YES! WE CAN END TB - WORLD TB DAY 2024

SOCIAL MEDIA TOOLKIT

#WORLDTBDAY #ENDTB

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 increasing rates of TB and delayed diagnosis.

Nevertheless, the message is one of hope - following the Stop TB Partnerships 2024 World TB Day theme, YES! WE CAN END TB.

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 UKs National Tuberculosis (TB) charity.

The Truth About TB is a TB awareness raising campaign from TB Alert.

https://thebha.org.uk

@the_BHA

@bha_for_equality

@bha_for_equality

www.tbalert.org

@TB_Alert_UK

@TBAlert

www.thetruthaboutt**b.**org

Toolkit contents

Infographics: highlighting current TB statistics and challenges; and also the common 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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THE TRUTH ABOUT TB

www.thetruthaboutTB.org

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 colds, flu and COVID-19 but they get worse over time.

Early diagnosis and treatment are 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.

Healthcare workers are at increased risk of exposure to TB. TB screening and the offer of a BCG vaccination helps lower the risk of becoming ill.

TB can affect anyone – though certain people are more at risk. TB is concentrated in urban areas and in people with links to countries where TB is more common or who experience health inequalities.

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

HASHTAGS

#ThinkTB

#NotEveryCoughIsCOVID

#CouldItBeTB?

#EndTB

#Yes!WeCanEndTB

WorldTBDay

TB IN ENGLAND: WHAT YOU NEED TO KNOW

Tuberculosis (TB) is a serious but treatable illness that is on the rise in England

https://thebha.org.uk

THE TRUTH ABOUT TB

www.thetruthaboutTB.org
www.tbalert.org

ANYONE CAN BE AFFECTED

TB particularly affects people from **diverse backgrounds** and communities but anyone can get TB

CASES ARE RISING

4,850

Nearly 5000 people were diagnosed with TB in 2023, exceeding pre-pandemic levels

SOCIAL RISK FACTORS

Deprivation, homelessness, and substance abuse increase your risk

URBAN HOTSPOTS

TB is concentrated in major cities - London, Leicester, and Slough currently have the highest rates – though rates are increasing around the country

TB IN CHILDREN

Children are also vulnerable, especially under-5s who can develop severe forms – a **BCG** vaccination helps prevent this

RISKS TO HEALTHCARE PROFESSIONALS

Healthcare workers tirelessly care for patients, but they also face increased risk of exposure to TB – screening helps lower risk of serious illness

EARLY DIAGNOSIS IS CRUCIAL

30%

experience delays, impacting health outcomes...

...it's important to know the **common symptoms**

COMMON SYMPTOMS

A persistent cough (lasting over 3 weeks), fever, night sweats, tiredness, loss of appetite, and weight loss. If you experience any of these symptoms, please speak to a healthcare doctor.

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TUBERCULOSIS (TB): KNOW THE SYMPTOMS

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https://thebha.org.uk

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My cough got worse especially at night, sleep was just impossible and my nights were long.
The doctor did not suspect TB.

The cough got even worse. I was rushed to hospital after battling to breath, they run multiple test.
Results confirmed TB.

KHOMOTSO

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TUBERCULOSIS (TB): TB DOES NOT AFFECT YOUR STATUS

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https://thebha.org.uk

THE TRUTH ABOUT TB

www.thetruthaboutb.org
www.tbalert.org

I did a medical test for a visa and it showed TB. I wasn't expecting it. I thought my life ended.

I had to take a 6-month course for treatment. Now it's been 3 months since I've been taking medicine. I'm happy that I can work and stay here.

PRAKASH

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TUBERCULOSIS (TB): KNOW THE SYMPTOMS

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www.tbalert.org

I was a student nurse at college. I had a mild fever and headache. I went to the gym and was running hard.

I had a deep cough and blood came out! I went straight to the doctor they did an x-ray and the doctor told me I have TB.

CHARITY

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TUBERCULOSIS (TB): CAN AFFECT ANYONE

BHA for equality

https://thebha.org.uk

THE TRUTH ABOUT TB

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www.tbalert.org

I was a critical care nurse and contracted TB from one of my patients. I was unaware and continued to live life as normal.

Some 12 months later and deteriorating, I was diagnosed by chance with TB in my lungs.

NICHOLA

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TUBERCULOSIS (TB): EARLY DIAGNOSIS IS CRUCIAL

BHA for equality

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Carrianne, our daughter, was a Sergeant Flight Nurse in the RAF. She was posted to NHS intensive care wards during the pandemic. Carrianne started to become ill.

After many false diagnoses of both covid and pneumonia she was finally diagnosed as having TB, she died the next day.

BEV & CHRIS

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