

Mobilizing action to restore funding for TB programs

Social Media Toolkit

Purpose

To raise awareness about the detrimental impacts of stop-work orders and funding freezes for tuberculosis (TB) projects globally, highlighting the ethical concerns of halting clinical trials and TB services, and calling on the US and global donors to restore funding.

Target audience

- US/Trump administration
- Policymakers in TB countries
- Other country donors and funders for TB and global health
- Multilateral partnerships
- Global health advocates and civil society organizations
- Researchers and healthcare workers
- General public

Key messages

- Over 80% of people with and dying of TB are in low- and middle-income countries ([WHO TB](#)), meaning those living in LMICs are most impacted by a withdrawal of aid. Stop work orders are an injustice causing severe harm!
- Due to the stop work order, clinical trials led by USAID's research partners have been interrupted and new enrollments halted. Not only is this medically unethical, and puts participants at risk of drug resistance and death, but also undermines global TB control efforts.
- While US funded projects are disrupted, there is a risk of 11 thousand people with TB not completing their treatment each day!
- Airborne bacteria like TB do not know any borders - TB anywhere is TB everywhere, and TB is indeed everywhere! Without urgent action, we risk an increase in TB, drug resistance, and preventable deaths. The US is also not immune from disease outbreaks as has been seen in the recent case of a TB outbreak in Kansas.
- As the largest bilateral TB donor, USAID has invested over \$4.7 billion to combat TB since 2000 and has contributed to saving more than 79 million lives. Even prior to the abrupt withdrawal of US funding, at the current levels of global investment, it is estimated that 43 million people would develop TB by 2030, resulting in 6.6 million lives lost and a global economic burden of USD \$1 trillion ([Stop TB Global Plan](#)) Without US funding, these figures of preventable deaths and costs will substantially increase.

- The US and global donors must restore funding to prevent losing decades of progress.

Hashtags

| | |
|------------------------|-----------------------|
| #FundingCutsCostsLives | #FundTBNow |
| #RestoreTBFunding | #SolidarityTBpeople |
| #EndTB | #TogetherWeCanEndTB |
| #KeepTheLightsOn | #CommitInvestDeliver |
| #YesWeCanEndTB | #GlobalHealthSecurity |

Calls to action

 **Speak Up!** Use your voice on social media to raise awareness about the devastating impact of stop-work orders on TB programs. Share posts, tag policymakers, and demand urgent action!

 **Spread the Facts!** Misinformation can cost lives. Use the graphics and key message in this toolkit to educate your network and counter harmful narratives.

 **Contact Leaders.** Email, call, or tweet at government officials and global health funders to reverse funding cuts before more lives are lost. Or use this [letter template to reach out to the US ambassador in your country](#) demanding restoration of funding and urgent attention to TB.

 **Support frontline TB organizations and initiatives.** Donate to organizations hit by the funding freeze through ["Keep the Lights On"](#) via the UN Foundation STOP TB Partnership. 100% of the donations will go to these [114 organizations](#) in 38 countries.

 **Share your expertise.** [Sign up](#) to volunteer your skills for communications, data analysis, and advocacy campaigns with the TB Community Coordination Hub.

 **Become a spokesperson.** If you feel comfortable, [consider signing up as a spokesperson or source of information](#) for your community or country. We require strong voices to demonstrate the tangible impact of the funding freeze and provide global representation for the TB community. Your identity can remain anonymous, and we will connect you to media representatives for interviews and statements.

 **Take Action NOW!** Visit <https://www.tbcommunitycoordinationhub.com/> for more details and resources.

Let's raise our voices and ensure TB programs continue to save lives.
#TogetherWeCanEndTB! 

Graphics repository

<https://drive.google.com/drive/folders/1yilCKRxt3QQauhTsazi-qXC8Py6d64Se?usp=sharing>

Social media posts

Below you will find pre-drafted social media posts for your use. You can access images to download and make use of at the links below. Note that there are more images in the folders below than what you will see in the table below. Please feel free to also use those images and to create your own message to go with them!

