

Not every cough is covid  
Think TB!

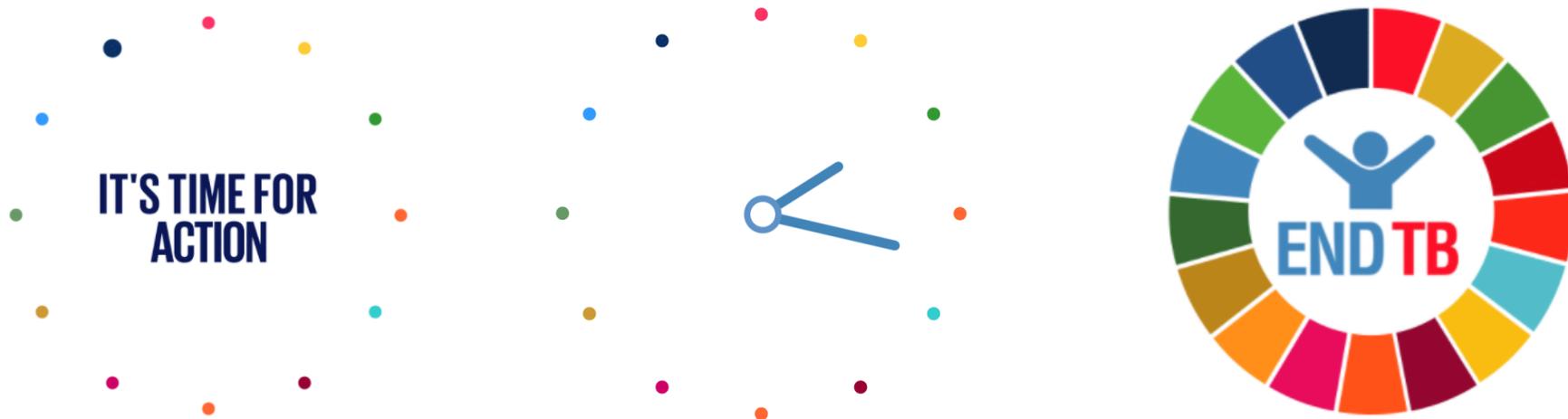


World TB Day 2021  
Social media toolkit

**BHA** *for equality  
in health  
and social care*

# World TB Day 2021

## The clock is ticking



In 2021, [the Stop TB Partnership](#) sounds the alarm on one of the world's leading infectious killers. Tuberculosis (TB) kills around 4,000 people every day, among them 700 children. That means that 3 people die from TB every minute! In 2018, at the United Nations, all world leaders committed to taking specific actions by 2022. They have until December 2022 to make good on those promises, or they risk compromising the Sustainable Development Goal's achievement to end TB by 2030.

We might like TB to be consigned to the history books, but the truth is that 1 in 4 people in the world has latent TB infection. Every year, 10 million people fall ill with TB disease, mostly in less developed countries. This year, we commemorate the 139th anniversary of Dr. Robert Koch's announcement in 1882 of his discovery of the TB bacillus, the cause of TB.

If we want to [#EndTB](#) by 2030, [#TheClockIsTicking](#) to reach the [#TBTARGETS2022](#).

## About this toolkit

This social media toolkit can be used by anyone wishing to raise awareness of TB in their community. This is more important than ever, with the healthcare services focused on the coronavirus pandemic and people with TB symptoms likely to mistake them for covid-19.

This toolkit is brought to you by **BHA for Equality** which works to challenge and address health and social care inequalities and to support individuals, families and communities to improve their health and well-being and **TB Alert**, the UK's National Tuberculosis (TB) charity.

*The Truth About TB* is TB Alert's TB awareness raising campaign.

### Toolkit contents

**Infographics:** The infographics that accompany this toolkit illustrate the main symptoms of TB and covid-19, including the symptoms of long-covid a longer-term condition that may follow covid-19. The infographics have been produced in the correct sizes for Facebook, Twitter and Instagram.

**Sample posts:** When you post the infographics you may also want to include some text to say how important it is to **Think TB**.

**Hashtags:** We have created some hashtags to help people find posts on TB and covid-19 and generate a conversation around them.

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# TB, covid-19 and long-covid symptoms checker

## TB

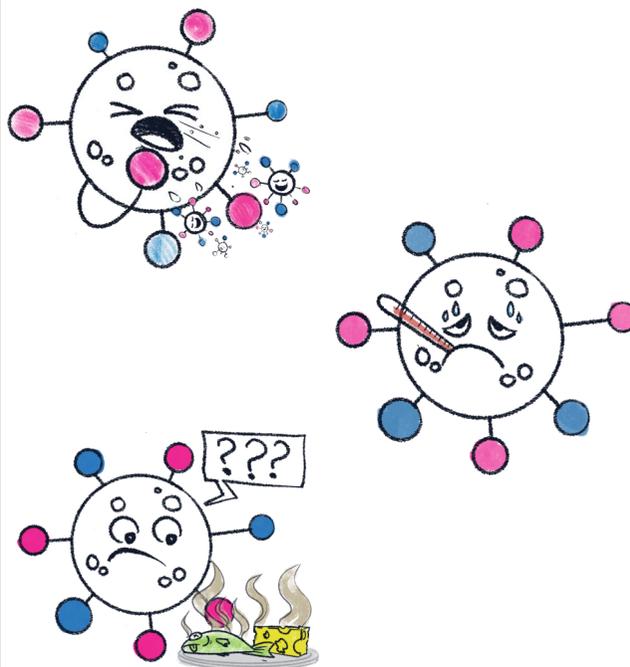


**Tuberculosis (TB) is caused by a bacteria known as mycobacteria-tuberculosis.**

The most common symptoms of TB are a cough, fever, weight loss, loss of appetite, tiredness, and night sweats. TB symptoms become worse over time.

