

#YesWeCanEndTB- Results Canada

 resultscanada.ca/campaign/campaign-2/

#YesWeCanEndTB

take action now!

[report your actions](#)[see all actions taken](#)

World Tuberculosis Day coming up on March 24

Our usual calls-to-action let you take action on your own schedule, but this month we need your help to make a splash on social media on that specific day. Mark your calendar!

If the pandemic has taught us anything, it's that with solidarity, determination, innovation and the equitable use of tools, we can overcome severe health threats. Let's apply those lessons to tuberculosis. It is time to put a stop to this long-time killer. Working together, we can end TB.

- Dr. Tedros Adhanom Ghebreyesus, WHO Director-General

Last year, the World Health Organization released the [2022 Global Tuberculosis Report](#), which showed a devastating increase in tuberculosis (TB) incidence and deaths for the second year in a row. Disruptions to programming and care caused by COVID-19 resulted in TB deaths increasing for the first time since 2005, with over 10 million people falling ill with TB and [1.6 million](#) people dying of the disease in 2021 alone. Despite being both preventable and treatable, TB was the deadliest infectious disease in the world prior to COVID-19 and is now on a trajectory to regain the title.

more about Tuberculosis

- About one quarter of the world's population is infected with TB bacteria and 5-10% of these individuals will go on to develop active TB disease.
- In 2021, an estimated 10.6 million people fell ill with TB worldwide, including 3.4 million women and 1.2 million children.
- TB is the leading cause of death among people living with HIV.
- Drug-resistant TB accounts for more than one third of all antimicrobial resistance-related deaths. Only about one in three people with drug resistant TB accessed treatment in 2021.
- TB is heavily associated with the social determinants of health – poverty, food insecurity, inadequate housing, and overcrowding are significant underlying risk factors for TB.

- TB remains a public health concern in Canada as well, disproportionately affecting newcomer and Indigenous communities. For example, TB rates are almost 300 times higher among Inuit than for the Canadian born non-Indigenous population.

One of the greatest barriers to ending TB is the fact that each year, approximately 4 million people with TB are missed by health systems and do not get the care they need. Reaching the “missing millions” is imperative to global TB elimination and is the primary focus of Stop TB Partnership’s TB REACH initiative – an innovative financing mechanism that effectively locates people in hard-to-reach communities so that they can access the care that they need and would otherwise go without.

Canada has supported TB REACH since its inception in 2010. Since then, TB REACH grantees have screened more than 40 million people for TB, resulting in over 2.6 million people being diagnosed and put on treatment. Their work has saved approximately 1.3 million lives, as well as helped to stop TB from spreading within communities placed at risk.

In 2015, Canada committed a 5-year award of CAD\$85 million to TB REACH and renewed its commitment with a one-year investment of CAD\$11 million in 2022. Canada’s contributions to TB REACH, totalling \$205 million since 2010, have been essential to the initiative’s impressive results but, alarmingly, have been on the decline in recent years.

At a minimum, we are calling on Canada to maintain the 2022 level of investment in this lifesaving initiative to ensure continuity of care, especially given disruptions to programming caused by COVID-19. TB REACH is well placed to fill gaps in service provision during the pandemic, as the initiative supports community-led programs in isolated communities around the world. Now more than ever, people affected by TB need solutions. To stop the spread of disease, prevent a surge of drug-resistant TB, and avoid preventable deaths, people with TB need to receive diagnoses and treatment – regardless of where they live.

why now?

More people with TB are going undiagnosed and untreated

The WHO Global TB Report shows a large global drop in the number of people newly diagnosed with TB from 7.1 million in 2019 to 5.8 million in 2020 due to COVID-19 disruptions, which means fewer people with TB are being diagnosed and treated.

The demand for TB REACH is significant

There was a 50% increase in applications for TB REACH funding in 2021, requesting a total of US\$145 million – far exceeding the amount of funding available to support these programs.

TB REACH is aligned with Canada's existing priorities

Funding TB REACH supports Canadian priorities of localization. To build local capacity and ensure affected communities are at the heart of programming, TB REACH funded projects are designed and implemented by local, non-governmental organizations.

TB REACH has funded unique projects to help key populations that are otherwise often left behind and, with the support of Canada, has supported programs that focus on empowering women and girls.

TB REACH compliments Canada's investments in TB

TB REACH plays a critical role in the TB ecosystem as an intermediary between producers of cost-effective diagnostics (like [FIND](#), the global alliance for diagnostics) and therapeutics (like [TB Alliance](#)), and scaled projects delivered by [the Global Fund](#). An investment in TB REACH therefore also supports Canada's investments in FIND and the Global Fund.

