

The Importance of the Global Fund

This month, we're asking you to visit your MP on or around World TB Day (24 March), asking for their support for a strong UK commitment to the Global Fund. If you can, please also share the message in your local media or social media. These talking points show how the Global Fund helps strengthen health systems to achieve health for all.

What's the problem?

- We are not on track to deliver the Global Goals. HIV, TB and malaria kill millions of people each year, destroying the lives of the most vulnerable people.
- TB is the world's leading cause of death from an infectious disease. In 2017, over 10 million people fell ill with TB and 1.6 million people died from the disease.
- In 2017, 36.9 million people were living with HIV, and nearly one million people died of AIDS-related illnesses.
- For the first time in over a decade, progress in malaria has started to stall. The disease claims the life of a child every two minutes.

The Global Fund to Fight AIDS, TB and Malaria

- Since 2002, the Global Fund has helped save the lives of 27 million people – the UK's contribution has helped save the lives of over 2 million people. You can find out the contribution made by taxpayers in your own constituency [here](#).
- Ending HIV, TB and malaria is within our grasp, but we need to step up the fight. The Global Fund brings donors together to fight the three diseases and helps deliver health for all.
- If the UK doesn't invest now, we put at risk decades of progress, threatening the health of people all around the world.
- An ambitious pledge to the Global Fund in 2019 will uphold Britain's leadership on tackling global challenges.

Why do we fund multilateral institutions such as the Global Fund?

- The Global Fund offers excellent value for money. It pools resources, provides technical expertise, and gains funding from the private sector and affected countries.
- Supporting multilateral partners such as the Global Fund ensures that UK aid reaches more people, saves more lives and lifts more countries out of poverty.
- 'Multilateral organisations' (i.e. funded by multiple donors) including the World Bank, the Global Fund, and Gavi, the Vaccine Alliance, are achieving exceptional results.

You can find guidance on using your local media for campaigning [here](#). Guidelines on using social media for campaigning are [here](#).

Don't forget to **let the Campaigns team know that you've taken action** by emailing Dela at delanderson@results.org.uk.

Social Media Ideas

Stop TB Partnership have put together some sample social media resources. Why not use some of them or customise to make the message your own?

Action:

Take a photo with a TIME THEME and share, to flood social media on World TB Day, and help the IT'S TIME campaign to go viral.

Use the hashtag #ItsTimetoEndTB or #WorldTBDay2019 and tag @StopTB

Everyone's photos will be displayed on the Photo Wall on Stop TB Partnership's [website](#).

Twitter:

It's Time to #StepUpTheFight. On #WorldTBDay2019 join forces in calling for at least US\$14 billion for the @GlobalFund to fight AIDS, TB and Malaria. Visit <https://bit.ly/2U2oBoS> to learn more! #ItsTimetoEndTB @StopTB

DID YOU KNOW? TB is now the world's number-one infectious disease killer and leading cause of death for people with HIV. On #WorldTBDay2019 visit <https://bit.ly/2STu1Ga> to learn more! Join forces with @StopTB to spread the message. #ItsTimetoEnd

Facebook:

Do we step up the fight to end AIDS, TB and malaria or do we allow ourselves to slip back? It's Time to #StepUpTheFight. On #WorldTBDay2019 join forces with @StopTBPartnership in calling for at least US\$14 BILLION to be raised for the @GlobalFund against AIDS, TB and Malaria. Visit <https://bit.ly/2U2oBoS> to learn more! #ItsTimetoEndTB

GIF:

http://stoptb.org/events/world_tb_day/2019/assets/gifs/EN_GIF_1.gif

Images:

http://stoptb.org/events/world_tb_day/2019/assets/posters/dl/EN_11.jpg

http://stoptb.org/events/world_tb_day/2019/assets/posters/dl/EN_13.jpg

http://stoptb.org/events/world_tb_day/2019/assets/posters/dl/EN_5.jpg

