



FORUM



TB or Not TB?

That Is the Question:
Dispelling Myths & Reducing Stigma

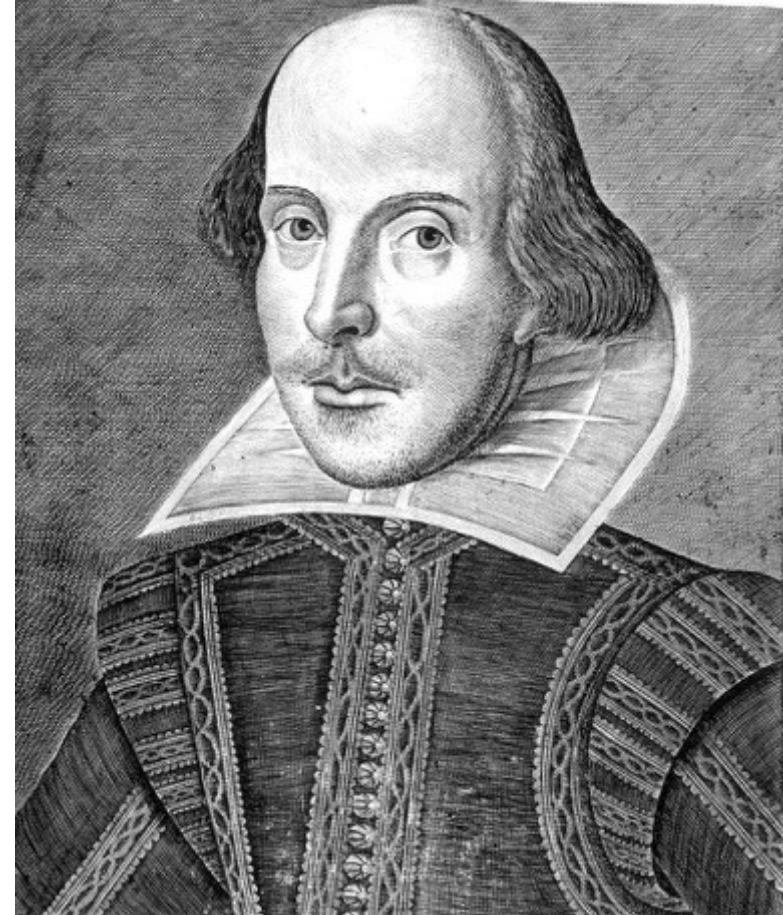


Ann LoLordo

Senior Director of Communications, Jhpiego

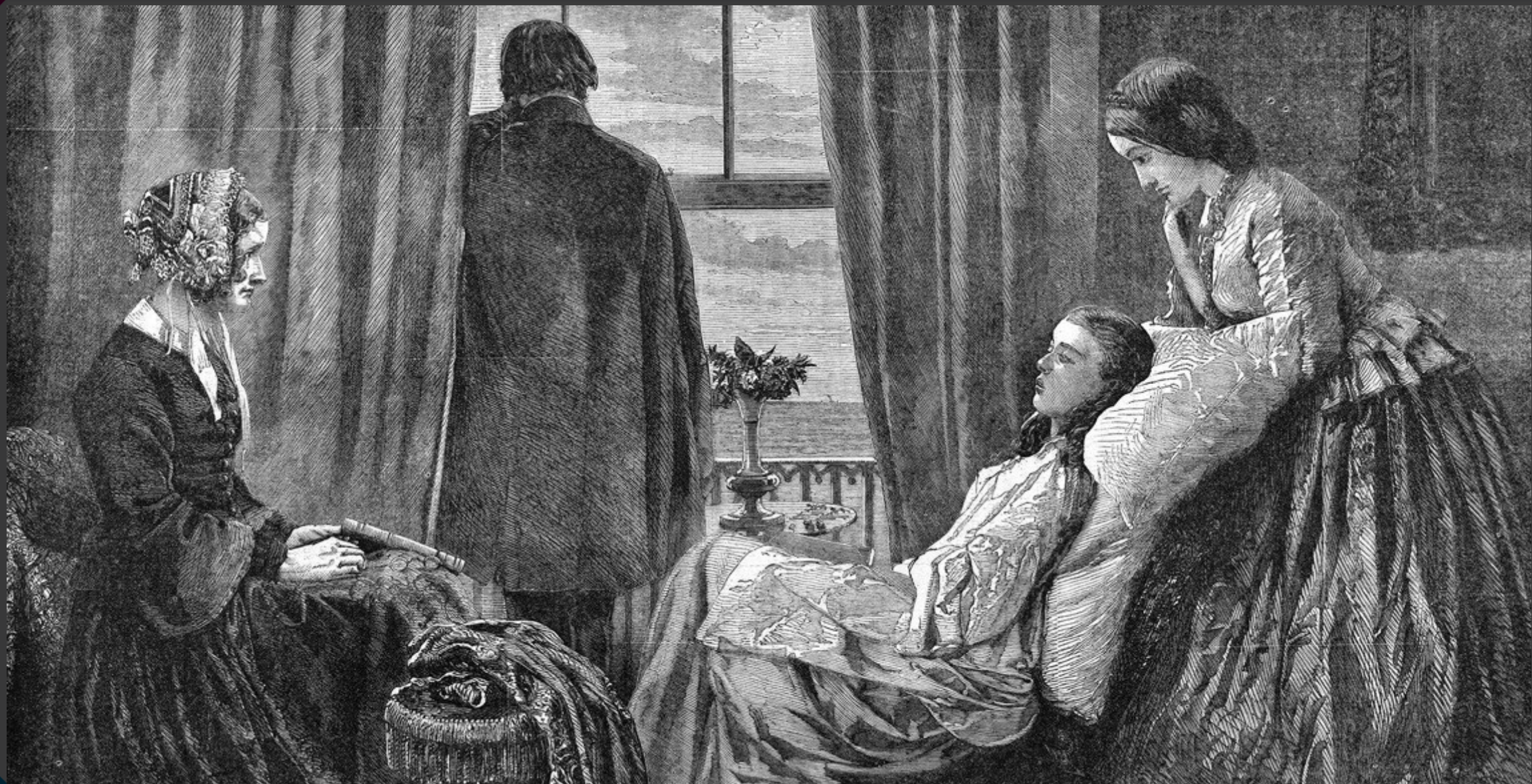
Susan Albrecht

Web Developer and Designer, Jhpiego



FORUM

InterActionForum.org
@InterActionOrg



FORUM

InterActionForum.org
@InterActionOrg



FORUM

InterActionForum.org
@InterActionOrg



BING CROSBY · INGRID BERGMAN

in LEO McCAREY'S

The Bells of St. Mary's

The problem

- TB is an infectious disease dating back to ancient Egypt with a reputation as the most deadly infectious disease in the world
- In 2022, an estimated 10.6 million people (6.3% PLHIV) fell ill with TB, and 1.3 million died of the disease, rivaling HIV/AIDS+ malaria
- Stigma: Reputation as a disease of the poor, associated with isolation, shunning, secrecy and failure to seek help or get treatment
- Growing concern of adolescents at risk



The strategy

- Consult experts to understand extent of the problem and identify evidence-based solutions
- Dispel myths, misconceptions and barriers to care
- Reach a population at risk, notably youth, recognizing that 65% of 18- to 24-year-olds (Gen Z) and 61% of 25- to 34-year-olds (Millennials) list one or more social media channels as their preferred source of news



