



Stop TB Partnership

Doc: 2.07-13.1

PROPOSED SLOGAN FOR WORLD TB DAY 2008

Developed by the Media and Events Task Force, Stop TB Partnership - 09/10/07

The Slogan

I am stopping TB

You can stop TB. Join us. www.stoptb.org

The Concept

I am stopping TB is more than slogan. It is the start of a campaign that we hope will stay alive well beyond World TB Day.

The campaign would involve all available media - the web, televised and radio-broadcast public service announcements, posters, videos, billboards and more.

I am stopping TB is a message of empowerment. All people can do their part to Stop TB.

Here are some examples. (*Please note: the messages are based on theoretical scenarios. The idea is to build the campaign around real people--their images, their stories*).

- **Patients** can stop TB by following their health worker's advice.
I am stopping TB. I take all my anti-TB drugs as prescribed.
- **Health workers** can stop TB by staying alert to the symptoms of the disease and providing prompt diagnosis and treatment.
I am stopping TB. The clinic where I work cured 4200 people of TB last year.
- **Scientists** can stop TB by engaging in needed research to develop new diagnostics, new drugs and new vaccines.
I am stopping TB. I am helping develop a new vaccine against TB that could save millions of lives.
- **Teachers** can stop TB by educating their students about this age-old scourge.
I am stopping TB. My sixth-grade students have just completed essays showing they understand how to fight TB.
- **Communities** can stop TB by sharing information to help prevent the disease and get treatment to those who need it.
We are stopping TB. We called a neighborhood meeting tonight to talk about TB and how to prevent it.



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What strategic objectives would this theme help achieve?

- This theme can be adapted to all of the objectives within the Stop TB Strategy, TB/HIV co-infection, XDR/MDR, investing in new tools, community involvement and health system strengthening.
- The theme would counteract any negative messages – particularly around XDR and TB/HIV co-infection - that TB has defeated our best efforts to control it. With appropriate investment and commitment we can control this disease. People's individual actions can make a difference.
- This theme would provide a fresh message of hope, rather than continued messages about how bad the TB situation is. It gives Stop TB Partners, funders, organizations, countries and individuals a reason to continue, and hopefully increase investing in TB control today and research for a better tomorrow.

How will this theme relate to the likely March 2008 global TB context? Including the predicted media and policy environment?

I am stopping TB can be adapted to multiple contexts and environments, regardless of what they are. The theme offers opportunities to focus on people's stories, which should engender feature coverage - the most enduring type of media coverage.

How does this theme translate into immediate and resonant media messaging?

- The theme offers opportunities to highlight the progress that has been made in TB control. It is sufficiently broad to cover multiple topics.
- The theme can be adapted to multiple levels and focus on what people are already doing to Stop TB, such as women in villages in Cambodia who are overseeing treatment, people in endemic countries who are running or participating in clinical trials of new tools, national TB control programs, TB/HIV advocacy organizations and individual advocates, donors and the organizations and individuals who have invested in current TB control and the development of new tools.
- The media responded well (surprisingly) to last year's "TB Anywhere is TB Everywhere" theme, which made sense in the news environment of XDR-TB. This theme can play off of the 2007 theme.

How does this theme strengthen the positioning of the Global Plan to Stop TB, and specific working group goals?

- This theme can be adapted to all aspects of the Stop TB strategy and the objectives of each of the Working Groups.
- It supports the "brand" of the Stop TB department, the Stop TB Partnership, and the Global Plan to Stop TB.