



World TB Day 2019 - media & other activities

March 24, 2019 was World TB Day, an opportunity for people to join the fight against TB, highlight significant progress to drive down TB rates and raise awareness of the disease.

To mark the day, PHE took part in the Stop TB campaign: 'It's Time', making pledges to end TB and sharing on social media. We also published new data showing that in 2018 TB cases hit the lowest ever recorded levels. Following action by PHE, the NHS and others, there has been a 44% drop in new diagnoses from the peak in 2011 to 2018 (from 8,280 to 4,672), with an 8.4% fall in diagnoses between 2017 and 2018 alone.

National outputs

- [News story published](#) on 22 March on falling cases of TB in England, featuring DHSC PHE and NHS E quotes.
- [Nursing Times article](#) on the role of TB nurses in tackling the disease
- Spark animation on new TB data
- [Blog](#) on 'Tackling TB in Under-served Populations'
- Collaboration with National Prison Radio, raising awareness of TB among prisoners and prison staff
- Social media posts featuring the Stop TB 'It's Time' Campaign pledges and highlighting new data.
- [Duncan's Friday Message](#), putting a spotlight on newly released 2018 TB data
- Internal communications story
- Communications to Local Authorities and Directors of Public Health via the PHE Weekly Bundle, highlighting the resources for these audiences.

National media coverage

Due to the political situation at the time, securing coverage for public health stories – especially good news stories – was always going to be a challenge. We secured coverage in the following:

[Mail Online](#) "Tuberculosis cases in England fall to the lowest level since records began". This had a reach of over 2 million people.

[Nursing Times](#) 'Plea to retain TB nurse expertise as diagnoses hit record low'. Feature with TB nurse, Stacey Farrow, on the importance of TB nurses and maintaining the skills base as TB cases decline, but management becomes more complex.

Social Media

In the run up to World TB Day, from the national PHE account, we shared pledges made as part of the Stop TB 'It's Time' campaign, as well as highlighting new data and the USP blog. Regional teams also shared TB pledge cards. Some example tweets are pictured below. At a national level, social media activity made 80,849 and resulted in 896 engagements (likes, retweets, click-throughs).



#WorldTBDay: We're pledging to work together to improve outcomes for those with TB by ensuring a timely diagnosis and treatment: bit.ly/2FIIIQg



#WorldTBDay: On Friday we revealed that tuberculosis cases in England hit lowest ever levels. While cases are declining overall, more needs to be done to reach those in under-served populations to ensure they are aware of symptoms and can access treatment: bit.ly/2FkxsvU

This was the
lowest number
ever recorded



#WorldTBDay: Rates of TB in England are continuing to decline, but this isn't happening in all groups. Our blog looks at what 'under-served populations' means and how we are engaging with them to tackle TB: bit.ly/2HCexjN



Ahead of #WorldTBDay2019 we are pledging to work together to improve outcomes for those with TB by ensuring a timely diagnosis and treatment: bit.ly/2FIIIQg



1:00 pm - 21 Mar 2019

We're uniting across the North East to help end Tuberculosis (TB). We've made pledges to play our part in the lead up to [#WorldTBDay2019](#) this Sunday 24 March [@StopTB](#) [@PHE_uk](#) [@TB_Alert_UK](#)



2:00 am - 22 Mar 2019

Tuberculosis (TB) specialists from [@NorthumbriaNHS](#) have made their pledges to end TB ahead of [#WorldTBDay2019](#) this Sunday [@StopTB](#) [@PHE_UK](#)



3:00 am - 23 Mar 2019

Figures released today show that TB cases in England have fallen to the lowest levels since records began. SW figures drop by 31 percent. Early diagnosis is key, PHE is urging healthcare professionals to think TB. [bit.ly/TB4professiona...](#) [@NEWDevonCCG](#) [@BristolCCG](#) [@swindonccg](#)



3:00 am - 24 Mar 2019

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Too often, people with TB delay going to a doctor because they do not recognise their symptoms as TB. Yet early diagnosis and treatment is crucial to limit the harm TB can do and the risk of it passing to others. [#CouldItBeTB?](#) [@bccpublichealth](#) [@plymouthcc](#) [@SwindonCouncil](#)



7:30 am - 24 Mar 2019

PHE Blog

[A blog on 'Tackling TB in Under-served Populations'](#), written by Eamon O'Moore and Anjana Roy focused on work by PHE to diagnose and treat TB in vulnerable populations, including those in prison. It highlighted best practice case studies around inclusivity and has had circa 700 views to date. We also highlighted this blog during the PHE Research and Science conference, in conjunction with TB sessions.

Duncan's Friday message

[Duncan's Friday message](#) on 22nd March ahead of World TB Day included the following text on TB:

"This Sunday is World TB Day and PHE has today published data showing that cases of TB have fallen to the lowest level since records began. There has been an 8.4% fall in diagnosis between 2017 and 2018 and a drop of 43.6% since 2011. This is testament to the collaborative efforts of the NHS, local government, the third sector and PHE. We are making great strides but it is important to remember that TB is still affecting the most deprived people in our society and there is more to be done to reach the most vulnerable before TB can be eliminated, which is our ambition. The NHS Lincolnshire Tuberculosis Team, for example, is delivering TB nurse care from a car that is equipped to replicate the clinic setting in various locations, so that clinical and physical assessments, routine blood tests, sputum's and weight can be taken without a visit to the hospital. The team also put a rapid response plan into action when they engage with a new patient to ensure they maintain contact and build trust as well as overcome barriers. This is public health in action."

