

# Raising awareness on World TB Day

[World TB Day](#) (24 March) is a key moment to raise the profile of tuberculosis, which until the outbreak of COVID-19 was the world's biggest killer infectious disease. But progress in tackling the disease has been put back 12 years by the pandemic. And if we had spent a fraction of the energy and money that have been spent developing and buying up COVID-19 vaccines, we'd have [stopped TB in its tracks long ago](#).

2022 is a very critical year for global TB advocacy, with lots of important events coming up. We need politicians and policy-makers to pay attention. So, let's spread the word about TB! Media and social media coverage will help create an environment in which political support can be gained. This means more attention, and hopefully funding for TB, for example, around the replenishment of the [Global Fund to Fight AIDS, TB and Malaria](#) later in the year (NOTE: We don't have an ask for this but will do very soon, when the amount we want the UK Government to contribute is agreed).

## Some ideas for raising awareness:

### 1. Using social media

If you are active on social media channels like Facebook, Twitter or Instagram, or if you're prepared to set up an account to use for campaigning, then check out our [social media guidelines](#) for advice on how to get started. Reaching your own contacts is great – but getting them to share your post as well is even better! Great content such as graphics, photos and videos are important for making people feel that they want to help spread the message more widely, so do some research on what is out there.



- Our [Introduction to tuberculosis](#) is a good starting point for understanding the issue.
- Keep an eye out on [our blog site](#) and @resultsuk, as well as other partner organisations.
- Linking to [this blog post](#) gives an

overview of why the fight against TB matters, and why 2022 is an important year for taking action.

- If you want facts and figures, such as for a more academic or medical audience, the World Health Organisation's [Global tuberculosis report 2021](#) shows how progress against the epidemic has been stalled. However, remember that it's human interest

stories, and your own personal reasons for caring about the issue, that have the most impact. You can find some case studies in our [Introduction to tuberculosis](#).

- If you have a longer piece of writing to share, try publishing something on a blog-sharing website such as [Medium](#) or a [group Wordpress](#), which you can then link to on other channels.
- By tagging others such as your MP, or even the Foreign, Commonwealth and Development Office, you can reach the decision-makers that count. Good Twitter hashtags being used this year include #WorldTBDay and #EndTB. Sharing content other people have tagged is also a great way to spread the word.
- You can also share your posts with the global RESULTS community using #Voices4RESULTS.

## 2. Using your local media

Most local media outlets are online these days as well as in paper form, and they are read very widely, including by your local MP. With fewer local media outlets doing in-depth journalism, many are willing to take well-written, locally relevant articles without much editing! RESULTS campaigners have often gained good coverage of our issues.

- You'll need to plan your article or letter, and try to find a local angle or story, such as the [incidence of TB in your region](#), or a local person with personal experience of the disease, including local nurses or doctors, or people who have encountered TB in another country.
- Most media outlets will have a website with details of who to contact with letters or opinion pieces. Most of them are very busy, so you will certainly need to follow up any initial email with a phone call and a further email. Do ask them for advice on the kind of content they are most likely to be interested in, length, style, etc. Conforming to their needs gives you the highest chance of being covered.
- Check out our [Guide to working with the media](#) for more ideas on media outlets to approach, and how to structure your writing.

## 3. Getting creative!

The more creative your approach, whether to media articles, social media posts or even [local face-to-face events](#), the more memorable you will be. Some RESULTS groups have run craftivism sessions to develop creative, visual messages on our campaign issues, and this [Gentle protest letter-writing guide](#) suggests ways to make your campaigning memorable, thoughtful and engaging at a deeper level.