



Advocacy and
Communications
Toolkit

World Tuberculosis Day

24 March 2025



YES! WE CAN
#ENDTB
Commit, Invest, Deliver!

ABOUT THE CAMPAIGN



World TB Day

World TB Day observed annually on March 24, amplifies the urgency of ending tuberculosis—the world’s deadliest infectious disease. TB continues to devastate millions globally, inflicting severe health, social, and economic consequences.

Each day, over 3400 people lose their lives to TB and close to 30,000 people fall ill with this preventable and curable disease. TB is the leading cause of death of people with HIV and a major contributor to antimicrobial resistance. World TB Day is an opportunity to focus on the people affected by this disease and to call for accelerated action to end TB suffering and deaths.

Campaign theme

The theme of World TB Day 2025 — ‘**Yes! We Can End TB: Commit, Invest, Deliver**’, is a bold call for hope, urgency, and accountability.

- **Commit** – World leaders at the 2023 UN High-Level Meeting pledged to accelerate efforts to end TB. Now, we need real action: rapid implementation of WHO guidance and policies, strengthened national strategies, and full funding.
- **Invest** – TB cannot be defeated without proper financing. We need a bold, diversified approach to fund innovation, to close gaps in access to TB prevention, treatment and care, as well as to advance research and innovation.
- **Deliver** – Turning commitments into action means scaling up proven WHO-recommended interventions: early detection, diagnosis, preventive treatment, and high-quality TB care, particularly for drug-resistant TB. Success depends on community leadership, civil society action, and cross-sector collaboration.



KEY MESSAGES



Commitments secured, action required: Accelerating pace to end TB

Heads of State at the 2023 UN High-Level Meeting on TB made bold, ambitious commitments to accelerate the global fight against tuberculosis, setting concrete, measurable targets for 2027. While these pledges represent a significant milestone, sustained and intensified action is critical. Scaling up interventions requires strong policies, comprehensive national strategies, and substantial financial investment to drive impact at global, regional, and national levels.

The political declaration reinforced WHO's central role in spearheading progress, explicitly mandating the organization to support Member States in achieving these targets. Over the next three years, WHO's leadership will be indispensable in steering countries forward, delivering crucial normative guidance, and providing targeted technical support to translate commitments into decisive, measurable action.



Investing for Impact: Building a resilient and sustainable TB response

Sustained investment in resources, support, care, and information is essential to achieving universal access to TB care and advancing research. This is particularly crucial in closing care gaps and ensuring equitable access to prevention and treatment, aligning with WHO's commitment to Universal Health Coverage. Increased funding is urgently needed to accelerate the rollout of WHO-recommended TB preventive treatments, shorter TB treatment regimens, rapid molecular diagnostics, and other critical innovations, including digital tools. These investments will drive significant improvements in health outcomes and save millions of lives. Equally vital is sustained investment in research and innovation to fast-track progress toward ending TB.

Funding WHO remains vital to achieving global TB targets. Any withdrawal or reduction in financial support poses a severe risk to the fight against the world's deadliest infectious disease, threatening hard-won gains and delaying life-saving breakthroughs.

Delivering on commitments: Fast-tracking action for maximum impact

Turning commitments into real, measurable impact for people affected by TB demands more than investment—it requires bold, decisive action. This means rapidly scaling up WHO-recommended interventions, including early detection, diagnosis, preventive treatment, and high-quality TB care—especially for drug-resistant TB. Achieving this at scale requires a whole-of-society approach that not only strengthens healthcare systems but also creates safe, supportive environments where prevention and treatment can be delivered effectively.

A unified, multisectoral response is essential to dismantling the key drivers of the TB epidemic—poverty, inequity, undernutrition, comorbidities, stigma, and discrimination—barriers that extend far beyond the health sector. Sustainable progress hinges on strong accountability, driven by community leadership, powered by civil society, and reinforced through cross-sector collaboration. WHO is leading the charge to dismantle key inequities, pushing for systemic change and inclusive policies that guarantee every individual, no matter their circumstances, has the opportunity to receive the care, support, and protection they deserve.





General public

- Educate yourself on TB causes, symptoms and prevention;
- Don't believe in myths or misinformation;
- Stand up against TB stigma and discrimination.



Health workers

- Incorporate essential TB services into routine health interventions;
- Deliver care that is kind, respectful of human rights and without stigma.



Ministries of Health, TB programme managers and other public health leaders

- Allocate resources, especially funding, to improve the quality of TB diagnosis, prevention, treatment and care services and make them more resilient and sustainable;
- Support and empower health workers to deliver high-quality TB services in line with WHO recommendations;
- Ensure adequate training and up-to date information sharing for health workers on the latest WHO recommendations on TB services.



Community leaders

- Ensure essential TB services are maintained and affordable in the community;
- Support and empower health workers to provide essential TB services in line with WHO recommendations;
- Combat stigma and discrimination to ensure that everyone feels safe to access TB services.