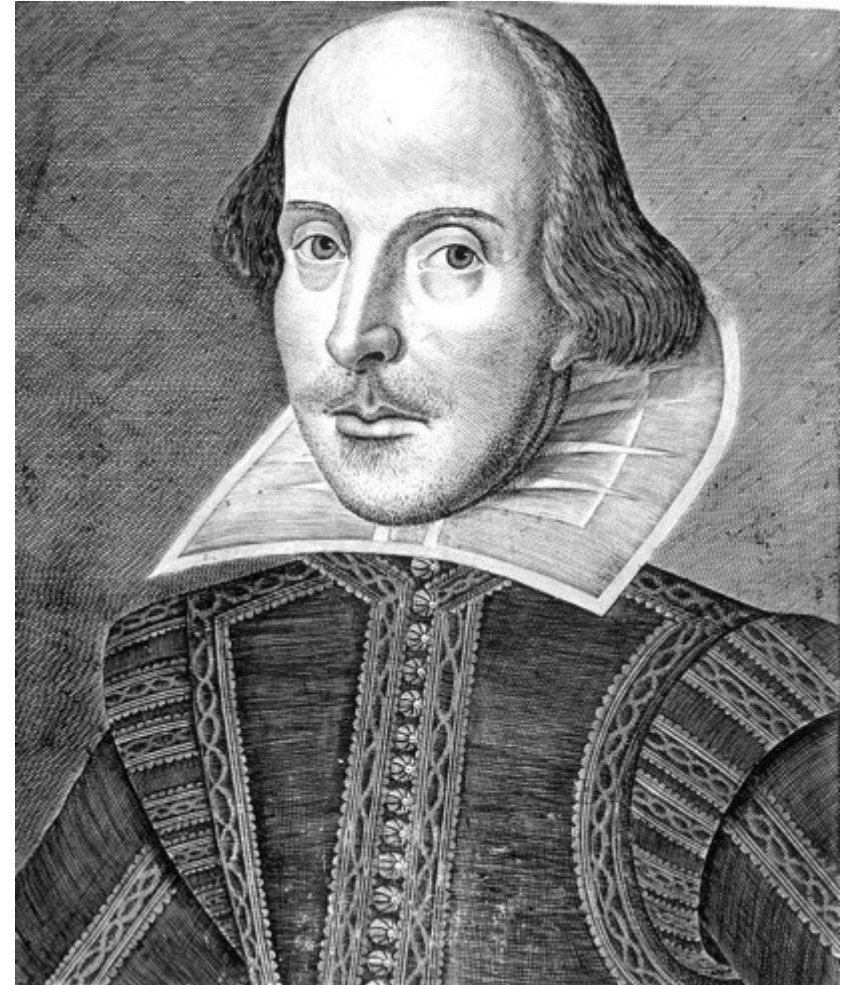


TURUM



@interactions18

Brainstorming





[Click here for video](#)



[Click here for video.](#)

#YesWeCanEndTB



You can catch TB by shaking hands, kissing, or sharing food and drinks.

Fact or myth?

#YesWeCanEndTB



Which of the following are symptoms of TB (choose all that apply):

- Excessive thirst
- Fever
- Fatigue
- Night sweats
- Chest pain
- Weight loss





TB DIDN'T STOP THEM.

FORUM

InterActionForum.org
@InterActionOrg

Results on Social Media

- **Posts: 18**
 - Instagram: 7
 - Twitter/X: 3
 - Facebook: 6
 - LinkedIn: 2

 - **Total Impressions/views: 18,274**
 - Instagram: 1,829 views
 - Twitter/X: 1,240 views, 29 likes, 8 reposts
 - Facebook: 4,942 impressions, 56 likes, 19 shares
 - LinkedIn: 10,268 impressions, 135 likes, 6 reposts
- **Instagram**
 - - TB Didn't Stop Them Post: 30 likes, 608 accounts reached
 - - Malawi TB Reel: 124 views
 - - Lesotho4 TB Reel: 560 views
 - - Tanzania Reel: 123 views
 - - Lesotho3 Reel: 120 views
 - - India1 Reel: 135 views
 - - Lesotho1 Reel: 159 views
 - TOTAL: 1,829 views

Results cont.

- **Facebook**

- India2 Video: 222 Impressions, 6 likes, 1 share
- Journey Back to Health Post: 789 impressions, 9 likes, 4 shares
- TB Didn't Stop Them Video: 527 impressions, 5 likes, 3 shares
- Every Action Counts Post: 204 impressions, 6 likes, 3 shares
- TB or Not TB Post: 2,692 impressions, 22 likes, 5 shares
- Lesotho4 video: 508 reached, 8 likes, 3 shares
- **TOTAL:** 4,942 impressions, 56 likes, 19 shares

- **LinkedIn**

- TB or Not TB Post: 5,479 impressions, 58 likes, 2 reposts
- Expert Quote Post: 4,789 impressions, 77 likes, 4 reposts
- **TOTAL:** 10,268 impressions, 135 likes, 6 reposts

Lessons learned

- Begin in November or previous spring to meet World TB Day deadline (March 24)
- Develop better guidelines for country videographers
- Include countries with the global burden such as Pakistan, Philippines and DRC
- Engage global partners much earlier to ensure their participation in the campaign