IMAGES - Impact of terminations leveraging findings from our survey:

https://drive.google.com/drive/folders/1Sr2WSEMnxxk9TgL8DI-RijnmPwUXTBpH?usp=drive_link

IMAGES - Impact of termination quotes from colleagues:

https://drive.google.com/drive/folders/1sSqWQytgYsOVgqs9hWLU_gOnHUzzS4Wa?usp=drive_link

IMAGES - Generic key messages

https://drive.google.com/drive/folders/1yiCKRxt3QQauhTsazi-qXC8Py6d64Se?usp=drive_link

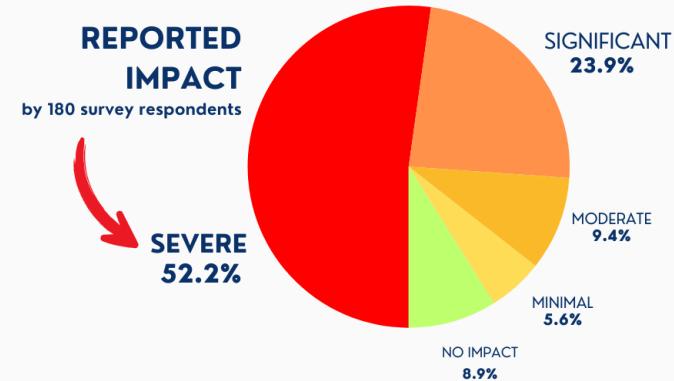
Bluesky and Twitter (X)

| | |
|---|--|
| <p>TB anywhere is TB everywhere! We can't wait for the U.S. to come back to their senses to fund the fight to #EndTB again. We must all work hard to find new ways to #FundTB & see partners #CommitInvestDeliver. Thanks @johngreensbluesky.bsky.social for raising awareness!</p> <p>https://youtube.com/shorts/AyTczhhU-qU?si=j95I3LoDS3h1T6g</p> <p>Y</p> | <p>No image needed. Video preview of John Green asset will load.</p> |
|---|--|

1. Lives are on the line. **TB is curable and preventable** - but only if funding continues!

👉 Read the findings of our survey:
<https://drive.google.com/file/d/1gqrTdToSyoJjCxWNfRGP9BIYdmenDq8/view>

A network fighting against
1.25 MILLION TB DEATHS YEARLY
was impacted by USAID termination orders



How will this not impact infections and deaths moving forward?

2. Explainer with 8 slides - thread for Blusky, slide deck for LinkedIn

US funding cuts are devastating the global #tuberculosis response.

 See what's happening and what you can do about it. 

All calls to action are available at

<https://www.tbcommunitycoordinationhub.com/>

<https://tbfighters.org/usaid-freeze>



IMPACT OF U.S. FUNDING CUTS ON TUBERCULOSIS (TB) RESPONSE

HERE'S WHAT'S HAPPENING
& HOW YOU CAN HELP





TB IN CRISIS OUR SURVEY REVEALS

180 SURVEY RESPONDENTS
31 COUNTRIES

These are the **voices of frontline heroes** - clinicians, TB champions, community health workers, and civil society leaders.

Their message is clear.
People are being left behind.
The TB fight is in crisis.

