



# Guide: How to amplify World Tuberculosis (TB) Day

COVID-19 disruptions to tuberculosis (TB) care resulted in the first year-on-year increase in global TB deaths in over a decade. That’s why this #WorldTBDay on March 24, Results Canada volunteers have ensured landmarks across Canada will be lit up in red to show solidarity with those affected by TB in Canada and around the world. See the full list of [monuments to date](#).

**What you can do:** Use your voice on social media to tell Canada that you want them to reaffirm the commitment to ending TB by investing in the proven mechanisms, including research and development, [TB REACH](#), and the [Global Fund](#) to Fight AIDS, Tuberculosis and Malaria. Please tag Results Canada and anyone else you would like to see your message! Don't forget to consult our suggestions for hashtags, tags and messages below.

<p><b>Hashtags</b></p> <ul style="list-style-type: none"> <li>• #EndTB</li> <li>• #InvestToEndTB</li> <li>• #Canada4Results</li> <li>• #StopTheDeadlyDivide</li> </ul>	<p><b>Twitter tags</b></p> <ul style="list-style-type: none"> <li>• Your <a href="#">Member of Parliament!</a></li> <li>• @ResultsCda</li> <li>• @StopTBCanada</li> <li>• @StopTB</li> </ul>
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## suggested messages

We recommend using the messages on Twitter, but feel free to adapt them for other platforms.

<p><b>For anyone to use:</b></p>  <p><i><a href="#">Click to see all graphics</a></i></p>	<p>#COVID19 disruptions to TB care resulted in the first year-on-year increase in global TB deaths since 2005. On #WorldTBDay, I stand in solidarity with people affected by TB. #EndTB #InvestToEndTB @StopTBCanada @StopTB</p>
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**If you got a landmark lit up:**



[Click to find your landmark](#)  
All landmarks will be available as of March 10

I'm getting this landmark lit up in red for #WorldTBDay! Stand in solidarity with me on March 24 to #StopTheDeadlyDivide created by the devastating impacts #COVID19 has on people affected by tuberculosis. #EndTB

*Note: Don't forget to tag your [landmark](#) and [Member of Parliament](#) too!*

**For monuments/landmarks to use:**



[Click to find your landmark](#)  
All landmarks will be available as of March 10

This #WorldTBDay, we're lighting up in red to stand in solidarity with those in TB-affected communities and to #StopTheDeadlyDivide created by the devastating impacts #COVID19 has on people affected by tuberculosis. #EndTB

**Want to do more?**

- For more resources, check out the [Stop TB Partnership social media toolkit](#).
- Check out our March call-to-action [social media action!](#)