For more about TB, visit [www.thetruthabouttb.org](http://www.thetruthabouttb.org)

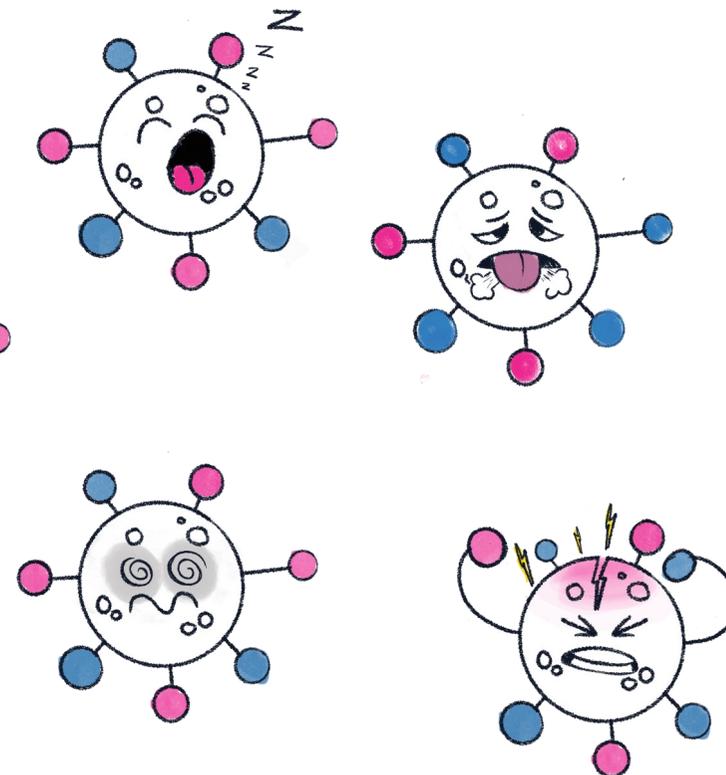
## Covid-19



**Covid-19 is caused by a type of virus known as a coronavirus.**

The most common symptoms of covid-19 are a cough, fever and changes to sense of smell or taste. Long-covid is still poorly understood but is thought to involve a number of symptoms. The most common are an ongoing cough, long term changes to smell and taste, fever, tiredness, breathlessness, headache

## Long-covid



and 'brain fog', affecting memory or concentration. Other symptoms include chest pain or tightness, difficulty sleeping, heart palpitations, dizziness, pins and needles, joint pain, depression and anxiety, tinnitus, earaches, feeling sick, diarrhoea, stomach aches, loss of appetite, headaches, sore throat and rashes.

For more about covid-19 visit: [www.nhs.uk/conditions/coronavirus-covid-19](http://www.nhs.uk/conditions/coronavirus-covid-19)

**Not every cough is covid.  
Think TB!**



I battled to get out of bed. My legs felt so heavy, yet I'd gotten so thin...I couldn't eat and had no energy.

I was so weak I couldn't even get up on my own. I felt like a frail old lady.

THE TRUTH  
ABOUT  
TB



'Nevermind' I said about that persistent cough. 'I am too busy to worry. Too busy to see the doctor'. No! Do mind! Do worry! Do go to the doctor!

I thought. 'It's covid, it will pass'. It didn't. My doctor said, 'It's long-covid'. It got worse and worse. No-one thought TB!



Please don't leave it to chance. Get yourself checked. TB is best diagnosed early.



## Sample posts

When you share the infographics you will be asked to write a comment alongside your post —it would be great if you can write something in your own words to tell the world why you care about this issue, but you may prefer to post or adapt these sample messages.

THE  
TRUTH  
ABOUT  
TB



Not every cough is covid. If you have a cough that won't go away, Think TB! Find out more at: [www.thetruthabouttb.org/coronavirus](http://www.thetruthabouttb.org/coronavirus)

TB is passed through the air, like covid, and the symptoms can be similar. If you have any symptoms that last three weeks or longer, get them checked by a doctor. Find out more at: [www.thetruthabouttb.org/coronavirus](http://www.thetruthabouttb.org/coronavirus)



Not getting better? The TB symptoms are easy to confuse with covid-19 but they get worse over time. Early diagnosis is crucial so ask your doctor to think TB. Find out more at: [www.thetruthabouttb.org/coronavirus](http://www.thetruthabouttb.org/coronavirus)



Like covid, TB can affect anyone. If you have symptoms that aren't getting better speak to your doctor and ask them about TB. Find out more at: [www.thetruthabouttb.org/coronavirus](http://www.thetruthabouttb.org/coronavirus)



## Hashtags

#thinkTB



#NotEveryCough



#coulditbeTB?



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To find out more about TB and covid-19, and to download a range of TB resources, visit: [www.thetruthabouttb.org](http://www.thetruthabouttb.org)

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BHA for Equality | [info@thebha.org.uk](mailto:info@thebha.org.uk) | [thebha.org.uk](http://thebha.org.uk)

TB Alert | [contact@tbalert.org.uk](mailto:contact@tbalert.org.uk) | [tbalert.org](http://tbalert.org)

*The Truth About TB* | TB and covid-19 information | [thetruthabouttb.org/coronavirus](http://thetruthabouttb.org/coronavirus)