



World TB Day 2017: CDC Key Messages and Resources

Each year, we recognize World TB Day on March 24. This annual event commemorates the date in 1882 when Dr. Robert Koch announced his discovery of *Mycobacterium tuberculosis*, the bacillus that causes tuberculosis (TB). The Centers for Disease Control and Prevention's Division of Tuberculosis Elimination (CDC/DTBE) joins our international partners by promoting the global Stop TB Partnership's 2017 World TB Day theme, which will once again be: **Unite to End TB**.

The information below may be helpful in planning communication activities to inform and educate partners, stakeholders, and media about TB-related problems and solutions, and the importance of supporting worldwide TB control efforts. Included are:

- [Key Messages](#)
- [Supporting Messages](#)
- [Social Media](#)
- [Additional Resources](#)

Additional information and materials are available online: <https://www.cdc.gov/tb/worldtbdays>.

Key Messages:

- **World TB Day is a time to recognize achievements in tuberculosis (TB) prevention and control, and renew our commitment to ending this devastating disease in the United States.**
- **Expanding targeted testing and treatment of latent TB infection is key to eliminating TB disease in the United States.**
- **Clinicians, health care agencies, and community organizations, especially those serving at-risk populations, have a critical role in TB elimination.**

Supporting Messages:

World TB Day is a time to recognize achievements in tuberculosis (TB) prevention and control, and renew our commitment to ending this devastating disease in the United States.

- TB is preventable and curable. Yet, too many people in the United States still suffer from this disease.
- TB elimination would have widespread health, economic, and social benefits for our country.
 - A typical TB case in the United States costs \$18,000 to treat and requires at least 180 days of medication, plus x-rays, lab tests, and follow-up and testing of contacts.
- Anyone can get TB. People with TB disease can be found in every state; in rural areas and cities; in schools, workplaces, homes; and in many other places where people are in close contact.
- Ending TB in the United States requires maintaining and strengthening current TB control priorities while increasing efforts to identify and treat latent TB infection among high-risk populations.





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Expanding targeted testing and treatment of latent TB infection is key to eliminating TB disease in the United States.

- Up to 13 million people in the U.S. are estimated to have latent tuberculosis (TB) infection.
- Latent TB infection is a condition in which a person is infected with the TB bacteria, but does not currently have active TB disease and cannot spread TB to others. However, if these bacteria become active and multiply, latent TB infection can turn into TB disease.
- Without treatment, on average 5-10% of people with latent TB infection will develop TB disease. For some people, that risk is much higher.
- CDC and the U.S. Preventive Services Task Force recommend testing populations that are at increased risk for TB infection.

Clinicians, health care agencies, and community organizations, especially those serving at-risk populations, have a critical role in TB elimination.

- Many of those at high risk for latent TB infection or TB disease who need to be reached do not traditionally receive care in health departments -- but are seen by private community providers and community health centers. Engaging these partners is critical to future success.
- Misdiagnosis of TB disease still exists, and health care professionals often do not "think TB." Limited training opportunities in TB clinical, laboratory, and research has led to a loss of expertise and experience in TB.
- There is a strong need for TB education and outreach to clinicians, health care agencies, and community organizations, especially those serving at-risk populations.

Social Media:

Use sample content on Twitter, Facebook, or other social media platforms. We encourage you to incorporate #EndTB, #UnitetoEndTB, and/or #WorldTBDAY to get World TB Day content trending!

Twitter:

- Too many people in the US suffer from #tuberculosis. We can #UnitetoEndTB! Find out how: <https://www.cdc.gov/tb/worldtbdays> #WorldTBDAY
- It's #WorldTBDAY! Learn how #tuberculosis affects people in the United States: <https://www.cdc.gov/tb/worldtbdays> #UnitetoEndTB
- To #EndTB in the US, we must reach the hardest hit populations: <https://www.cdc.gov/tb/worldtbdays> #WorldTBDAY #UnitetoEndTB
- Testing & treatment of latent #TB infection among high-risk groups critical to #EndTB in the U.S. <https://www.cdc.gov/tb/worldtbdays> #WorldTBDAY
- Today is #WorldTBDAY – how will you work to #EndTB? <https://www.cdc.gov/tb/worldtbdays> #UnitetoEndTB





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Facebook:

- Today is World TB Day, marking the day in 1882 when Dr. Robert Koch announced the discovery of *Mycobacterium tuberculosis*, the bacteria that cause tuberculosis (TB). Dr. Koch's discovery was the most important step taken toward the prevention and control of this deadly disease. Learn how new tests, shorter treatment regimens, and a focus on latent TB infection will help end TB in the U.S. <https://www.cdc.gov/tb/worldtbdays>
- March 24 is World TB Day. Too many people in the U.S. still suffer from tuberculosis (TB). Efforts to improve awareness, testing, and treatment of latent TB infection and TB disease among high-risk groups are critical to eliminate TB in the U.S. Learn more: <https://www.cdc.gov/tb/worldtbdays>
- World TB Day is an opportunity to recognize our achievements in tuberculosis (TB) prevention and control, and renew our commitment to eliminating this devastating disease in the United States. Clinicians, health care agencies, and community organizations, especially those serving at-risk populations, have a critical role in TB elimination. Unite to End TB! <https://www.cdc.gov/tb/worldtbdays/default.htm>

Additional Resources:

- CDC World TB Day Website: <https://www.cdc.gov/tb/worldtbdays>
- Stop TB Partnership World TB Day Website: http://www.stoptb.org/events/world_tb_day