Youth

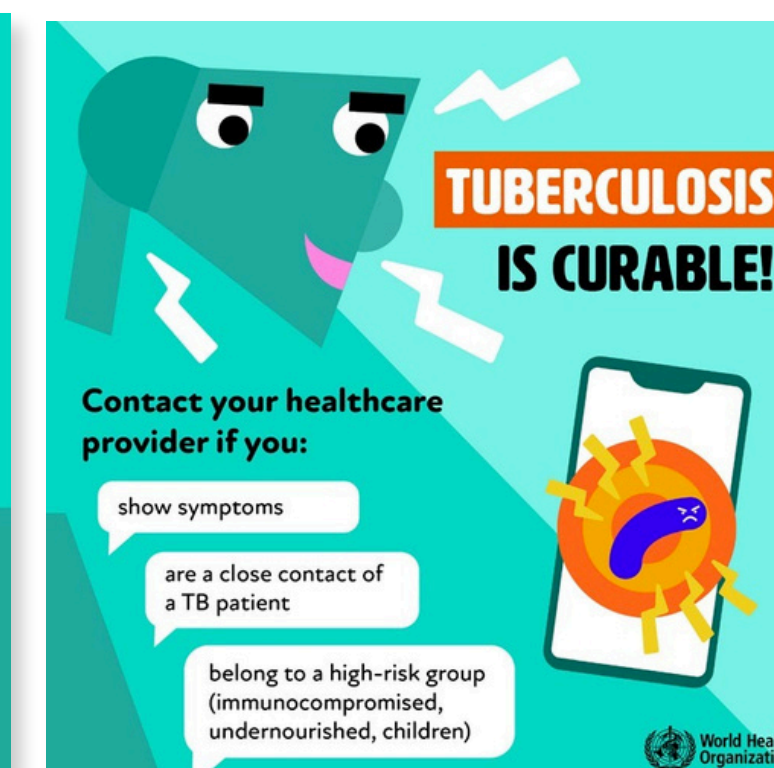
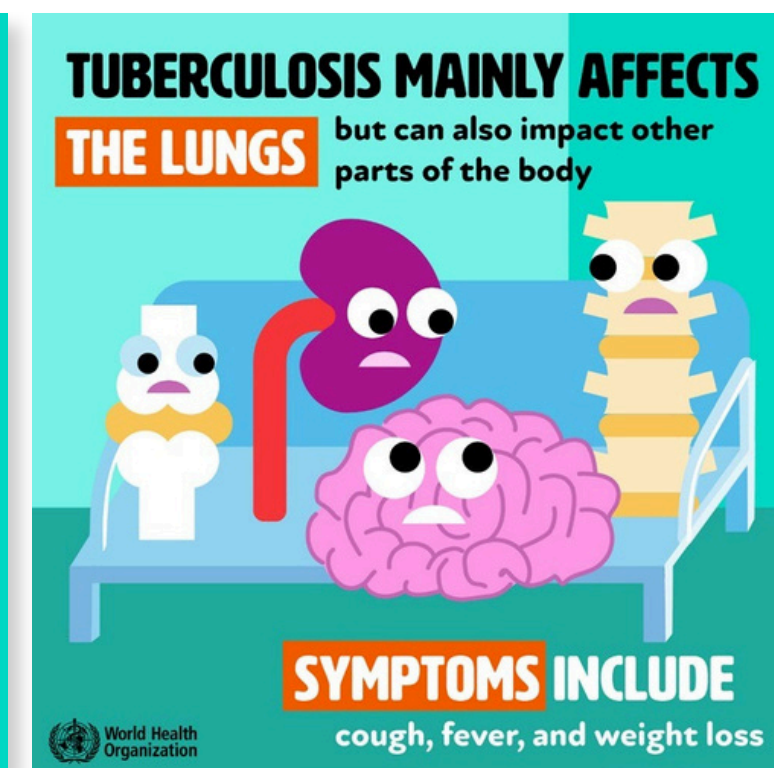
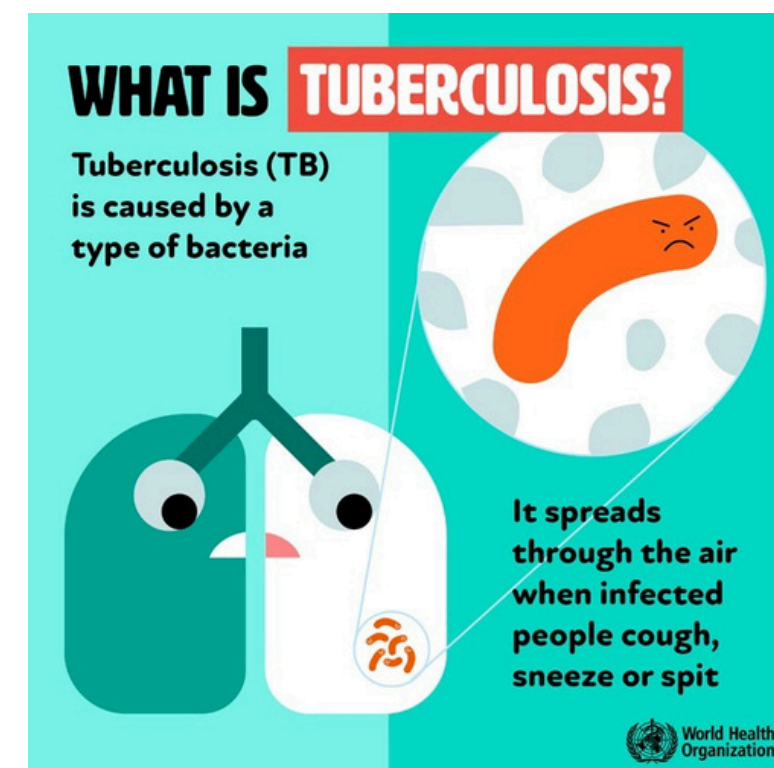
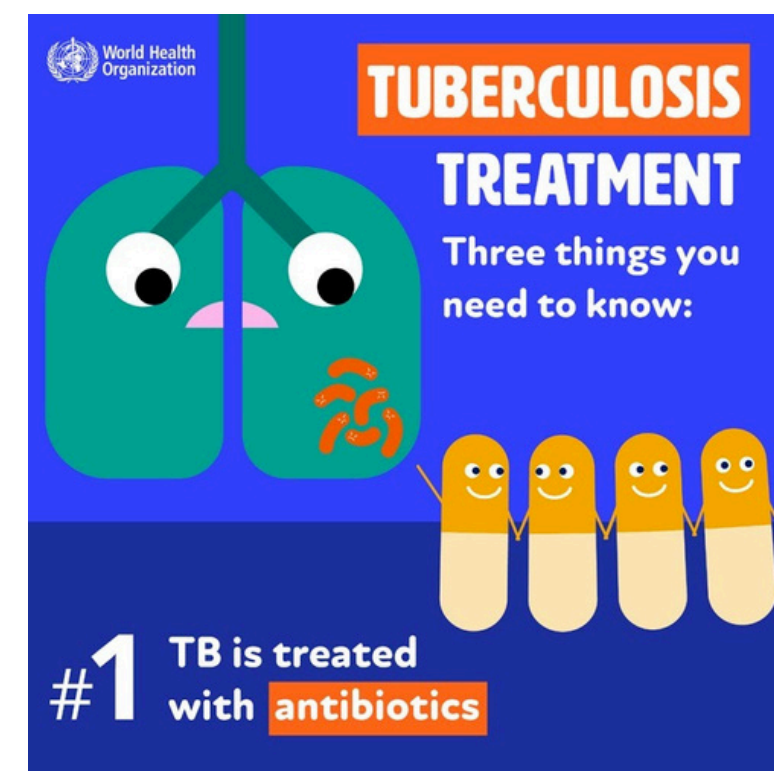
- Sensitize young people, encourage them to become TB advocates;
- Support TB patients in the community with resources and advice.



