



Cheka Impilo: It's time to end TB

**WORLD TB DAY
2020**



Contents

About World TB Day	01
Campaign Logo Templates	02
Campaign Theme	03
This Toolkit is for You	04
TB Key Messages	05
What You Can Do	09
Event Invitation	12
Event Flyers	13
Event Posters	14
Social Media	16
Merchandise	21
Pull-Up Banner	22
Taxi Branding	23
Water bottle branding	24

Please visit **www.sanac.org.za**
to download the print ready files
of the branding items.

About World TB Day

Each year we commemorate **World TB Day on March 24** to raise public awareness about the devastating health, social and economic impact of tuberculosis (TB) and urge acceleration of efforts to end the global TB epidemic.

Despite significant progress over the last decades, TB continues to be the top infectious killer worldwide, claiming over 4500 lives a day. The emergence of drug-resistant TB (DR-TB) poses a major health threat and could put at risk gains made in efforts to end TB.



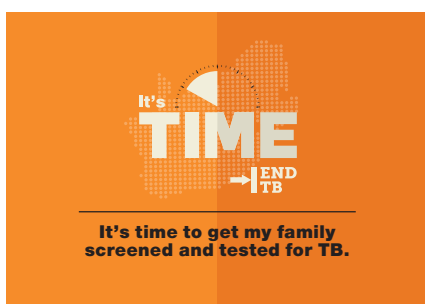
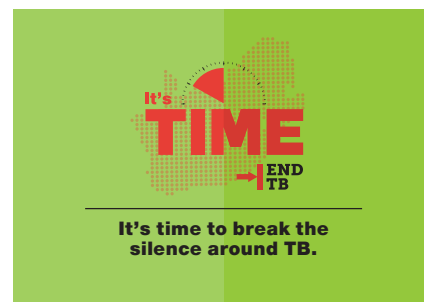
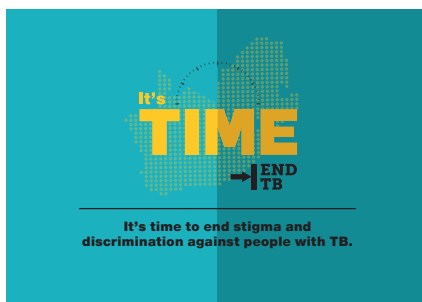
Cheka Impilo: It's time to end TB

Campaign Logo Templates

Primary Logo Colours:



Secondary Logos Colours:



Campaign Theme

Global Theme:

IT'S TIME!

In line with the drive to end TB as a public health threat by the year 2030 (Sustainable Development Goals)

National Theme:

CHEKA IMPILO: IT'S TIME TO END TB

The goal of SA 2020 campaign is that leaders, particularly healthcare workers and legislators, lead the efforts of rapidly find missing TB patients with the thrust to:

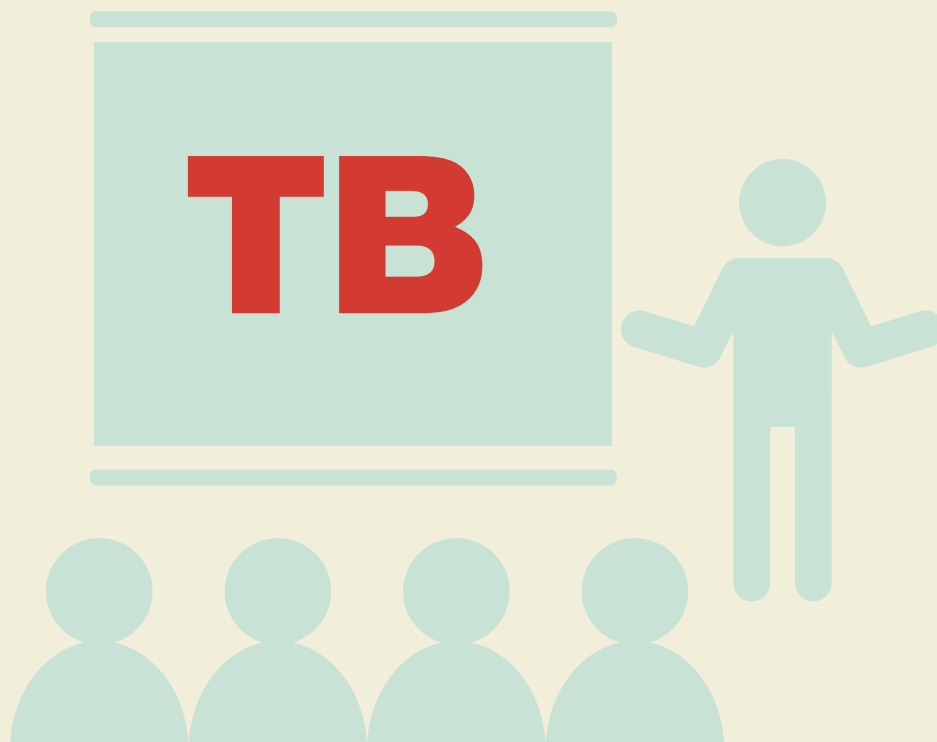
- increase awareness of TB among leaders; and
- mobilise leaders to lead efforts to end TB.

This is informed by the WHO - designated 2020 as the “Year of the Nurse”, in honour of the 200th birth anniversary of Florence Nightingale.

This Toolkit is for You

Whether you are a person affected by TB and a caregiver, whether you work in government, academia, a nongovernmental organization and civil society organization or a media outlet, whether you are a faith-based leader, activist, legislator, Parliamentarian, doctor, teacher or journalist, this toolkit is for you!

It contains practical guidance and information for use in the lead-up to and during World TB Day 2020. We hope that the information provided is useful and adequately supports your planned activities and outreach efforts.



TB Key Messages



Cheka Impilo: It's time to end TB



Raise awareness of TB among their constituencies

- Engage with the media to raise awareness of TB
- Disseminating information at public events (including through pamphlets, posters, and speeches)
- Participating in or organising community events around World TB Day or relevant health campaign
- Mobilising community members to participate in health campaigns and activities



Monitor government funding for health and the performance of health programmes



Pass legislation that creates an enabling environment for healthcare in general, and TB services in particular



KEY MEDIA MESSAGE

on TB to use in media interviews :

TB can be cured. If you have a fever, are losing weight, have drenching sweats at night, or have been coughing for more than two weeks, get tested for TB as soon as possible. This can also prevent TB from spreading to people you live or work with.

We must integrate TB and HIV care in health facilities and community-based responses to TB. This includes HIV screening among people diagnosed with TB and TB screening among people living with HIV.

While there is a high level of co-infection of TB and HIV in South Africa, this does not mean that everyone with TB is HIV positive, or that everyone living with HIV has TB.

We must engage and support TB affected communities and ensure their protection from human rights violations and abuses.

We must commit to increase investments toward expansion of treatment options for people who have TB by hastening research and development of new tools, and rolling out of latest TB, MDR-TB medications that are safe to use such as Bedaquiline and Delamanid, and child-friendly formulations of TB treatment.

We must invest in TB by allocating sufficient domestic funding, including 0.1% on TB research and development, and tripling the amount of support currently allocated to affected communities and civil society in TB service delivery and advocacy.

TB Key Messages (continued)



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BASIC TB INFO

WHAT IS TB?

Tuberculosis (TB) is caused by bacteria known as *Mycobacterium tuberculosis*. People become infected with TB when they breathe in these bacteria. Because of this, TB usually infects the lungs but it can also spread from the lungs and infect other organs, like the kidneys, spine and brain. TB of the lungs is known as pulmonary TB, and TB outside the lungs is known as extra-pulmonary or disseminated TB.

HOW IS TB SPREAD?

TB is spread through the air when a person with active TB of the lungs coughs, sneezes, sings or talks and droplets containing the TB bacteria are released into the air, and another person inhales these.