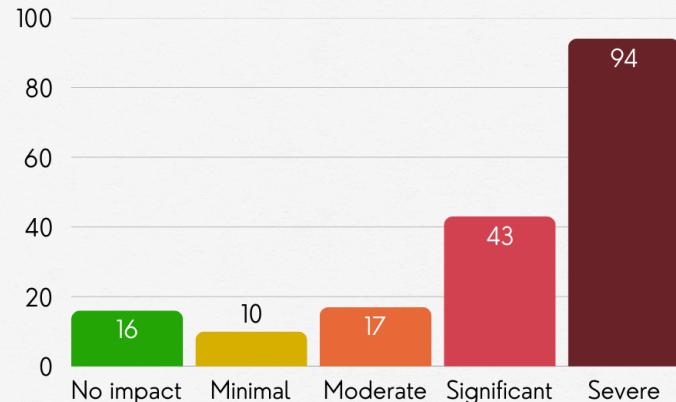


IMPACT OF U.S. FUNDING CUTS



50% SEVERLY IMPACTED
capacity to deliver TB services

25% CLOSED OFFICES &
PROJECTS



STAFF LAYOFFS

78 % reported staff layoffs and furloughs of clinical and community staff

16 % reported they have closed their office

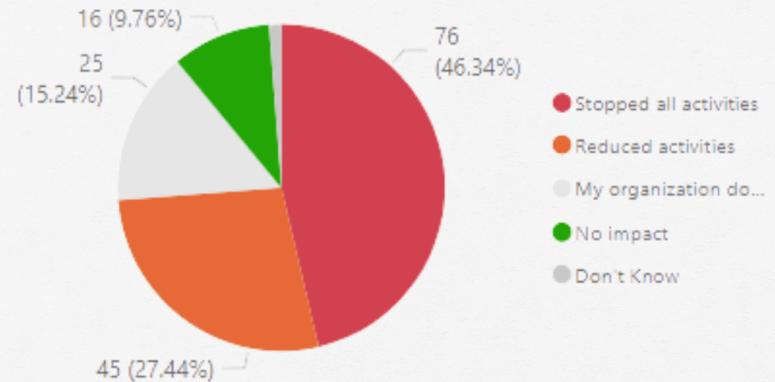


THIS MEANS WE CAN **NO LONGER ENSURE**
TIMELY DIAGNOSIS AND TREATMENT FOR
PEOPLE WITH TB



TB SCREENING AND OUTREACH

46% STOPPED **37%** SUBSTANTIALLY
SCALED DOWN

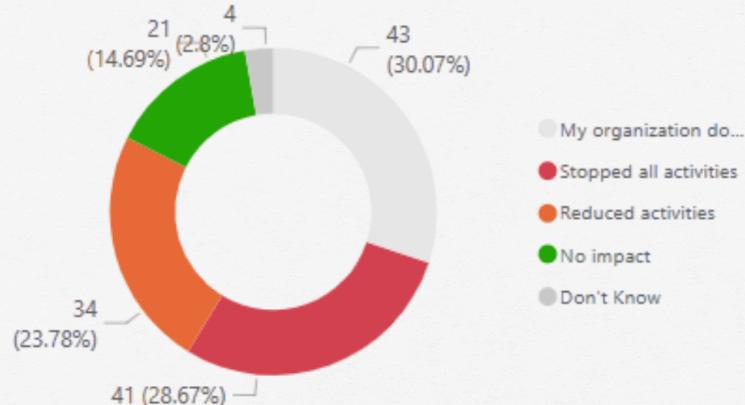


THIS MEANS WE WILL SEE AN **INCREASE IN THE
NO. OF CASES** WITH UNDIAGNOSED AND
UNTREATED TB



TB TREATMENT INITIATION IMPACT

29% STOPPED + 24% REDUCED



**LOSING ACCESS TO ESSENTIAL MEDICATIONS
WILL INCREASE TB **TRANSMISSION** AND
DRUG-RESISTANT FORMS OF TB**



THIS IS HOW AN EPIDEMIC GROWS!



WE ARE LETTING THE **DEADLIEST**
INFECTIOUS DISEASE THAT KILLS
1.5 MILLION PEOPLE A YEAR ONLY
GET WORSE!

THIS WILL AFFECT EVERYONE
GLOBALLY, INCLUDING THE
UNITED STATES OF AMERICA.



#WeWillNotWalkAway

THE U.S. GOVERNMENT HAS CHOSEN
TO DEFUND **LIFESAVING AND**
PREVENTIVE TB CARE.

CIVIL SOCIETY IS FIGHTING BACK,
BUT THEY NEED SUPPORT.

STAND WITH US. DEMAND ACTION.

