

Campaign Resource Overview

Materials from CDC's campaign to raise awareness of latent TB infection



About the Campaign

Tuberculosis (TB) is one of the world's leading infectious disease killers. TB disease is highly contagious and can be deadly. Up to 13 million people in the United States are living with inactive TB, also known as latent TB infection. Without treatment, 5-10% will develop TB disease. Yet, the notion that TB is no longer a problem persists.

The Centers for Disease Control and Prevention (CDC)'s Think. Test. Treat TB campaign aims to reach those most at risk for inactive TB and their healthcare providers to encourage TB testing and accelerate elimination of TB. Think. Test. Treat TB is the first national multilingual communications campaign to increase awareness of TB and increase testing and treatment for inactive TB.

WEBSITE:

www.cdc.gov/thinktesttreattb

HASHTAGS: #ThinkTestTreatTB

TWITTER: @CDC_TB

FACEBOOK: @CDCTB



ORDER MATERIALS AT :

www.cdc.gov/pubs

Campaign Resources for Persons at High Risk for TB

The Think. Test. Treat TB campaign is designed to reach a wide range of audiences, with resources created in multiple languages. The section below describes the key resources of the campaign for consumers.

INACTIVE TB (LATENT TB INFECTION) TESTING & TREATMENT [\(additional resources available\)](#)

VIDEO PSA



Video introduction to latent TB infection featuring a healthcare provider and patient conversation about TB testing

[Play English, Vietnamese](#)



PRINT AD

Protect your family. Test for tuberculosis.

One-page printable resource with facts about inactive TB

[Download English, Vietnamese](#)

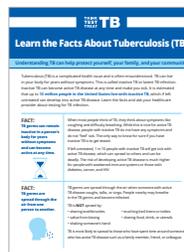


CONVERSATION GUIDE

Patient Conversation Guide

A guide for patients about how to talk to healthcare providers about TB risk, testing, and treatment options.

[Download English, Chinese, Ilocano, Marshallese, Spanish, Tagalog, Vietnamese](#)



FACT SHEET

Learn the Facts About Tuberculosis (TB)

Guide to understanding the myths and facts about inactive TB

[Download English, Chinese, Ilocano, Marshallese, Spanish, Tagalog, Vietnamese](#)



FACT SHEET

Why should I be tested for Inactive Tuberculosis (TB)?

Detailed overview of the risk factors, testing process, and treatment options for inactive TB.

[Download English, Chinese, Ilocano, Marshallese, Spanish, Tagalog, Vietnamese](#)



POSTER

Inactive Tuberculosis (TB) Testing & Treatment

One-page visual overview of the testing and treatment of inactive TB disease that can be used as a poster

[Download English, Chinese, Ilocano, Marshallese, Spanish, Tagalog, Vietnamese](#)

SOCIAL MEDIA [\(additional resources available\)](#)



Twitter

Without treatment, inactive TB can develop into active TB disease. People can become sick and may

unknowingly pass TB to others, including family, friends, or healthcare workers. Learn how to protect yourself and others: [\[bitly\]](#) #ThinkTestTreatTB



LinkedIn

13M people in the U.S. have inactive TB infection and many don't know it. Talk to your healthcare provider about

preventing TB and learn more about protecting yourself and others: [\[bitly\]](#)



Facebook

Inactive TB can live in your body for years without symptoms but can develop into active TB disease at any time and make you sick. Ask your healthcare provider about testing for TB. [\[bitly\]](#)



Instagram

Without treatment, inactive TB can develop into active TB disease and spread to your community. Learn how to protect yourself and your loved ones: [\[bitly\]](#)

Campaign Resources for Healthcare Providers

The Think. Test. Treat TB campaign also includes resources specifically designed for healthcare providers who serve people who are at increased risk for TB.

INACTIVE TB (LATENT TB INFECTION) TESTING & TREATMENT



CONVERSATION GUIDE

Healthcare Provider Conversation Guide

A conversation guide for healthcare providers about how to talk to patients about latent TB infection, addressing potential misinformation, and discussing risk, the testing process and treatment options

Download [English](#), [Chinese](#), [Ilocano](#), [Marshallese](#), [Spanish](#), [Tagalog](#), [Vietnamese](#)

SOCIAL MEDIA [\(additional resources available\)](#)



Twitter

Healthcare providers: testing and treating latent tuberculosis infection is a critical step to eliminating TB disease across

America. Start in your office – talk to your patients about testing for TB today. [\[bitly\]](#) #ThinkTestTreatTB



LinkedIn

Healthcare providers: you can prevent tuberculosis! Open the conversation, protect your patients, and test for TB. Help

reduce the risk of TB in your community. [\[bitly\]](#)



Facebook

As a healthcare provider, you play an important role in protecting your patients from tuberculosis. Talk with them today about TB testing and treatment options. [\[bitly\]](#)



Instagram

Healthcare providers: you can prevent tuberculosis! Open the conversation, protect your patients, and test for TB. Help reduce the risk of TB in your community. [\[bitly\]](#) #ThinkTestTreatTB

PARTNER WITH US AND STAY CONNECTED

Subscribe to our [email newsletter](#) to receive updates, follow us on social media through [@CDC_TB](#) on Twitter and [@CDCTB](#) on Facebook, download and share our [partner letter](#), [partner toolkit](#), or email us directly at tbinfo@cdc.gov for more on how we can think, test, and treat TB in our communities.



To learn more about TB and how you can protect yourself and others, visit www.cdc.gov/thinktesttreattb