



Toolkit for Global Fund advocates for World TB Day 2018

What is World TB Day?

We celebrate World TB Day each year on March 24th to help bring attention to the plight of those affected by TB, and remind the world that despite being a curable disease, TB is currently the leading infectious disease killer, and responsible for 1/3 of all deaths for people with HIV.

World TB Day is an opportunity for people everywhere to join this fight by helping to educate others about TB and by urging governments to take action. We believe that together we can end TB once and for all!

The UN High Level Meeting on TB

2018 is an important year in the fight against TB – for the first time ever, the UN will host a [High-Level Meeting](#) (HLM) dedicated entirely to TB. World TB Day is a perfect opportunity to raise our voices and call on our Ministers to not only attend the HLM in September, but to commit to ending TB! For too long, we have lacked the political will and funding to truly make the TB response effective, and we need to use this opportunity to push for more inclusion of affected communities and civil society, more funding for R&D, better accountability, and stronger leadership.

So tell your Ministers that now is the time for them to step up, be a leader, and we'll see them in New York!

What You Can Do

Social Media

▲ **Follow GFAN!**

Facebook: <https://www.facebook.com/GFAdvocates/>

Twitter: <https://twitter.com/gfadvocates>

Instagram: <https://www.instagram.com/gfadvocates/>

▲ **Post on social media using the following hashtags:** #WorldTBDay |

#SeeYouInNewYork | #HLMonTB | #MakeHistory | #BeALeader

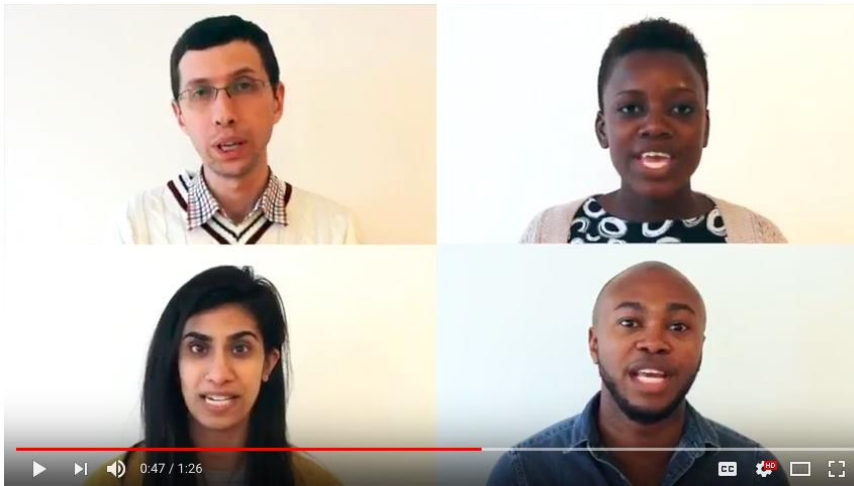
#SaveLivesEndEpidemics | #SaveLivesEndTB

Resources

Video

Click on the image below to see and share the video

In honour of World TB Day and the upcoming High-Level Meeting on TB, GFAN has produced a video starring some of our members titled “We’ll See You in New York”. Please share it widely amongst your networks, and send it/tweet it to your Ministers, decision-makers, and other representatives send it/tweet it to your Ministers, decision-makers, and other representatives, telling them that we need them to come to the High-Level Meeting and commit to ending TB!



Sample Tweets to accompany the video

We can't keep fighting alone. We need you to help us #EndTB. Will we #SeeYouInNewYork for the High-Level Meeting on TB in September? #WTBD #HLMonTB <http://bit.ly/SeeYouInNY>

WANTED: Leaders for a TB-free world. We need you to help us #EndTB. Will we #SeeYouInNewYork for the High-Level Meeting on TB in September? #WTBD #HLMonTB <http://bit.ly/SeeYouInNY>

We fight for those who are sick, and for those who hopefully won't get sick. We need you to help us #EndTB. Let's #MakeHistory together. We'll see you in New York. <http://bit.ly/SeeYouInNY> #WTBD #HLMonTB

This #WorldTBDay, will you stand up and commit to #EndTB with us? #BeALeader <http://bit.ly/SeeYouInNY> #WTBD #HealthForAll #WeWillEndTB #HLMonTB

We can #EndTB together. Join us in New York in September for the #HLMonTB and help us #MakeHistory. <http://bit.ly/SeeYouInNY> #WorldTBDay #HealthForAll #WeWillEndTB

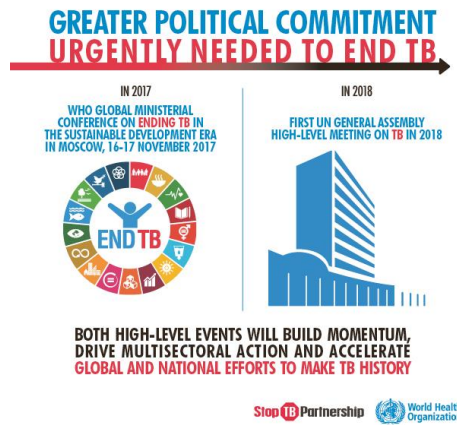
Campaign Materials:

▲ www.globalfundadvocatesnetwork.org

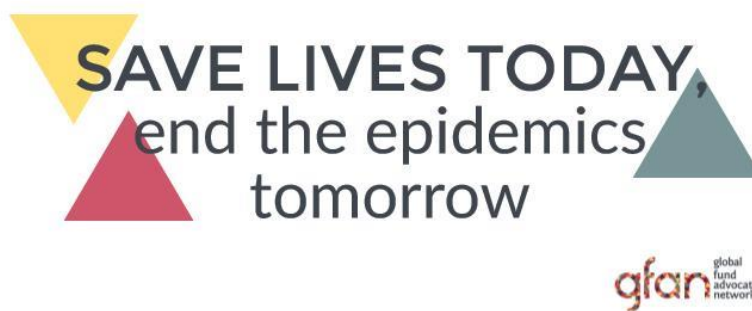
From the Stop TB Partnership

The Stop TB Partnership have put together a wide range of campaign materials including posters, fact sheets, social media graphics, and other documents and resources, all of which can be found and downloaded here:

http://www.stoptb.org/events/world_tb_day/2018/materials.asp



GFAN Campaign Image:



Download for: [Facebook header](#) | [Facebook timeline](#) | [Twitter stream](#)