

Talking about leadership on TB

Although often ignored, neglected and under-funded, TB is the world's deadliest infectious disease. 2018 is an unmissable opportunity for the world to tackle TB and to gain the political will and attention it deserves. To mark World TB Day on 24 March, please meet with your MP to explain why the UK must demonstrate strong global leadership at the UN High-Level meeting on TB later this year. You could also plan a local event to mark World TB Day, to get people talking about TB. You may find these talking points and event ideas helpful for taking these actions. As always, don't forget to **let us know if you take action** by emailing Hannah (hannah.mcleanknight@results.org.uk).

Talking points

- TB is the world's deadliest infectious disease, killing over 1.67 million people in 2016, but is largely neglected and under-funded.
- The threat of drug-resistance makes TB an even greater global health threat. Slow action on TB would allow drug resistance to take hold.
- TB could claim a further 75 million lives by 2050, at a cost of US \$16.7 trillion to the global economy.
- If we act now, TB could be eliminated within a generation.
- 2018 marks a potential turning point, as a UN High-Level Meeting has been scheduled to take place later in the year.
- The UK must use its global leadership position on TB and antimicrobial resistance in the run-up to the High-Level Meeting.
- Coordinated global action on TB is in both the national and global interest, and World TB Day is a good opportunity for MPs to demonstrate their support for a strong UK response to TB at the High-Level Meeting.

Planning an event for World TB Day

Organising an event to mark World TB Day provides a great opportunity to get more people talking about TB and increase the pressure to tackle the disease. TB affects millions of people around the world, but public knowledge of the disease is slim.

You could start by reaching out to your own networks, and then invite someone from the local media or your MP. As World TB Day falls this year on a Saturday, it is likely that your MP will be in the constituency. You could even contact local health workers, researchers, doctors or lecturers who work on TB, or an external speaker for a short presentation. If you would like any help with finding a speaker, please get in touch with the RESULTS office and we can try to point you in the right direction. We have a small budget to help support events, e.g. venue hire – get in touch in advance if this would be useful.

Event ideas

- **Film screening** – You could host a film screening in a local venue, such as a community centre, independent cinema, university lecture theatre, cafe or library. Some venues offer a free room to charities! A short speech from an external speaker or a Q&A session could follow the film. Good films to show could be [The Rise of the Superbug](#), [Tackling Drug Resistant TB](#), or [TB: Return of the Plague](#).
- **Hold a stall** – You could hold a stall at another local event, such as a market or fun-run. This is a great way to raise awareness within the local community and speak to local people about TB, using information in these action materials. You could ask interested people to write a follow-up letter on TB to their MP, or come along to another RESULTS meeting!
- **TB quiz** – You could organise a ‘pub-quiz’ style event with a special round on TB in a local café or pub. Include some the facts on TB from the Action sheet or have a look for some of your own facts online. People might be surprised on how little they know about the world’s deadliest disease.

Promotion

Inviting along your local MP is a great way to get some media attention, but make sure you snap some photos to share with the media afterwards – local media can be tricky on a Saturday. This [guide](#) gives some hints and tips on how to increase the reach of your event and engage with journalists. Don’t forget to share details of your event on social media – tag @resultsuk on Twitter so we can see and share what you’re up to!

Other World TB Day events

Parliamentary event on TB, Wednesday 21 March

There will be an advocacy event on TB in Parliament to mark World TB Day, and grassroots advocates are very welcome to attend. Please get in touch with the office if you’re interested.

World TB Day symposium, Friday 23 March

The London School of Hygiene and Tropical Medicine are hosting a TB [symposium](#) on the Friday before World TB Day. The event is free to attend and will include a series of presentations from leading academics, with debates and discussions on some of the most important themes in our fight against TB.