




THE
TRUTH
ABOUT
TB

YES! WE CAN END TB - World TB Day 2023

Social media toolkit



www.thetruthabouttb.org
www.thebha.org.uk | www.tbalert.org





THE TRUTH ABOUT TB

About this toolkit

This social media toolkit can be used by anyone wishing to raise awareness of tuberculosis (TB) in their community. This is more important than ever, with growing evidence in the UK of delayed diagnosis for TB - including where people have confused their symptoms with COVID-19 or had difficulty accessing healthcare as a result of the pandemic. Nevertheless, the message is one of hope - following the Stop TB Partnership's 2023 World TB Day Theme, YES! WE CAN END TB which recognises the huge efforts the TB world has made to recover services using the new diagnostics, new treatment regimens, digital technology and artificial intelligence (AI) that are transforming TB care,

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 included with this toolkit illustrate the main symptoms of TB

Case studies: Real life testimonies from people who have experienced TB

Sample posts: Some suggested text and hashtags to get people talking about TB



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Sample posts

When you share the infographics you will be asked to write a comment alongside your post—it would be great if you could 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.

A cough that won't go away? TB symptoms are easy to confuse with COVID-19 but they get worse over time.

Early diagnosis and treatment is crucial so ask your doctor to Think TB if you have symptoms that won't go away.

If you have any symptoms that last three weeks or longer, get them checked by a doctor. TB can affect anyone.

Find information about TB in your language at www.thetruthabouttb.org

Hashtags

#ThinkTB

#NotEveryCoughIsCOVID

#CouldItBeTB?

#EndTB

#Yes!WeCanEndTB

#WorldTBDay



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TB is curable –
go to a doctor

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