SOCIAL MEDIA TILES – ENGLISH

Individual tiles

Carousels



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SOCIAL MEDIA TILES – ARABIC, CHINESE, FRENCH, RUSSIAN, AND SPANISH



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Tuberculosis is the WORLD'S LEADING INFECTIOUS DISEASE KILLER

World Health Organization

In 2023, an estimated **10.8 MILLION PEOPLE FELL ILL** with TB

Since 2000, **79 MILLION LIVES HAVE BEEN SAVED** due to global efforts to combat TB

World Health Organization

In 2023 there were **1.25 MILLION TB deaths**; including **161 000 deaths** among people with HIV

TB also caused **ANTIMICROBIAL RESISTANCE** related deaths

World Health Organization

DRUG-RESISTANT TB remains a public health crisis

Only **2 IN 5 PEOPLE** with drug-resistant TB accessed treatment

World Health Organization

ACCELERATED ACTION REQUIRED to reach SDG and End TB Strategy Targets:

| Metric | 2023 Status | 2025 Milestone |
|---|-------------------------|------------------------------|
| TB incidence | Reduced by 8.3% in 2023 | 50% REDUCTION needed by 2025 |
| TB deaths | Reduced by 23% in 2023 | 75% REDUCTION needed by 2025 |
| TB-affected households facing catastrophic costs* | 49% in 2023 | Milestone: ZERO by 2025 |

*Direct medical and non-medical expenditures, and other indirect costs such as income losses that are >20% of annual household income

World Health Organization

PROGRESS TOWARDS REACHING GLOBAL UN TARGETS TO END TB

| Metric | 2023 Results | 2027 Targets |
|---|---|--------------|
| TB treatment coverage | 75% | 90% |
| TB preventive treatment coverage | 21% | 90% |
| Rapid diagnostic testing coverage | 48% | 100% |
| Coverage of health and social benefits for people with TB | 122 countries reported having a national policy on social protection for people with TB | 100% |

World Health Organization

TB FUNDING GAP

Funding required for TB prevention, diagnosis, treatment and care per year = **US\$ 22 BILLION**