PARTICIPATE IN OUR
CALLS TO ACTION.

tbcommunitycoordinationhub.com

#RestoreTBFunding



3. Findings from our **#TB** specific survey looking at the impact of US stop work orders is now available

👉 Within you can access links to Power BI for data visualizations.

👉 Read the findings of our survey:
https://drive.google.com/file/d/1gqrTdToSyoJjCxWNfRGP9BIY_dmenDq8/view

#FundTBNow #FundingCutsCostsLives

**STOPPING TB TREATMENT
FUELS DRUG-RESISTANT TB
– TURNING A CURABLE
DISEASE INTO A
DEADLY, THREAT**

4. Elimination of TB programs are not policy decisions; they are an injustice that is putting millions of lives at risk. See the stories from South Africa @BruceTushabe

 Read the findings of our survey:
https://drive.google.com/file/d/1gqrTdToSyoJjCxWNfRGP9BIY_dmenDq8/view
#RestoreTBFunding #FundTBNow



“ In Southern African countries, we're hearing devastating stories:

- people avoiding TB centers out of stigma attached to lining up in queues,
- a woman forced to share her half of her medication with the husband to ensure continuation,
- a young person skipping doses to stretch limited supplies, and a patient receiving near-expired drugs.

In the absence of community healthcare workers and other technical staff, we will continue to hear these gruesome stories of stigma, treatment disruptions, and a rise in multi drug resistant tuberculosis (MDR-TB).

BRUCE TUSHABE

REGIONAL TRAINING AND CAPACITY STRENGTHENING LEAD,
AIDS AND RIGHTS ALLIANCE FOR SOUTHERN AFRICA

 TB COMMUNITY
COORDINATION HUB

5. This is how an epidemic grows.

We cannot afford to look away.

 Read the findings of our survey:
https://drive.google.com/file/d/1gqrTdToSyoJjCxWNfRGP9BIY_dmenDq8/view
#RestoreTBFunding #FundTBNow



“ With these funding cuts, we can no longer reach the most vulnerable — children, women, sex workers, injecting drug users, transgender people, and migrant workers — who already faced immense stigma in accessing TB testing, prevention and treatment services.

Previously, when patients struggled with the harsh side effects of TB medication, we were there to support them and keep them on treatment. Now, that critical support system is gone. The voices that once guided people through TB care have been silenced, and without them, I fear we will see TB spread even faster.

ATUL SHENGDE

NATIONAL YOUTH COORDINATOR
GLOBAL COALITION OF TB ADVOCATES, INDIA

 TB COMMUNITY
COORDINATION HUB

6. TB is airborne and knows no borders. Disruption of US-funded projects would fuel the global spread of TB and its resistant forms.

TB anywhere is TB everywhere!

👉 Read the findings of our survey:

https://drive.google.com/file/d/1gqrTdToSyoJjCxWNfRGP9BIY_dmenDq8/view

#RestoreTBFunding #FundTBNow



“ Due to the disruption of activities, people affected with tuberculosis that we are monitoring are being abandoned, the support we provide to people in need is no longer there and we fear that they will be left to fend for themselves. They are also abandoned in treatment which could promote resistant TB and an increase in tuberculosis cases.

ABONA OYONG SIDOINE MARLYSE
TB SURVIVOR, MEMBER OF TBPEOPLE
AND YOUTH TB NETWORK, CAMEROON

→| TB COMMUNITY
COORDINATION HUB

Bluesky and Twitter (X)

1. The halt in TB funding puts millions of lives at risk – it jeopardizes clinical trials, treatment programs & global health security. The United States administration must take immediate action to restore TB funding. #FundingCutsCostLives #EndTB



2. Funding cuts on TB projects = halted clinical trials, disrupted testing, treatment and prevention services, and lost lives. This is unethical & deadly! The world cannot afford to turn its back on TB. #FundTBNow #EndTB

**THE WORLD CANNOT
AFFORD TO TURN
ITS BACK ON TB!**

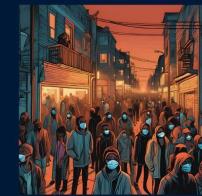


3. TB is airborne and knows no borders. Disruption of US-funded projects would fuel the global spread of TB and its resistant forms. The Kansas outbreak is a warning – TB anywhere is TB everywhere! #GlobalHealthSecurity #FundTBNow



4. 1.3 million people die from TB every year. Cutting investments now means more outbreaks, suffering, and preventable deaths. Countries and donors must step up NOW! #KeepTheLightsOn #FundTBNow

WHEN TB FUNDING IS CUT...