Regional communications activity and awareness raising events

North West

35 NW Stakeholder tweets (240 likes, 70 retweets) were made supporting the TB pledge campaign, some with multiple pledge photos. There was a good range of organisations and individuals that took part including a number of NW CCGs, local authorities, NHS England North, TB organisations and numerous TB professionals tweeting from personal accounts.

A series of tweets were also made from the PHE NW account and with (as of 28 March), 66 retweets, 123 likes, and 14,500 Impressions. The top tweet from the PHE account was [the video on TB from Dr Gerry Davies](#).



Source: Courtesy NW TBCB

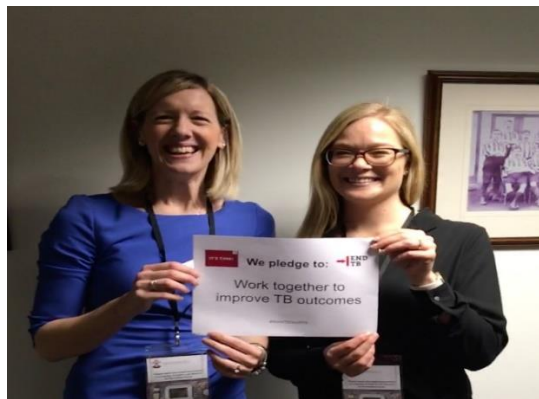


Source: Courtesy NW TBCB

South West

The South West team issued a press release that was picked up by The Bristol Post and the Newton Abbot Advertiser. The press release also led to radio interviews with the DDHP on two different shows that go out across four local BBC radio stations, one show is aimed at an Asian audience and the other at an Afro-Caribbean audience.

South East



North East

A series of tweets were made from the PHE NE account, featuring TB pledges. The team also created [a video with Dr Simon Howard, encouraging GPs to 'Think TB'.](#) This has had 183 views to date (15/4/2019)

Yorkshire and Humber

Members of the Yorkshire and Humber health protection team took part in the [North Street Podcast](#) – a local podcast that shines a spotlight on public health issues in the Yorkshire and Humber region. The podcast covered falling rates of TB, social risk factors and under-served populations.

The team, along with local nurses and clinicians, 'pledged' for TB and also conducted a number of awareness raising sessions in Bradford, Kirklees, Leeds, and Sheffield. Buildings in these centres were also lit in red for World TB Day. During the week following World TB Day the 'Health bus' parked up in Huddersfield town centre and TB nurses joined it to raise TB awareness locally:



Source: courtesy Y,H&NE TBCB

Source: courtesy Y,H&NE TBCB

East of England



Source: courtesy EoE TBCB



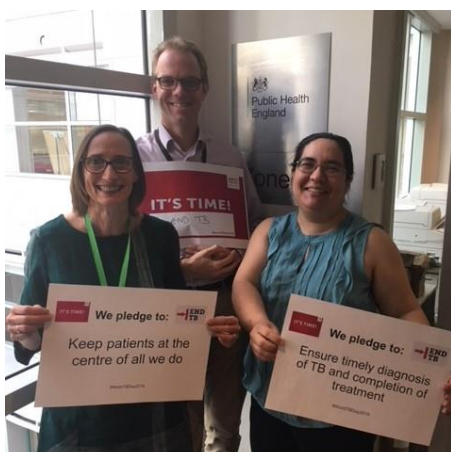
Source: courtesy EoE TBCB

West Midlands

The WM team focussed on local network and local NHS service initiatives and distributed the WTD materials/packs sent by the national team. Individual networks responded positively and took up the pledge activity as part of the local TB service and Trust activities on WTD.

London

The London team ran a series of WTD awareness raising events and arranged a number of community events, mostly in Southall. They linked up with *One You* at Ealing local authority, to provide free health checks. At Chelsea and Westminster Hospital they arranged for a local radio station to talk about WTBD and in Newham had a series of hour long workshops at 4 different libraries.



Source: Courtesy London TBCB

Other TB awareness raising work for World TB day

TB Alert

TB Alert released two toolkits for World TB Day 2019: **a student media toolkit** and **a social media toolkit**.

The student media toolkit was written for student journalists and contained information and resources that could be used to develop an article on TB, including information about the offer of latent TB testing for international students.

The **social media toolkit** provided infographics and sample social media posts for any organisation or individual that wants to raise awareness of latent TB testing and treatment for World TB Day and beyond. The toolkit also provides guidance for promoting the *Latent TB: animated into action* film, which launched on World TB day 2018. This includes an off the shelf series of social media posts and contact details for organisations interested in launching their own paid advertising who could benefit from using and adapting existing campaign resources.

The images and infographics that accompany the toolkit, along with a range of other latent TB resources, can be downloaded from www.thetruthabouttb.org/professionals.

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