90%

of TB is pulmonary TB (TB of the lungs)

10%

of TB is extra-pulmonary TB (TB that affects another part of the body)

WHAT IS DRUG-RESISTANT TB?



Drug-resistant TB is when the TB bacteria has developed resistance to one or more of the main anti-TB medicines. There are two main forms of drug-resistant TB:

Multi-drug resistant TB (MDR-TB) is when the TB bacteria does not respond to isoniazid and rifampicin, the two most powerful, first-line anti-TB drugs. MDR-TB is treatable and curable by using second-line drugs. These treatments are more expensive, cause worse side effects than the first-line drugs and take much longer to work — up to 24 months or more.

Extensively-drug resistant TB (XDR-TB): XDR-TB is when the TB strain is resistant to the two most powerful TB drugs as well as one of the fluoroquinolones (a second-line treatment) and one of the second line injectable TB drugs.

DID YOU KNOW...

454

conventional TB patients can be treated for the cost of treating one XDR-TB patient

WHAT ARE THE FOUR MAIN SYMPTOMS OF TB?

You only need one to be eligible for a TB test.

COUGHING FOR MORE THAN 2 WEEKS



NIGHT SWEATS



UNEXPLAINED WEIGHT LOSS



FEVER



IF A PERSON WITH ACTIVE TB IS:

UNTREATED



They can spread the disease to as many as 10–15 people every year.

ON TREATMENT



They are NOT infectious.



HOW IS TB PREVENTED?



INCREASING THE FLOW OF AIR IN CROWDED PLACES

TB TREATMENT



WEARING A PROTECTIVE MASK



COVERING YOUR MOUTH AND NOSE WHEN YOU SNEEZE OR COUGH



Key Resources:
World Health Organisation (including factsheets, guidelines, news): <http://www.who.int/tb/en/>
Stop TB Partnership: <http://www.stoptb.org>
TB HIV Care: <http://www.tbhivcare.org/learn/>
AIDSmap.com: <http://www.AIDSmap.com/Tuberculosis-and-HIV/cat/1502/>

TB Key Messages (continued)



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BASIC TB INFO

TB IN SOUTH AFRICA

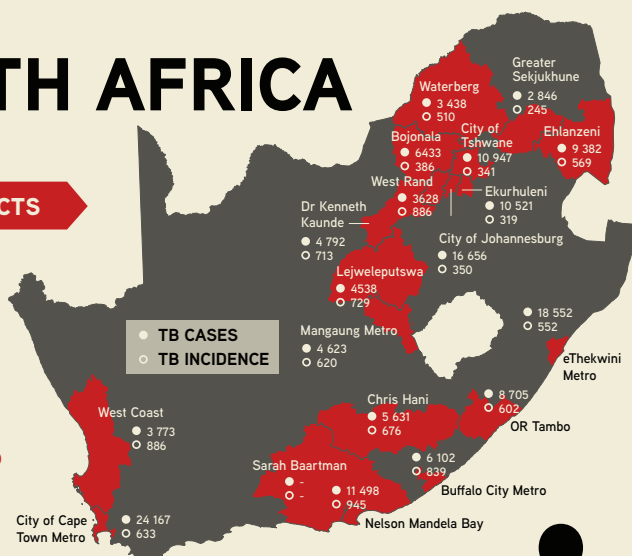
HIGH BURDEN OF TB DISTRICTS

*TB cases indicates the number of notified, drug-susceptible TB cases in 2016

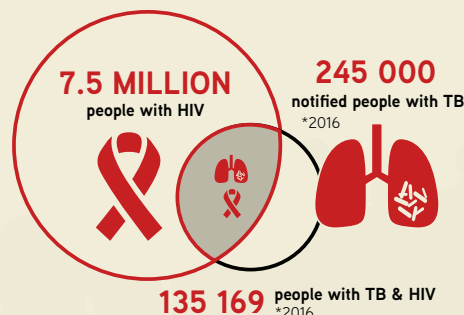
*Incidence refers to the number of new TB cases per 100 000 people in the population