Amount available in 2023 = **US\$ 5.7 BILLION**

Funding required for TB research per year = **US\$ 5 BILLION**

Amount available in 2023 = **US\$ 1 BILLION**

World Health Organization

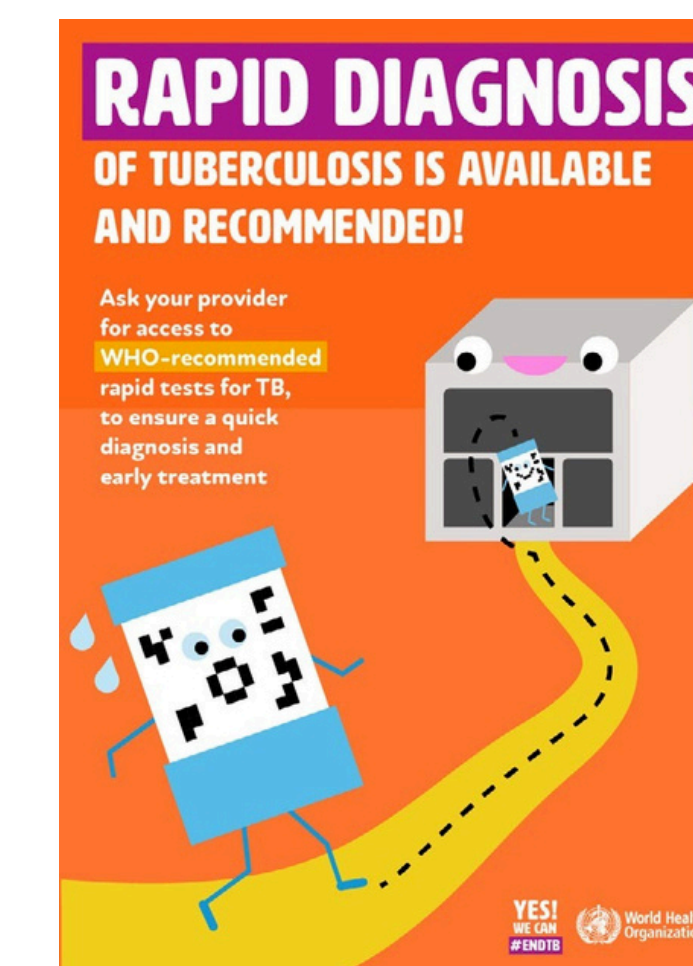
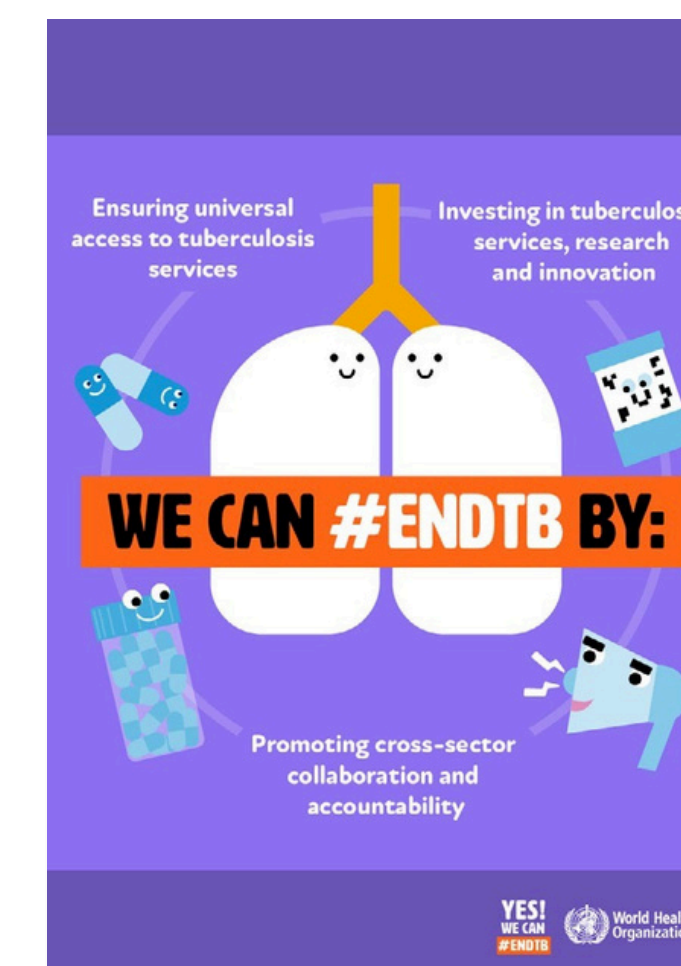
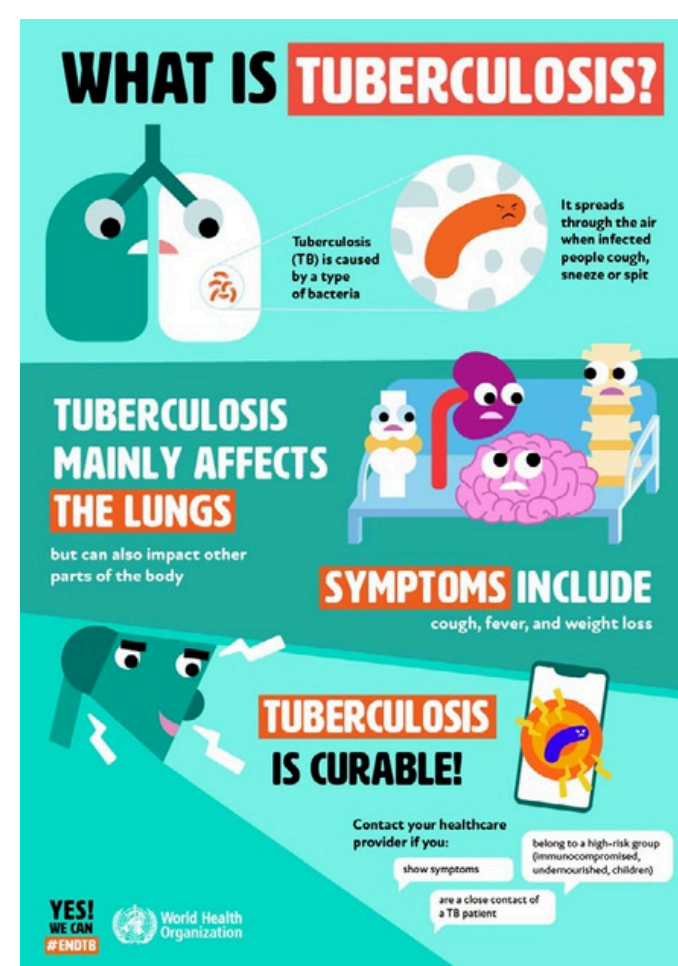
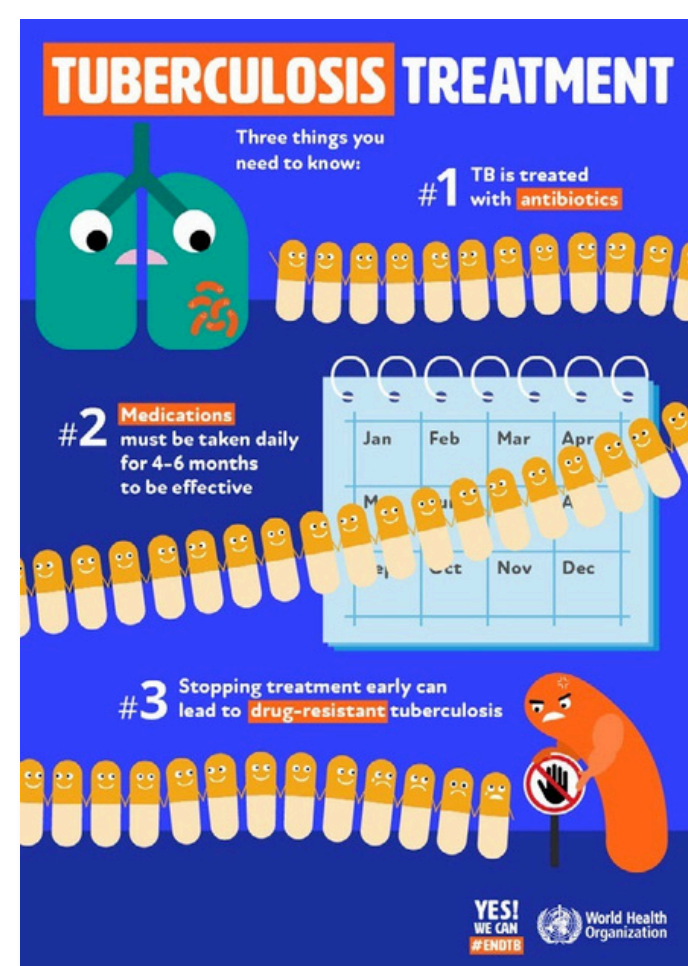
PROGRESS TOWARDS REACHING GLOBAL UN TARGET ON TB RESEARCH

