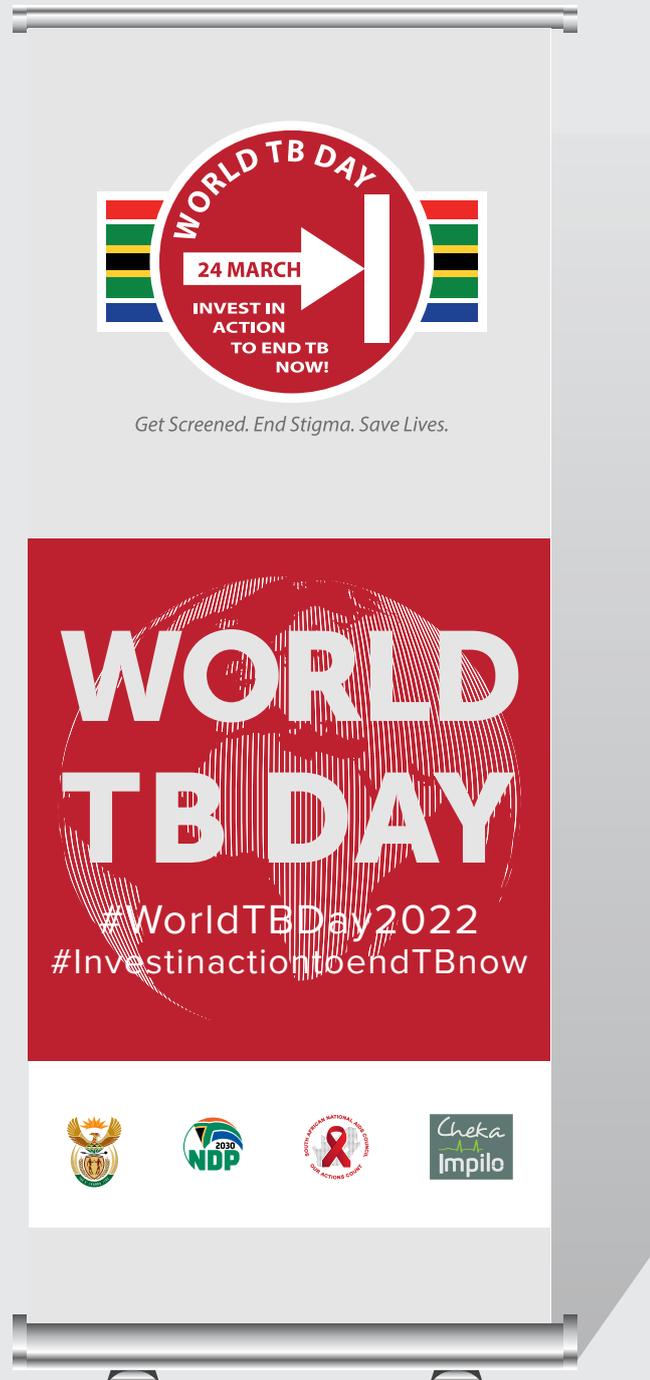
Bags



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Pull-Up Banner



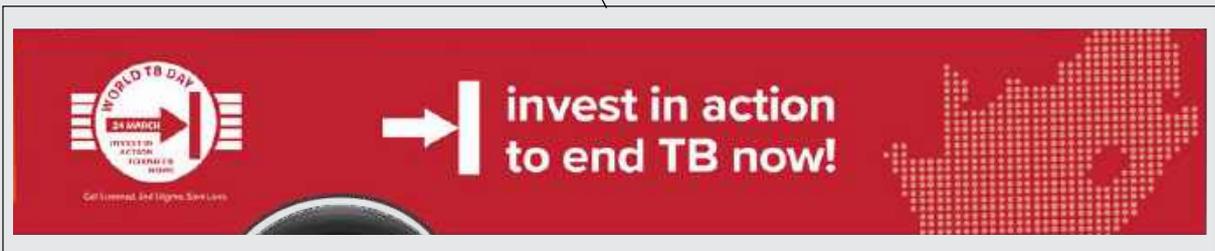
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Taxi Branding

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World TB Day – 24 March 2022



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