TB STATISTICS

TOTAL ESTIMATED TB PATIENTS: 438 000
NOTIFIED TB PATIENTS: 275 845
INCIDENCE RATE PER 100 000: 789
MDR-TB CASES: 19 073
XDR-TB CASES: 967



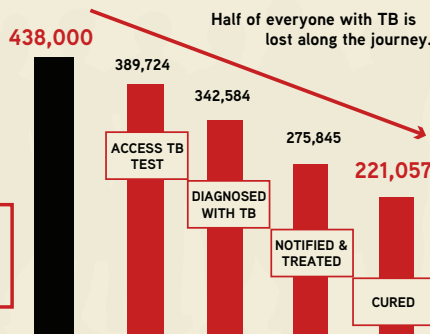
MISSING PEOPLE WITH TB



It is estimated that 59% of people with TB in South Africa, who know their HIV status, are co-infected with HIV. Isoniazid preventative therapy (IPT) reduces the risk of developing active TB. Only 51% of people living with HIV received IPT. This is still the highest in the world.

TB BURDEN

The steps a person with TB must take to be cured.



TB "KEY POPULATIONS"

Source: South African National Strategic Plan for HIV, TB and STIs (2017-2022)

Key populations are groups of people who are most affected by TB. This is usually because of risk factors that increase the chances of them developing TB disease such as having a compromised immune system, or due to environmental factors, such as working in a mine or living in prison.



REPUBLIC OF SOUTH AFRICA



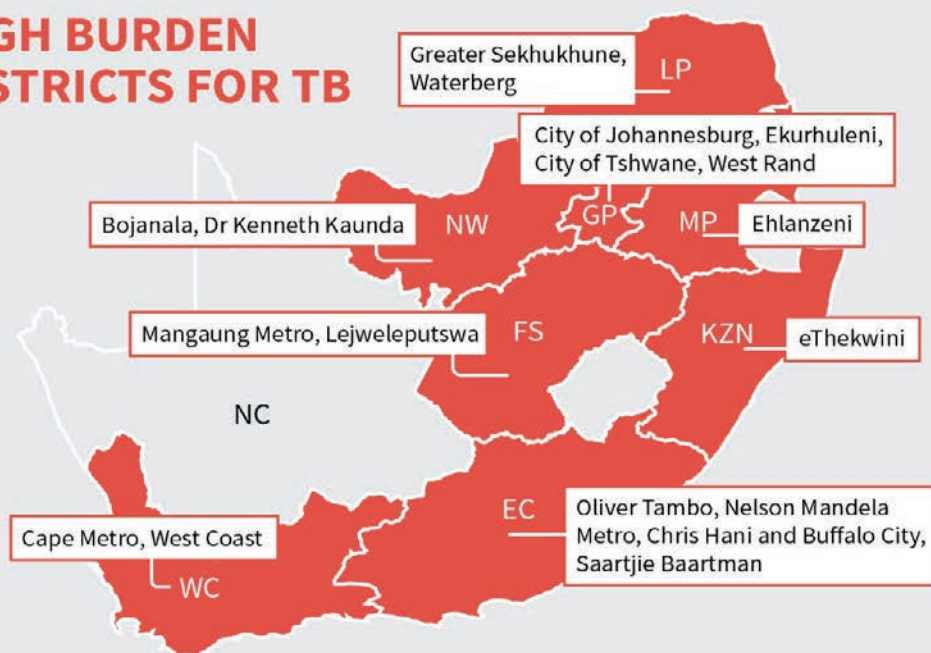
TB Key Messages (continued)



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BASIC TB INFO

HIGH BURDEN DISTRICTS FOR TB



TB Key Messages (continued)