Aim to license **AT LEAST ONE** new TB vaccine that is safe and effective **BY 2027**

There are currently **SIX TB VACCINES** in Phase III trials

World Health Organization

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WEBSITE AND HASHTAGS



Campaign webpage



<https://www.who.int/campaigns/world-tb-day/2025>

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Campaign web banner



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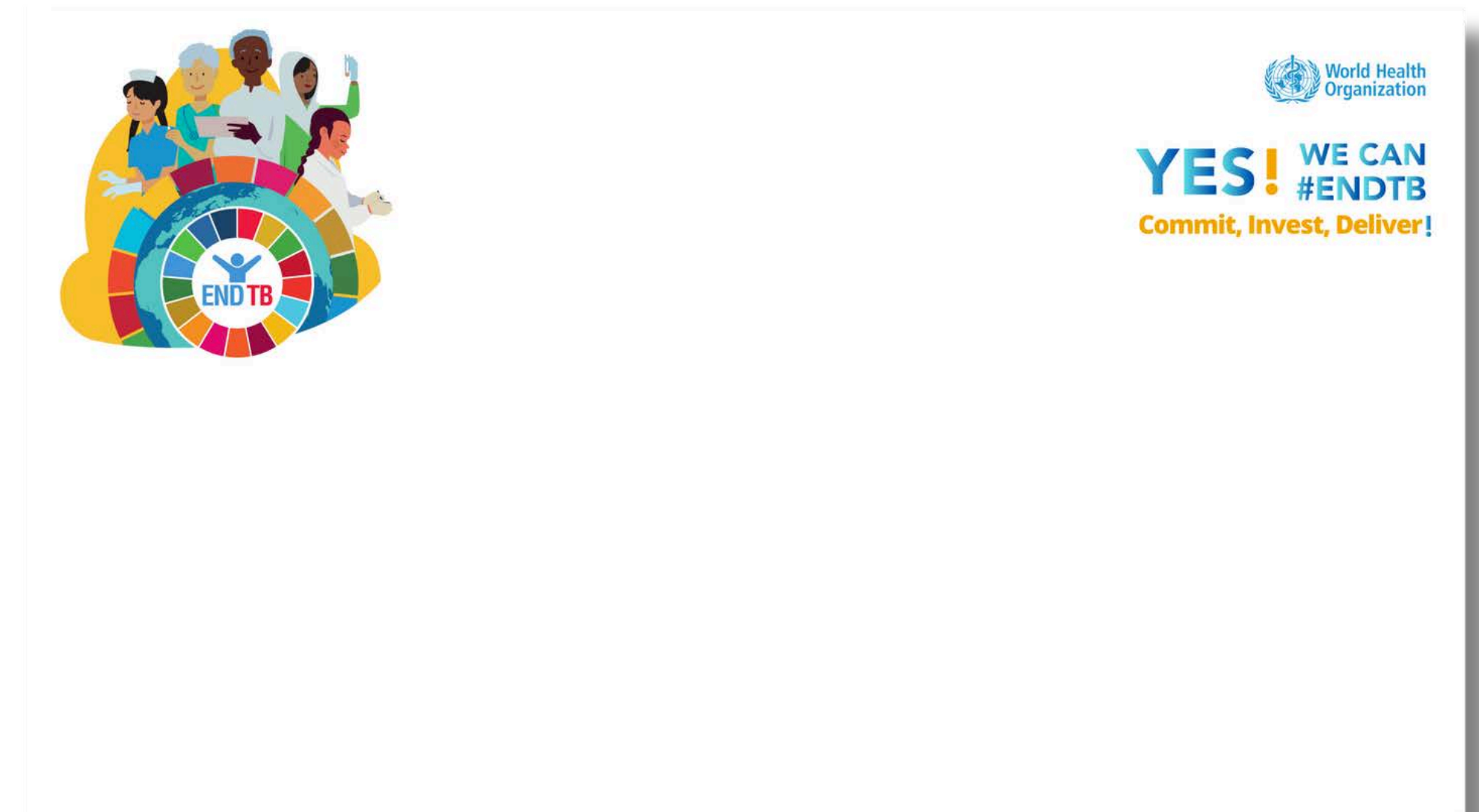
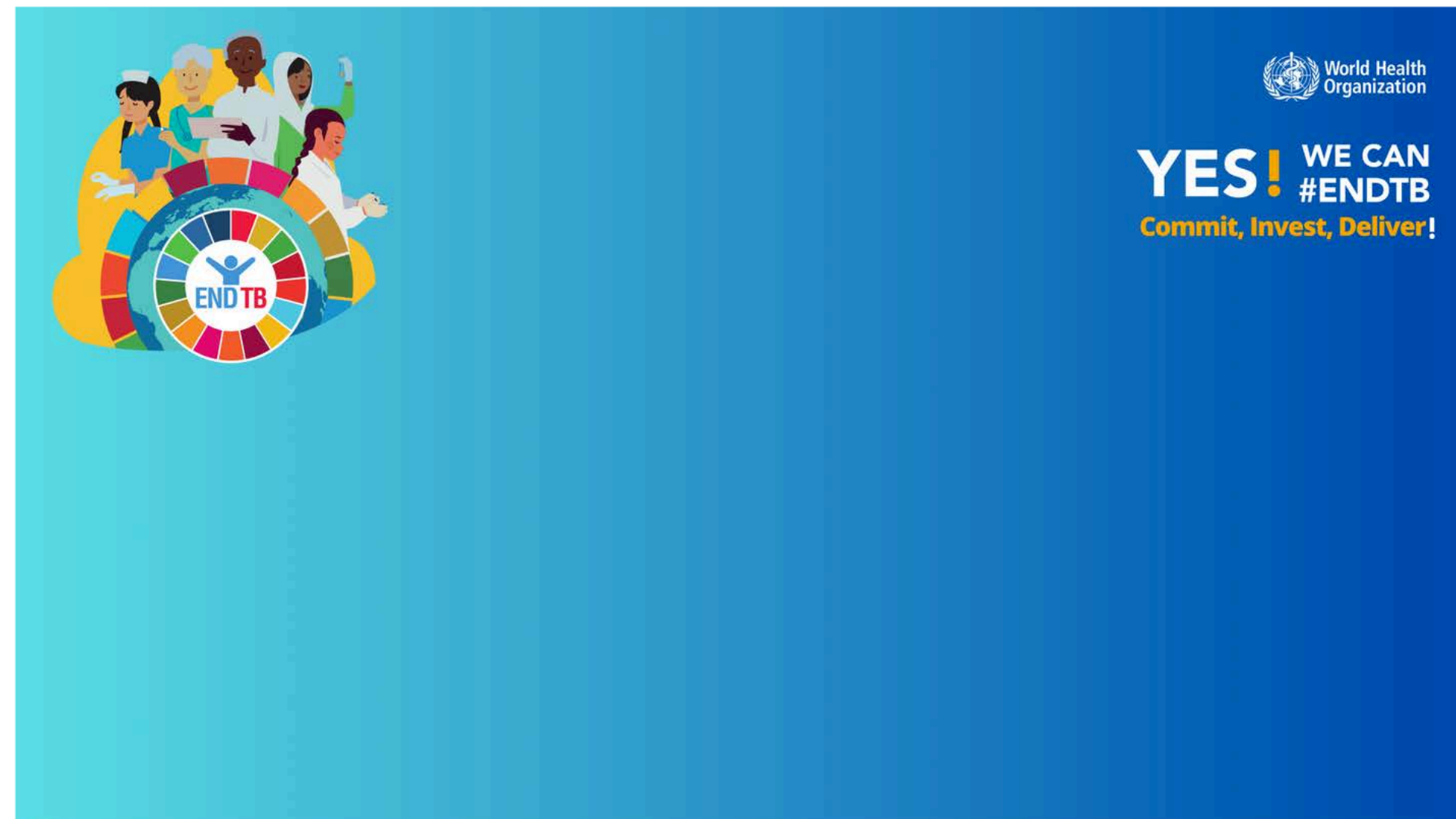
Hashtags

[#ENDTB](#)

[#WORLD TB DAY](#)

[#YESWECANENDTB](#)