**MORE
TB OUTBREAKS**



**MORE
SUFFERING**



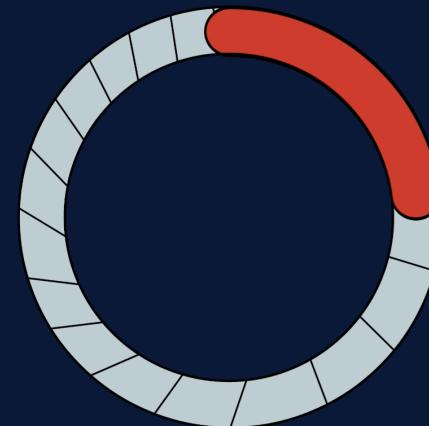
**MORE
TB DEATHS**



**YES! WE CAN END TB:
COMMIT, INVEST, DELIVER**

5. The US has led TB research & funding – until now. Halting funds abruptly abandons vulnerable communities and threatens decades of progress. We must not let this happen. #FundTBNow #FundingCutsCostLives

**DECADES OF PROGRESS
IN TB IS AT RISK!
WE MUST ACT NOW!**



6. Each day of funding cuts means 11,000 people with TB may not complete their treatment. Stopping TB programs isn't just bad policy – it's a public health catastrophe. Countless lives are at stake! #FundTBNow #FundingCutsCostLives

 TB COMMUNITY
COORDINATION HUB

11,000

**PEOPLE AT RISK EVERY DAY.
TB TREATMENT CANNOT STOP.**

**CUTTING FOREIGN AID COSTS LIVES.
THE U.S. MUST NOT TURN ITS BACK.**

7. Over 80% of people suffering and dying from TB are in low- and middle-income countries. Cutting US aid means abandoning the most vulnerable. Eliminating entire TB programs is not policy. It is antithetical to policy. An injustice causing severe harm.
#EndTB #FundTBNow



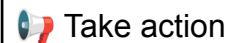
**STOPPING TB TREATMENT
FUELS DRUG-RESISTANT TB
– TURNING A CURABLE
DISEASE INTO A
DEADLY, THREAT**

8. Imagine being in a clinical trial for life-saving TB treatment – then it stops overnight due to politics. Unethical. Deadly. Preventable. America must not choose this. #FundingCutsCostLives
#FundTBNow



Facebook and LinkedIn

1. The halt of TB funding has devastating consequences. Clinical trials are being interrupted, and frontline programs are being shut down, halting testing, treatment and prevention services and putting millions of lives at risk – especially in low- and middle-income countries. The U.S. administration's withdrawal of TB investments now will reverse decades of progress, leading to more infections, more drug-resistant TB, and more deaths. **The world cannot afford to lose this fight.**



Take action
now: <https://www.tbcommunitycoordinationhub.com/>
#EndTB #FundTBNow #YesWeCanEndTB



2. This is a global health emergency. Suspending tuberculosis (TB) programs means stopping life-saving services including testing, treatment, prevention and research. It is unethical to abandon millions of people affected with TB without support. We call on the US administration to urgently restore TB funding and prevent a catastrophic resurgence of this deadly disease.

#EndTB #FundTBNOW #YesWeCanEndTB

**THE WORLD CANNOT
AFFORD TO TURN
ITS BACK ON TB!**



3.