KEY MESSAGES	SUPPORTING STATEMENTS
TB is preventable and curable	<ul style="list-style-type: none"> • Getting tested for TB – it's quick, easy & free • Take treatment as soon as you test positive • Complete treatment for the full six months even if you feel better. • TB is curable even if you are HIV positive. • Government introduced a new and simple child-friendly TB treatment • People living with HIV should be screened regularly for TB.
Together we can stop the spread of TB	<ul style="list-style-type: none"> • Go to your nearest clinic and get tested for TB • Always wash your hands with soap and water to minimise infection. • Always cover your mouth with a tissue when you cough or sneeze • Practicing a healthy lifestyle will help to reduce the spread of TB.
Preventing the spread of TB through tracing undiagnosed & defaulting patients	<ul style="list-style-type: none"> • Every year thousands of people with TB are missing quality care. • The vast majority of people dying of TB are not on treatment • More lives have been saved from TB related, we need to do more save more lives • A person with TB infects about 10 people in a year - without treatment, half of them die. • Access to tuberculosis care is a right – exercise it

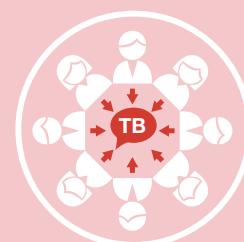
What You Can Do

1 | EDUCATE YOURSELF ABOUT TB



2 | RAISE AWARENESS ABOUT TB

among your congregation, constituents, colleagues, employees, partners, families, friends, colleagues, and community. The more people know about TB, the more focus — and resources — can be shifted toward ending it.



3 | STIMULATE LEADERSHIP AND ACTION

by organizing activities and holding your leaders accountable.



4 | MAKE SOME NOISE TO END TB ON SOCIAL MEDIA

Tools like Facebook, Twitter and Instagram offer many opportunities to amplify TB issues.



5 | DOWNLOAD AND PRINT

the supplied collateral to educate your local community.



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What You Can Do (continued)

Health Workers & Community Leaders

- Encourage Health Workers (Nurses, Traditional Healers, Home Based Workers) and all other community leaders to take the lead in the fight against TB
- Motivate family members and communities, that are infected to start and complete their TB treatment
- Address discrimination and stigma against people with TB
- To inspire the community leaders and health workers to find the TB missing patients in their respective provinces, districts and localities

Parliamentarians:

- Encourage your communities and constituencies to get screened and tested for TB and other conditions;
- Motivate communities and their families that are infected with TB to start and complete their TB treatment;
- Facilitate regular health screening and testing services within the communities, particularly during large scale events such as rallies, imbizo, and other public participation programmes; and
- Address stigma and discrimination towards people with TB.



Event Invitation



**WORLD
TB DAY**

Cheka Impilo: It's time to end TB



**Deputy President of the Republic of South Africa:
Mr David Mabuza, Minister of Health: Dr Zweli
Mkhize, Premier of Mpumalanga: Ms Refilwe
Mtshweni-Tsipane, Deputy Chairperson Of SANAC
Ms Steve Letsike cordially invite**

**to the commemoration of World TB Day to be held
as follows:**

Date: Tuesday, 24 March 2020

Venue: KaMhlushwa Stadium, Nkomazi
Municipality, Ehlanzeni District,
Mpumalanga.

Time: 8h00 - 15h00

GPS:

RSVP:



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Event Flyer



WORLD
TB DAY

Cheka Impilo: It's time to end TB



Join Deputy President of the Republic of South Africa: Mr David Mabuza, Minister of Health: Dr Zweli Mkhize, Premier of Mpumalanga: Ms Refilwe Mtshweni-Tsipane, Deputy Chairperson Of SANAC Ms Steve Letsike and other South Africans as we commemorate **World TB Day 2020**.

The following free services will be provided:


HIV Testing Services


TB Screening & Testing


Testing for Diabetes


Checking of Blood Pressure


Eye Testing


Cancer Screening

Venue: KaMhlushwa Stadium,
Nkomazi Municipality,
Ehlanzeni District,
Mpumalanga.

