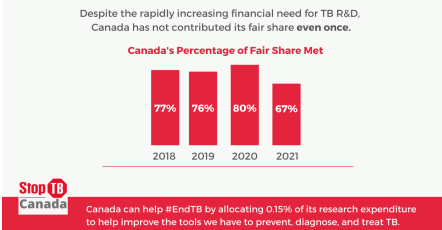
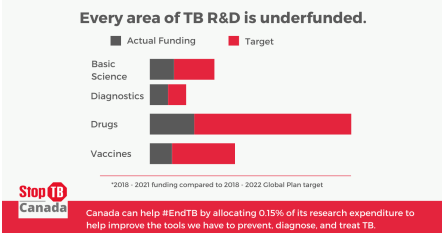
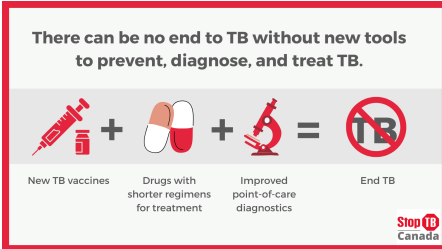


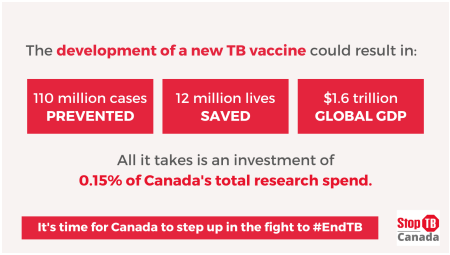
World TB Day 2024 Social Media Toolkit

Thank you all for joining Stop TB Canada's World TB Day campaign! This year, we are campaigning for Canada to [increase investments in TB R&D](#) and develop a [National TB Elimination Strategy](#).

Increase Investments in TB R&D

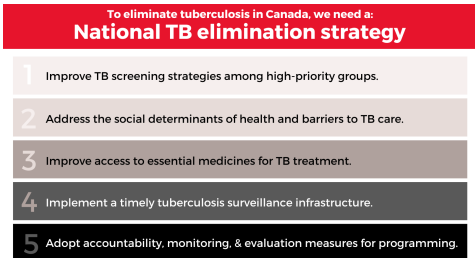
The Ask: At the first United Nations High-Level Meeting on TB in 2018, Member States agreed to contribute their fair share to TB R&D, based on a small percentage of their national research budgets. Canada has failed to meet this target every year since. We urge the Government of Canada to increase its investments in TB R&D to contribute its fair share (0.15% of total research expenditure) and to help improve the tools we have to prevent, diagnose, and treat TB.

Tweet	Graphic
In 2018, Canada committed to contributing its fair share towards TB R&D, but has fallen short every year since. The financial need for TB R&D has since more than doubled. We need bolder commitments from Canada to #EndTB. #YesWeCanEndTB http://tinyurl.com/bdwtmedz	
TB R&D is consistently underfunded across the board. Canada's increased investments hold the key to enhancing our TB prevention, diagnosis, and treatment tools. #YesWeCanEndTB http://tinyurl.com/bdwtmedz	
TB remains a global challenge, demanding innovative strategies for prevention, diagnosis, and treatment. For new TB vaccines, shorter treatments, and advanced diagnostics, we need increased investments in TB R&D. It's time for Canada to commit its fair share to #EndTB. #YesWeCanEndTB	

http://tinyurl.com/bdwtmedz	
Imagine the impact of a new TB vaccine: countless infections prevented and lives saved, and the global economy boosted. All it takes is a fraction of Canada's research spend. #YesWeCanEndTB http://tinyurl.com/bdwtmedz	 The development of a new TB vaccine could result in: 110 million cases PREVENTED 12 million lives SAVED \$1.6 trillion GLOBAL GDP All it takes is an investment of 0.15% of Canada's total research spend. It's time for Canada to step up in the fight to #EndTB Stop TB Canada

National TB Elimination Strategy

The Ask: Eliminating TB in Canada is possible - but we need a plan. We are calling on the Government of Canada to develop a National TB Elimination Strategy, developed in collaboration with the provinces and territories, Indigenous leaders and TB-affected communities that includes commitments, guidelines, and the funding required to end TB.

Tweet	Graphic
It's possible to #EndTB in Canada. We just need a plan. We're calling on Minister of Health, @markhollandlib, to implement a National TB Elimination Strategy that addresses the barriers to care impeding progress in the fight against TB. #YesWeCanEndTB http://tinyurl.com/4rrtdm9w	 To eliminate tuberculosis in Canada, we need a: National TB elimination strategy 1 Improve TB screening strategies among high-priority groups. 2 Address the social determinants of health and barriers to TB care. 3 Improve access to essential medicines for TB treatment. 4 Implement a timely tuberculosis surveillance infrastructure. 5 Adopt accountability, monitoring, & evaluation measures for programming.
In order to #EndTB, we must ramp up efforts to screen & identify those who are most at risk. A National TB Elimination Strategy must include tactics to improve screening among high-priority groups. #YesWeCanEndTB http://tinyurl.com/4rrtdm9w	 To eliminate tuberculosis in Canada: High-priority groups need improved TB screening strategies. Call on Canada to #EndTB by developing a National TB Elimination Strategy. Stop TB Canada #YesWeCanEndTB Indigenous Populations, Individuals affected by HIV, Migrant/Foreign-Born Populations, Children

To #EndTB in Canada, we must consider the inequity that drives it. We need a National TB Elimination Strategy that addresses the social determinants responsible for the disproportionate burden of TB in Canada. #YesWeCanEndTB

<http://tinyurl.com/4rrtdm9w>

To eliminate tuberculosis in Canada, we must:

Address the social determinants of health and barriers to TB.

Call on Canada to #EndTB by developing a National TB Elimination Strategy.



Stop TB Canada

#YesWeCanEndTB

Many Canadians lack access to essential medicines like rifapentine. It's time for a National TB Elimination Strategy to make sure everyone gets the treatment they need, when they need it. #YesWeCanEndTB

<http://tinyurl.com/4rrtdm9w>

To eliminate tuberculosis in Canada, we must:

Improve access to essential medicines for TB treatment.

Call on Canada to #EndTB by developing a National TB Elimination Strategy.

Rifapentine is an effective TB treatment listed on the WHO's essential medicines list, but it remains largely unavailable in Canada. This directly contributes to the TB burden among vulnerable populations in Canada.



Stop TB Canada

#YesWeCanEndTB

How can we #EndTB without effective surveillance infrastructure? Canada needs a National TB Elimination Strategy that will provide up-to-date TB surveillance data across all jurisdictions to streamline elimination efforts. #YesWeCanEndTB

<http://tinyurl.com/4rrtdm9w>

To eliminate tuberculosis in Canada, we must:

Implement a timely tuberculosis surveillance infrastructure.

Call on Canada to #EndTB by developing a National TB Elimination Strategy.

In order to access and respond to the TB epidemic in Canada, up-to-date epidemiologic data must be made available.



Stop TB Canada

#YesWeCanEndTB

We are calling on the Government of Canada to implement a National TB Elimination Strategy that includes an accountability, monitoring & evaluation framework to effectively measure progress toward ending #TB. #YesWeCanEndTB

<http://tinyurl.com/4rrtdm9w>

To eliminate tuberculosis in Canada, we must:

Adopt accountability, monitoring, and evaluation measures for programming

Call on Canada to #EndTB by developing a National TB Elimination Strategy.

We must document progress, demonstrate the impact of resource investments, and involve affected communities in solutions.



Stop TB Canada

#YesWeCanEndTB