

Using the media to promote the High-Level Meeting on TB

This month, please use your local media or social media to explain why Prime Minister Theresa May must attend the UN High-Level Meeting on TB ('HLM') and make concrete commitments on how the UK will tackle TB. The meeting is on 26 September, so using the media is now the best way of bringing the importance of this meeting to the attention of the public, your social networks, your local MP and the Government. The Prime Minister has not yet confirmed that she will go to the HLM, so it's still all to play for! The talking points on TB below might be helpful for your letters to the media, but make sure to put them in your own words. Although facts and figures are good, giving your story a personal spin is what will make it stand out.

Talking points

- All countries have committed to end the TB epidemic by 2030, but at current rates of progress, this won't be achieved for at least another 100 years.
- In 2016, 1.7 million people died from TB, which is the world's leading infectious killer disease and causes more deaths than malaria and HIV combined.
- At current rates of progress, drug-resistant TB could claim 75 million lives by 2050 at a global economic cost of \$16.7 trillion.
- The upcoming first ever UN High-Level Meeting on TB on 26 September is a unique opportunity for world leaders to step up to the challenge and make concrete commitments to tackle TB.
- The UK has played a leading role in tackling TB and holds a unique position in helping to make this meeting a success.
- TB is treatable, curable and could be eliminated within a generation – if we act now.
- The UK must use the UN High-Level Meeting to make ambitious commitments with measurable targets that focus on TB care and prevention, research and development, and accountability.

Using the media

We can use the media as a tool to increase the public and political will to end TB. Too many people are unaware of the threat that TB poses to all of us, and using the media is a great way to amplify this message. The UN High-Level Meeting provides the perfect hook to write to the media on TB and explain why the Government must commit to tackling it.

Letters to your local paper are accessible and widely read, but you could also think about other forms of media such as the local radio or a regional television news channel. For example, Peter from the Stort Valley group made it onto BBC Radio Essex during World Immunisation Week 2018 to speak about the importance of immunisation and vaccines, sparking a wider debate about the importance of overseas aid more generally.

Always make sure you tailor your story to the particular publication. If you are writing to a local newsletter, why not look up some facts about TB specific to your local area? Sharing personal stories that appeal to emotions will always resonate with people more than just facts and figures.

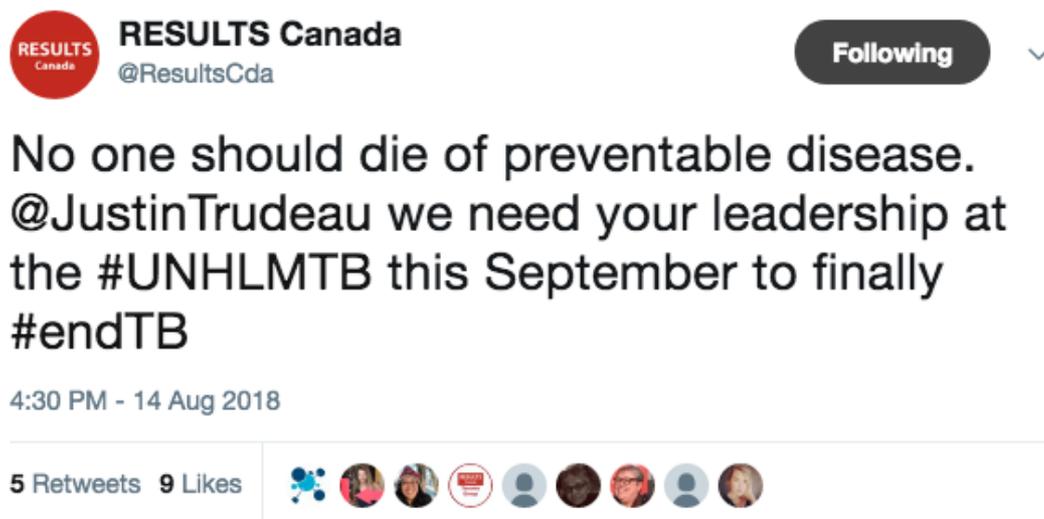
More detailed guidance on using your local media for campaigning are [here](#).

Social media tips

Social media now has such a wide and global reach, that it's another great way to amplify your message. These tips should help you post some compelling content:

- Always use images when you can! It is much more likely that people will engage with posts that use images and videos.
- When tweeting about TB, make sure to use #endTB or #UNHLMTB to make sure your posts are part of the wider global conversation on TB.
- You can target your local MP in your tweet by finding their handle to make sure they see your message and prompt a reply. Some other useful handles are @theresa_may, @DFID_UK @PennyMordaunt or @Jeremy_Hunt. Many MPs will get a lot of messages each day so don't be afraid to tweet them more than once.
- If anyone replies to your post, make sure you engage with them and respond to keep the conversation going!
- Using a positive tone on social media will always go a lot further.

More detailed guidelines on using social media for campaigning are [here](#).



As always, don't forget to **let the Campaigns team know that you've taken action** by emailing Hannah at hannah.mcleanknight@results.org.uk.