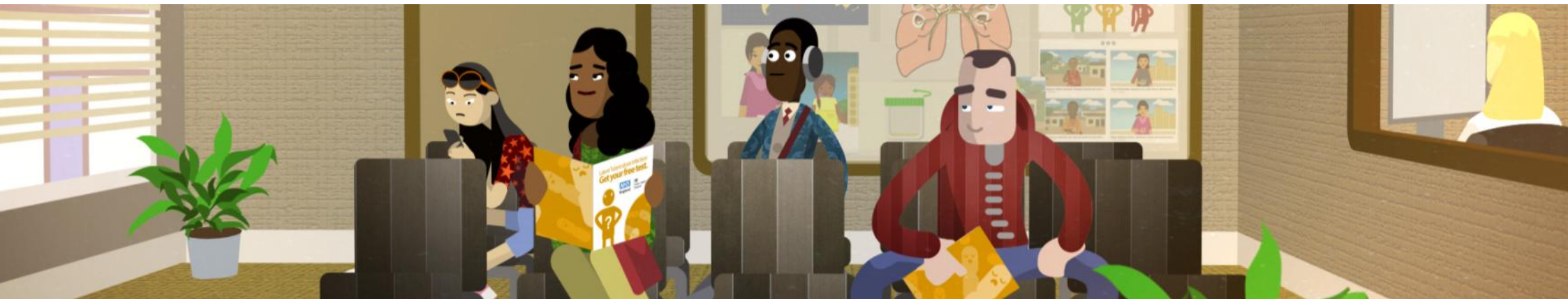




World TB Day 2019

Latent TB social media toolkit



LATENT TUBERCULOSIS (TB), THE SLEEPING FORM OF TB, IS A SERIOUS, HIDDEN HEALTH THREAT

About the latent TB social media toolkit

This toolkit can be used by anyone who wants to raise awareness of TB in their community, whether you are a health communications professional or passionate about TB because you have seen its affects first hand.

The toolkit provides the information and resources you need to raise awareness of latent TB and the benefits of latent TB testing and treatment for people who are at increased risk of TB.

16-35 years?
Settled in
England in the
last 5 years?

From one of these countries?

Why not ask your GP for a **FREE LATENT TB TEST?**

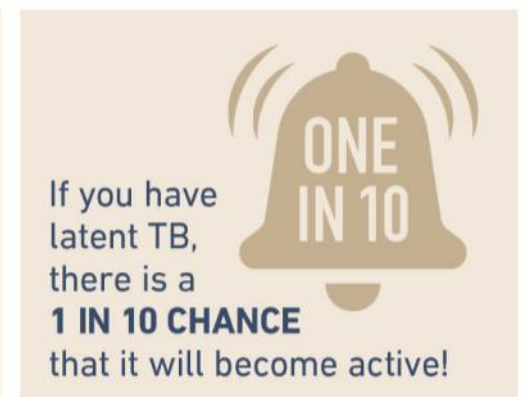
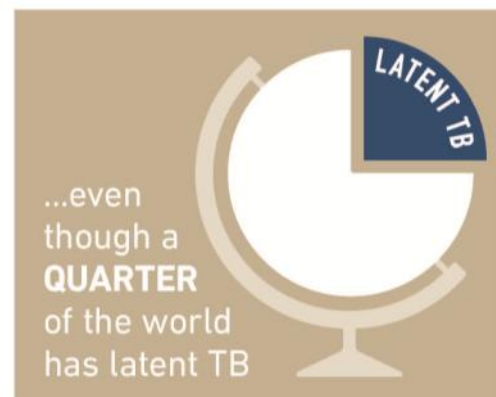
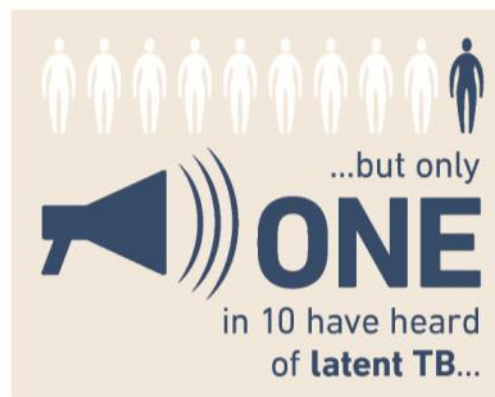
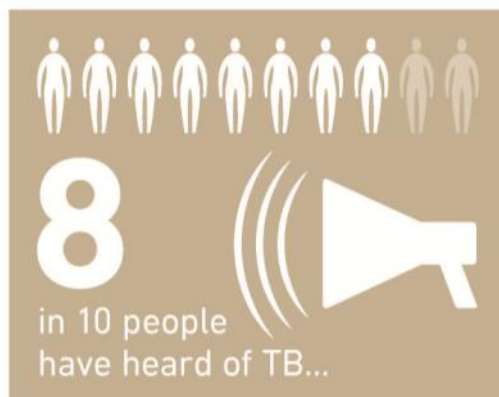
GP services are **FREE** to everyone living in the UK