Date: Tuesday 24 March 2020

Time: 08h00 - 13h00

Transport contact details

Mr. Sello Shal: Office of the Premier
+ 27 76 791 5801 / +27 553 7476
Sello@mpg.gov.za

Mr. Sibusiso Mdluli: Nkomazi Local Municipality
+ 27 79 790 3875 Sbusisomdluli4@gmail.com

Rev Fundani Nkuna: Civil Society
+2782 482 6143 fundaninkuna@gmail.com

Mr. Sam Mongwe: Office of the Premier
+ 27 82 966 5192 Samamos779@gmail.com






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Event Poster



**WORLD
TB DAY**

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**Eye Testing**

**Cancer Screening**

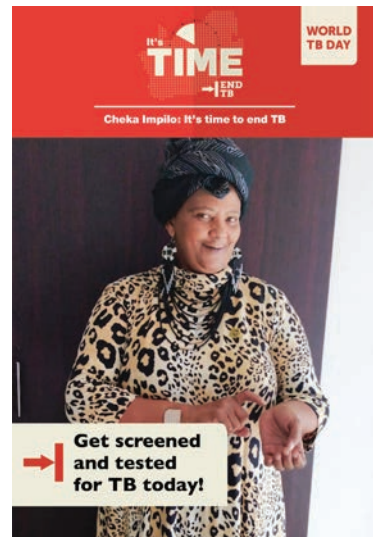
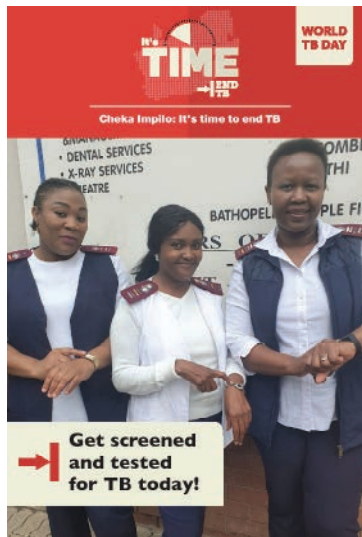
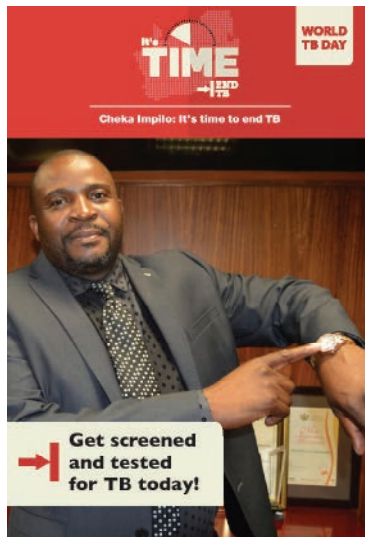
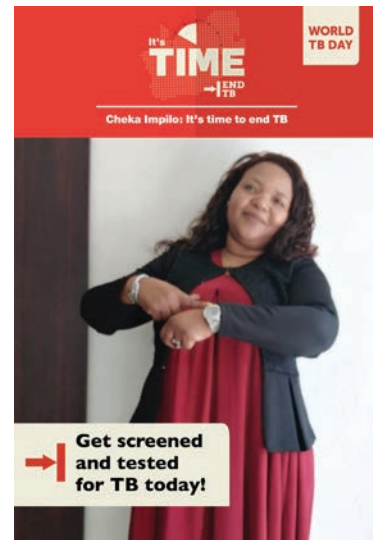
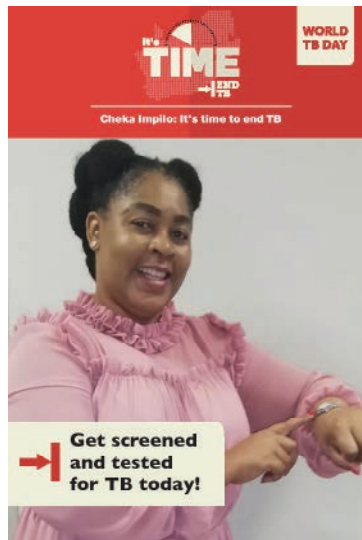
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Posters