TB is airborne and knows no borders. The disruption of the U.S. funded TB programs threatens to accelerate the spread of TB and its drug-resistant forms worldwide. The recent outbreak in Kansas is a warning: TB anywhere is TB everywhere. Global health security depends on continued investment in TB prevention, testing, treatment, and research. We must act now to restore funding and stop this crisis before it escalates further.

📢 Take action now:

<https://www.tbcommunitycoordinationhub.com/home/#action#>
#GlobalHealthSecurity #EndTB #FundTBNow
#YesWeCanEndTB

MUMBAI, JAKARTA, MOSCOW,
JOHANNESBURG, KANSAS...

TB ANYWHERE IS
TB → ←
EVERYWHERE

4.

Every year, 1.3 million people lose their lives to tuberculosis (TB). Abruptly cutting investments now will only lead to more outbreaks, more suffering, and more preventable deaths. We cannot afford to turn our backs on this global health crisis. Countries and donors must step up now to ensure TB programs continue delivering life-saving treatment, care and research for this deadly but preventable disease. The time to act is now!

📢 Take action now:

[#EndTB #RestoreTBFunding #KeepTheLightsOn
#FundTBNow #YesWeCanEndTB](https://www.tbcommunitycoordinationhub.com/home/#action)

→ TB COMMUNITY
COORDINATION HUB

WHEN TB FUNDING IS CUT...



MORE TB OUTBREAKS



MORE SUFFERING



MORE TB DEATHS



**YES! WE CAN END TB:
COMMIT, INVEST, DELIVER**

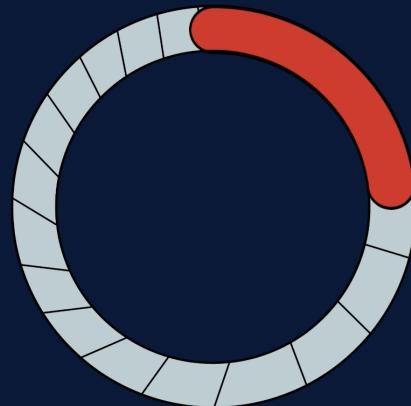
5.

For decades, the U.S. has led the fight against tuberculosis (TB) through critical research and funding. But now, halting funds abruptly is abandoning vulnerable communities and putting decades of progress at risk. Halting TB programs will lead to more infections, more drug-resistant TB, and more lives lost. We cannot let this happen. The U.S. must restore TB funding and uphold its commitment to global health.

📢 Take action now:

<https://www.tbcommunitycoordinationhub.com/home/#action#>
#EndTB #FundTBNow #GlobalHealthSecurity
#YesWeCanEndTB

**DECades of Progress
in TB is at Risk!
We Must **Act Now!****



6.

Every single day that TB funding is cut, 11,000 people risk not completing their treatment. Stopping TB programs isn't just bad policy – it's a public health catastrophe. It means more drug-resistant TB, more outbreaks, and more lives lost. The U.S. must take immediate action to restore TB funding and prevent a global health disaster. Countless lives are at stake!

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<https://www.tbcommunitycoordinationhub.com/home/#action#>
#EndTB #FundTBNow #GlobalHealthSecurity
#YesWeCanEndTB

→ TB COMMUNITY
COORDINATION HUB

11,000

**PEOPLE AT RISK EVERY DAY.
TB TREATMENT CANNOT STOP.**

**CUTTING FOREIGN AID COSTS LIVES.
THE U.S. MUST NOT TURN ITS BACK.**

7.

More than 80% of people suffering and dying from TB live in low- and middle-income countries. Cutting U.S. aid doesn't just disrupt programs—it abandons the most vulnerable. Elimination of TB programs are not policy decisions; they are an injustice that is putting millions of lives at risk. The world cannot afford to turn its back on TB. The U.S. must act now to restore funding and uphold its global health commitments.

 Take action now:

<https://www.tbcommunitycoordinationhub.com/home/#action#>
#EndTB #FundTBNow #GlobalHealthJustice
#YesWeCanEndTB

 TB COMMUNITY
COORDINATION HUB


**STOPPING TB TREATMENT
FUELS DRUG-RESISTANT TB
— TURNING A CURABLE
DISEASE INTO A
DEADLY, THREAT**


8.