Find your nearest practice online www.nhs.uk

Infographics

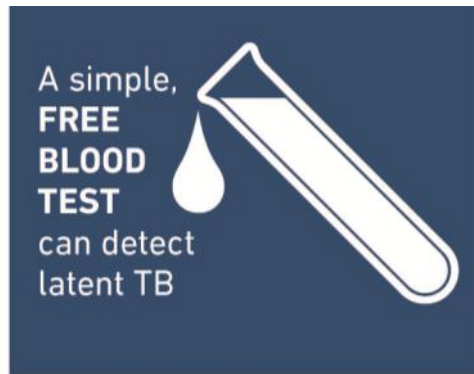
The latent TB infographics that accompany this toolkit illustrate the health risks posed by latent TB and explains the benefits of latent TB testing and treatment for affected communities. The infographics can be used as a whole or as individual banners and tiles for your social media posts. Download the images from: www.thetruthabouttb.org/professionals.

Tip: post a series of individual infographics throughout the day to build interest and develop a narrative around latent TB

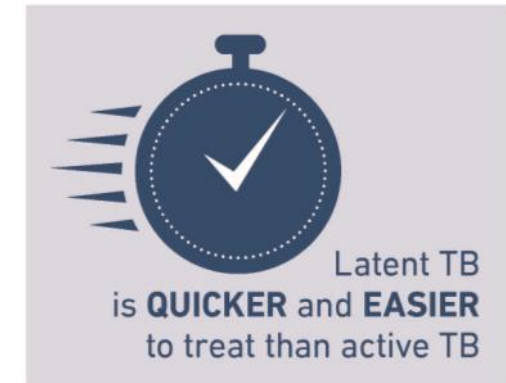


Sample posts

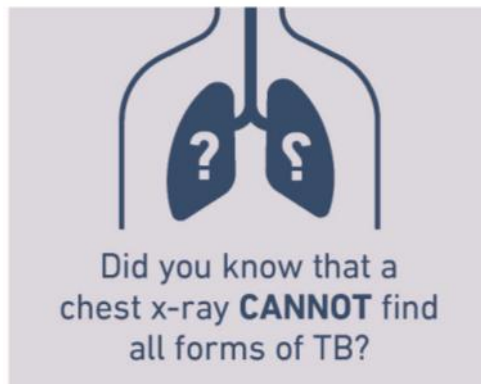
When you share the latent TB infographics you will be asked to write a comment alongside your post – it would be great if you can write something in your own words to tell the world why you care about this issue, but you may prefer to post or adapt these sample messages.



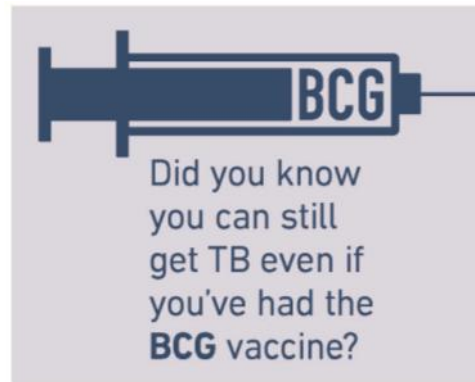
1 in 4 people around the world have latent TB, a serious hidden health threat. Find out how a simple test can help protect your health thetruthabouttb.org/latent-TB **#RUthe1in4**



Latent TB can be treated to stop you falling ill, so it is a good idea to get tested thetruthabouttb.org/latent-TB **#RUthe1in4**



Latent TB is a hidden health condition that causes the majority of England's 5,000 annual cases of TB. Could you be the 1 in 4 that has it? thetruthabouttb.org/latent-TB **#RUthe1in4**



Two billion people around the world are infected with TB, but few know it. Now there is a simple way to find out if you are affected thetruthabouttb.org/latent-TB **#RUthe1in4**



Latent TB can be treated before it can make you ill - find out if you are one of the 1 in 4 that could be at risk from TB thetruthabouttb.org/latent-TB **#RUthe1in4**

#RUthe1in4 teaser message

Post these images in order, throughout the day to create a teaser message about latent TB — encouraging people to click on the link to the video.



1 in 4 people has it
<http://bit.ly/2HHPU4s>
#RUthe1in4



it's sleeping, but serious
<http://bit.ly/2HHPU4s>
#RUthe1in4



there are no symptoms
<http://bit.ly/2HHPU4s>
#RUthe1in4

Organisations that wish to take this a step further can contact TB Alert to ask about assets for our Facebook and Instagram ads, that can be used as they are or adapted with local content.

Contact:

helen.clegg@tbalert.org
01273 234030



don't wait 'til it wakes
<http://bit.ly/2HHPU4s>
#RUthe1in4



could you be the 1 in 4 that has latent TB?
<http://bit.ly/2HHPU4s>
#RUthe1in4



find out how a simple test can protect your future health
<http://bit.ly/2HHPU4s>
#RUthe1in4