Social Media

Official Hashtags:

#WorldTBDAY2020 | #ItsTimetoEndTB

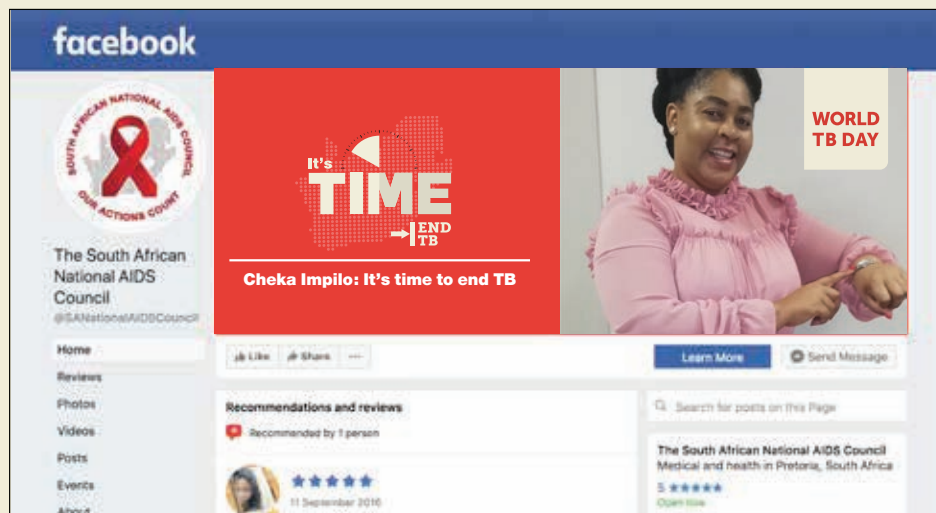


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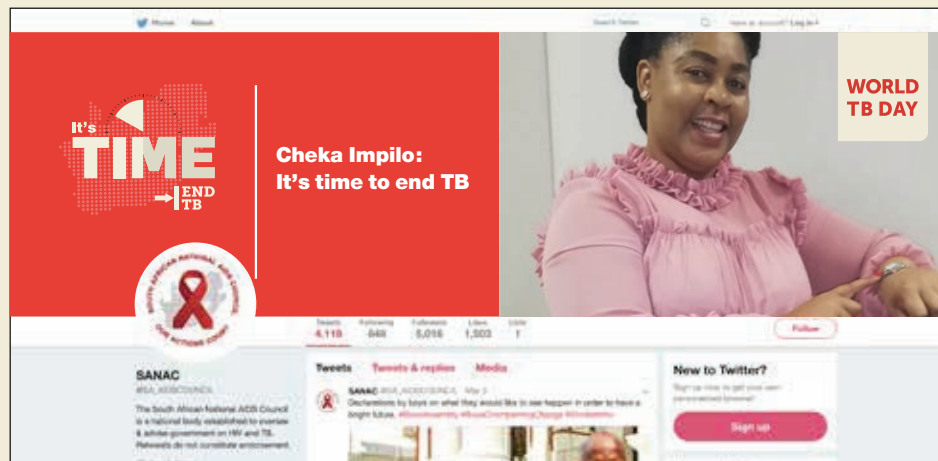
Social Media (continued)

Facebook Header:



Social Media (continued)

Twitter Header:



Social Media (continued)

Facebook Posts:



Social Media (continued)

Twitter Posts:



Merchandise

T-Shirts (4 Colour print)



Bags (4 Colour print)



T-Shirts (2 Colour Print)