Imagine putting your hopes in a clinical trial for a life-saving TB treatment—only to have it shut down overnight due to politics. This is not just policy; it is unethical, deadly, and entirely preventable. Halting TB funding means abandoning scientific progress and the people who rely on it. The U.S. must not allow this to happen. Funding must be restored now.

📣 Take action now:

<https://www.tbcommunitycoordinationhub.com/home/#action#>
#FundTBNOW #EndTB #GlobalHealthSecurity
#YesWeCanEndTB



Social media posts (grab images from above!)

| Facebook and LinkedIn | |
|-----------------------|---|
| 1. | <p>The halt of TB funding has devastating consequences. Clinical trials are being interrupted, and frontline programs are being shut down, halting testing, treatment and prevention services and putting millions of lives at risk – especially in low- and middle-income countries. The U.S. administration's withdrawal of TB investments now will reverse decades of progress, leading to more infections, more drug-resistant TB, and more deaths. The world cannot afford to lose this fight.</p> <p> Take action now: https://www.tbcommunitycoordinationhub.com/ #EndTB #FundTBNow #YesWeCanEndTB</p> |
| 2. | <p>This is a global health emergency. Suspending tuberculosis (TB) programs means stopping life-saving services including testing, treatment, prevention and research. It is unethical to abandon millions of people affected with TB without support. We call on the US administration to urgently restore TB funding and prevent a catastrophic resurgence of this deadly disease.</p> <p>#EndTB #FundTBNow #YesWeCanEndTB</p> |

| | | |
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| 3. | <p>TB is airborne and knows no borders. The disruption of the U.S. funded TB programs threatens to accelerate the spread of TB and its drug-resistant forms worldwide. The recent outbreak in Kansas is a warning: TB anywhere is TB everywhere. Global health security depends on continued investment in TB prevention, testing, treatment, and research. We must act now to restore funding and stop this crisis before it escalates further.</p> <p> Take action now:</p> <p>https://www.tbcommunitycoordinationhub.com/home/#action#GlobalHealthSecurity #EndTB #FundTBNow #YesWeCanEndTB</p> | |
| 4. | <p>Every year, 1.3 million people lose their lives to tuberculosis (TB). Abruptly cutting investments now will only lead to more outbreaks, more suffering, and more preventable deaths. We cannot afford to turn our backs on this global health crisis. Countries and donors must step up now to ensure TB programs continue delivering life-saving treatment, care and research for this deadly but preventable disease. The time to act is now!</p> <p> Take action now:</p> <p>https://www.tbcommunitycoordinationhub.com/home/#action#EndTB #RestoreTBFunding #KeepTheLightsOn #FundTBNow #YesWeCanEndTB</p> | |

| | | |
|----|---|--|
| 5. | <p>For decades, the U.S. has led the fight against tuberculosis (TB) through critical research and funding. But now, halting funds abruptly is abandoning vulnerable communities and putting decades of progress at risk. Halting TB programs will lead to more infections, more drug-resistant TB, and more lives lost. We cannot let this happen. The U.S. must restore TB funding and uphold its commitment to global health.</p> <p> Take action now: https://www.tbcommunitycoordinationhub.com/home/#action# #EndTB #FundTBNow #GlobalHealthSecurity #YesWeCanEndTB</p> | |
| 6. | <p>Every single day that TB funding is cut, 11,000 people risk not completing their treatment. Stopping TB programs isn't just bad policy – it's a public health catastrophe. It means more drug-resistant TB, more outbreaks, and more lives lost. The U.S. must take immediate action to restore TB funding and prevent a global health disaster. Countless lives are at stake!</p> <p> Take action now: https://www.tbcommunitycoordinationhub.com/home/#action# #EndTB #FundTBNow #GlobalHealthSecurity #YesWeCanEndTB</p> | |

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