



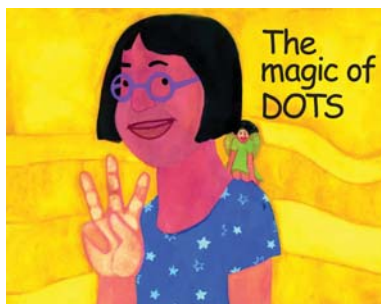
# World TB Day 2009

## World TB Day, observed on March 24 every year

- Is an opportunity to renew the world's focus on TB

## This year's theme:

- This year's theme, **"We simply must stop TB!"** calls on all people – those affected as well as those who can provide help, whether as health professionals, members of a responsible civil society or even indeed as children, as illustrated in the cartoon book for children *"The Magic of DOTS"*, to make their own contributions in stopping TB.



## World TB Day is a day to:

- Alert people about TB – to tell them how grave the problem is
- Reassure people that the tools to overcome TB are indeed available, but that these need to be more widely used.
- Convince policy makers and opinion leaders of the value in investing in the new Stop TB strategy and supporting all the critical components of this strategy, *without having to compromise on quality of implementation*
- Call on all partners, NGOs, medical schools, business and industry, self-help groups, government ministries and departments, international development agencies, and others to contribute more to stopping TB
- Mobilize people to demand and to fulfil their rights to access good quality TB services
- Motivate medical practitioners to involve themselves in implementing the national TB control programme
- Attract media attention, disseminate useful information to generate public awareness of TB and services available and help allay stigma relating to the disease

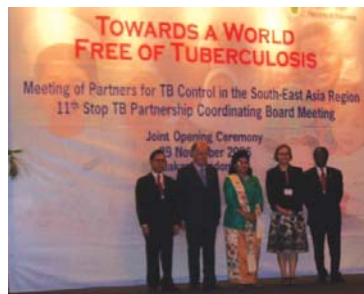
## Things to do on World TB Day

Voices are always stronger when they speak in unison. The most knowledgeable and credible voices must speak out together on the need for political commitment and resources to fight TB.



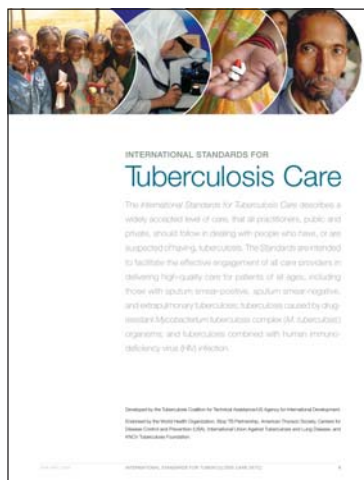
## AS A POLICY MAKER:

- Show commitment to stop TB and accord TB control a high priority.
- Include TB control in national health and development plans including poverty reduction strategies.
- Support national TB programmes by allocating adequate funding and other resources.
- Attract investments in TB control from national and international donors and partners.
- Ensure representation from private health providers, NGOs, community organizations, business and industry in planning and implementing TB control interventions.



## AS HEALTH CARE PROVIDERS

- Mobilize support for TB control among all stakeholders including policy-makers and communities.
- Ensure that TB services are widely available and disseminate this information to communities.
- Develop an effective information, education and communication campaign to inform people about TB control and DOTS to increase self-referral and thereby enhance the detection of TB cases.
- Make it easy for patients including women, the vulnerable and marginalized, to access DOTS and other services for TB.
- Ensure quality of implementation of TB services, whether in the private or public sector.
- Work with other sectors to address the social, economic and cultural factors that impact health, including TB.



***All health care providers have a major role to play to ensure that every TB patient is treated with the right drugs, in the right doses, in the right combination and for the right duration, in line with the International Standards for TB Care***





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