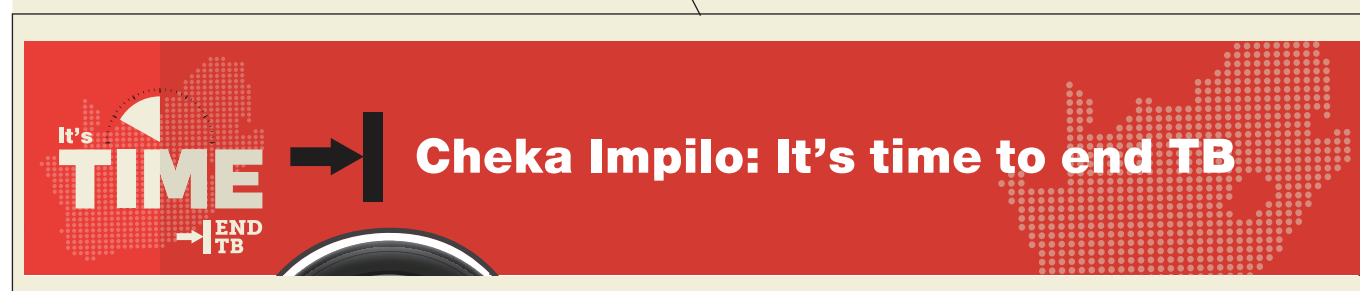
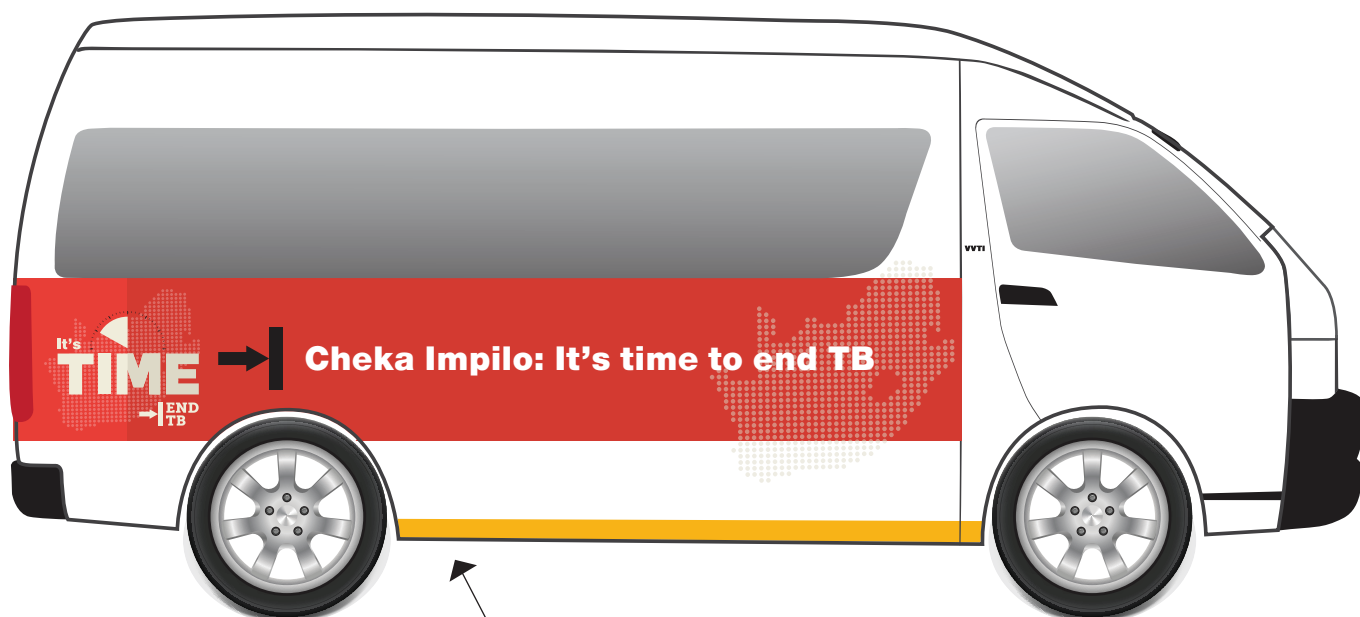
Bags (2 Colour Print)



Pull-Up Banner



Taxi Branding



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Water bottle branding