ZOOM VIRTUAL BACKGROUND



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VIDEO RESOURCES



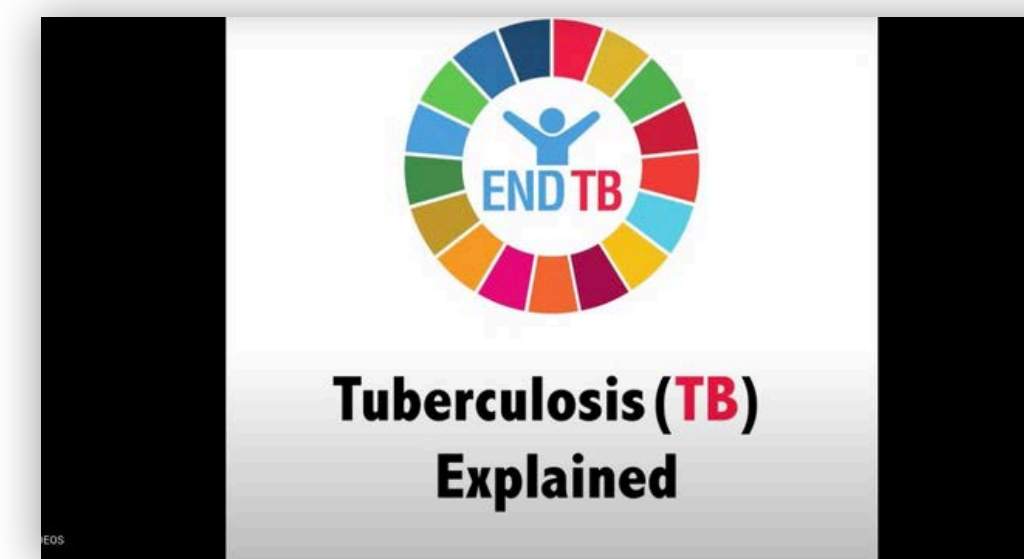
WHO World TB Day 2025
video message

Coming soon



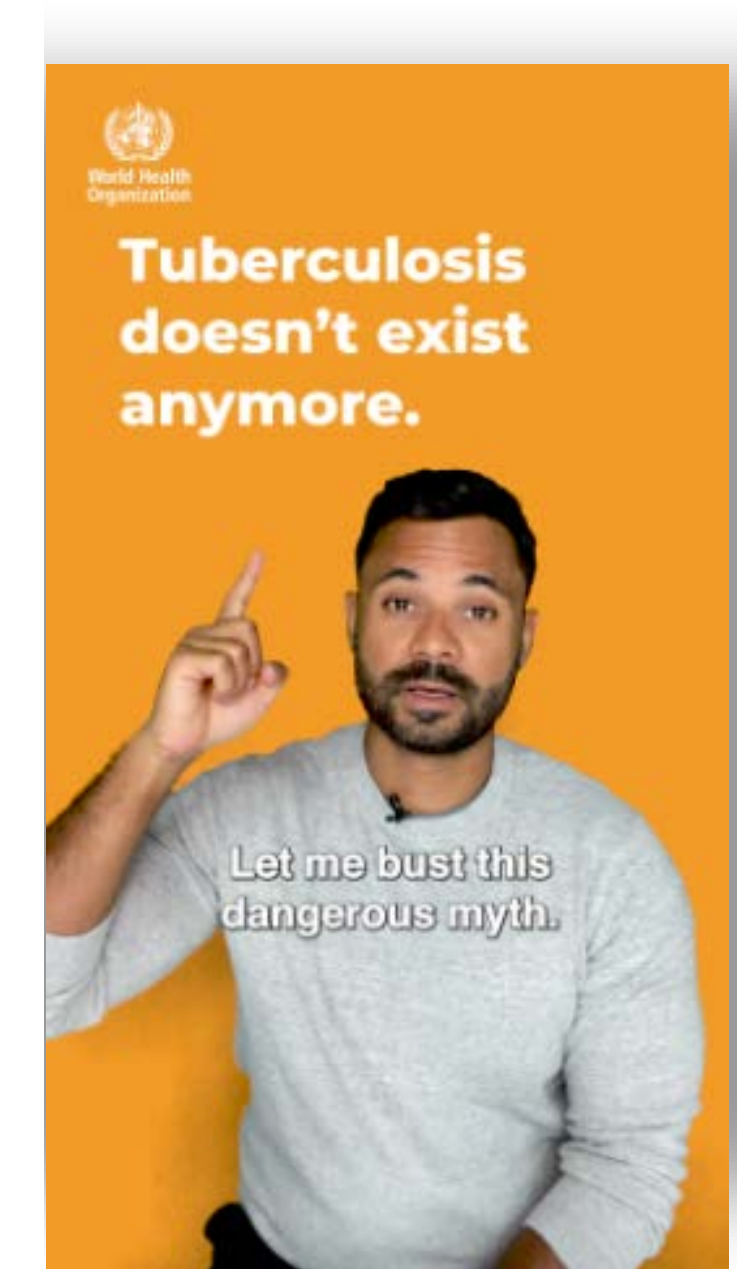
Tuberculosis: Invest to End
TB. Save Lives

Watch



Tuberculosis (TB) Explained

Watch



Bust #tuberculosis myths

Watch

GLOBAL CAMPAIGN: #ENDTBRUN



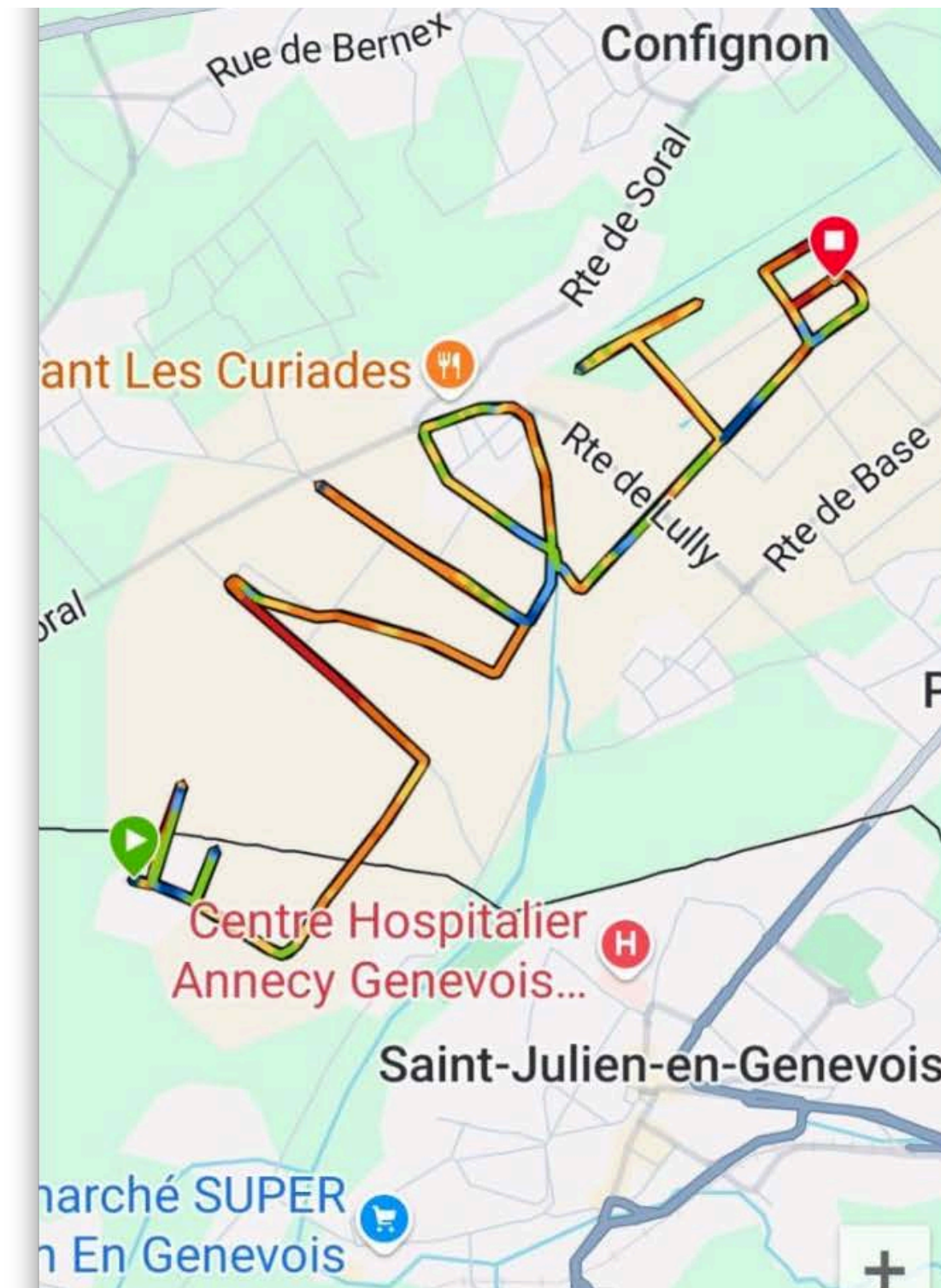
#EndTBRun

Join a global movement to raise awareness for World TB Day this March, by running, walking, or cycling a route that forms the shape of “**ENDTB**” on the map! Wherever you are, create your unique ENDTB Loop and make TB history.

How you can Run to #EndTB:

🌍 Anyone, anywhere can participate! The challenge is to design and complete a route that spells “**ENDTB**” on a fitness tracking app (like Runkeeper, Strava, or any GPS-based app).

[Watch the Global Kick-off #EndTBRun](#)



💡 **Every step, every letter drawn on the map, brings us closer to ending TB!** 💡

How to Participate:

- 1 Plan your “ENDTB” route** – Find streets, parks, or trails where you can map out the letters.
- 2 Run, walk, or cycle your loop** – Complete your route while tracking with a GPS app.
- 3 Get creative!** – Wear something eye-catching (End TB sign, big hat, big shoes, or even a penguin costume! 🐧).
- 4 Share your achievement** – Post a screenshot of your “ENDTB” route with hashtag #EndTBRun and tag others to join.
- 5 Challenge your community** – Encourage friends, local community, and public health advocates to participate.

Additional Actions:

- Engage WHO offices, partners, civil society and communities to organize group runs.
- Feature **the most creative “ENDTB” routes** in a global showcase.
- Encourage virtual participation through fitness apps.



World Health Organization Global Programme on Tuberculosis and Lung Health

Campaign page:

<https://www.who.int/campaigns/world-tb-day/2025>

Contact us:

gtpprogramme@who.int



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