The ask: Canada must maintain its investment in TB REACH by committing at least CAD\$33 million over three years to ensure that communities affected by tuberculosis can access the care they need and to help realize the Sustainable Development Goal target of eliminating TB by 2030.

latest call-to-action updates

#KeepThePromise (November 2022- February 2022)

- Partner organizations to put pressure on the Government to increase Canada's development assistance. As part of the campaign, Results Canada participated in a Hill Day to meet parliamentarians put on by [Cooperation Canada](#). Results Canada and [ONE](#) co-hosted a parliamentary reception to connect with more parliamentarians. Check out [Results Canada's Twitter](#) for photos.
- In January, Results Canada led a [delegation](#) to Kenya with Members of Parliament Scott Aitchison, Valerie Bradford, Iqwinder Gaheer, and Eric Melilo. Along with three Results staff, they witnessed how Canadian-supported development programming impacts the health of some of Kenya's most marginalized populations.

story

Joyce Masania, TB REACH outreach worker in Tanzania

Joyce Masanja is a TB REACH outreach worker in Tanzania's Shinyanga Region, where health facilities are difficult to access due to long distances, infrequent transportation, high transport costs, and long wait times. With TB REACH funding, she was provided with a bicycle with which she travels more than 30km a day visiting different communities in her area and inquiring about people who may be ill. She does a tremendous amount of work to reach out to people who have TB symptoms and help them get a proper diagnosis. She also

visits patients' homes to support them through their treatment. Because of the community-based efforts of people like Joyce, this TB REACH project was able to identify more than 4,000 people with TB and support them in their treatment. This represents more than a 40% increase in people with TB treated in the same area compared to before the project started.



resources

- [TB REACH investment case](#)
- [WHO Global Tuberculosis Report](#)
- [Tuberculosis Factsheet](#)

Watch our World TB Day webinar:



Watch Video At: <https://youtu.be/Lrq13TvRQYc>

key dates

March 8 – International Women’s Day

March 15, 12pm ET – [World Tuberculosis Day Webinar](#)

Mar 22 – World Water Day

March 24 – World Tuberculosis Day

Check out our full [key dates calendar](#)

key words

World TB Day

TB REACH

Tuberculosis

COVID-19

Canadian Aid

International Development

hashtags

#EndTB

#YesWeCanEndTB

#WorldTBDay

#TBREACH

#StopTheDeadlyDivide

#Canada4Results

#CanadianAid

#Cdnpoli

Twitter tags

[@ResultsCda](#)


[@HarjitSajjan](#)

[@JustinTrudeau](#)

[@CanadaDev](#)

[@StopTBCanada](#)

take a photo with a monument lit in red

 resultsCanada.ca/action-button/take-a-photo-with-a-monument-lit-in-red-campaign-2/

Call-to-action summary:

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[read full call-to-action](#)

Thanks to Results Canada volunteers like you, on World TB Day (March 24), monuments across the country will be lit up in red to raise awareness for TB. To find out if one will be lit up near you, check our list of confirmed monuments below.

Visit a monument on World TB Day and take a photo or selfie in front of it. If you are not located near a monument or are unable to get to one, we encourage you to print off this [poster](#) and take a picture with it.

[download the poster](#)

AB

Fort Calgary (Calgary)

Telus Spark Science Center (Calgary)

Calgary Tower (Calgary)

Olympic Plaza (Calgary)

Sundial (Grande Prairie)

BC

Lafarge Lake Fountain (Coquitlam)

New Westminster City Hall (New Westminster)

Victoria Street Bridge (Trail)

Bloedel Conservatory (Vancouver)

Sails of Light- Canada Place (Vancouver)

Science World (Vancouver)

BC Place (Vancouver)

Vancouver City Hall (Vancouver)

Burrard Street Bridge (Vancouver)

Jack Poole Plaza (Vancouver)

Harbour Centre (Vancouver)

Legislative Assembly of BC (Victoria)

Capital Regional District Building (Victoria)

Port Coquitlam City Hall (Port Coquitlam)

NB

Fredericton city hall (Fredericton)

Downing Street (Moncton)

Downtown Place (Moncton)

CN Subway Bridge (Moncton)

Avenir Centre (Moncton)

NS

Halifax City Hall (Halifax)

ON

Clock Tower (Brampton)

Burlington Brant Street Pier (Burlington)

Peace Bridge (Fort Erie)

Market Square-Guelph City Hall (Guelph)

HAMILTON sign @ Hamilton City Hall (Hamilton)

Kingston City Hall (Kingston)

Clock Tower (Mississauga)

Newmarket City Hall (Newmarket)

Fred A. Lundy Bridge (Newmarket)

Niagara Falls (Niagara)

Oakville City Hall (Oakville)

Ottawa Sign (Ottawa)

Connaught Building (Ottawa)

Shaw Centre (Ottawa)

CN Tower (Toronto)

Toronto sign (Toronto)

Turtle Monument : Truth monument in memory of all the children taken, those who dies, and those not yet found (Wasauksing First Nation)

QC

Stade Olympique (Montréal)

SK

Nutrien Tower (Saskatoon)

RBC Tower (Saskatoon)

Be sure to share your photo on social media with a message about the need to #InvestInTB to save lives and tag the Member of Parliament relevant to the location of the monument.



Amal @AbdulAmal_ · Mar 24, 2021

Thank you to all these places in Toronto for lighting up in red tonight for [#WorldTBDay](#). Canada must work to [#StopTheDeadlyDivide](#) created by the impacts COVID-19 has on people affected by [#TB](#). [#Canada4Results](#) [#EndTB](#)



Jaya S @JayaS_Canada · Mar 25, 2021

Amazing to see the [@BCLegislature](#) ceremonial entrance and fountain lit up in red for [#WorldTBDay](#). We need to [#stopthedeathlydivide](#) between commitments governments have made to [#endTB](#) and the reality of Healthcare delivery. [#Canada4Results](#) [@r_garrison](#) [@Laurel_BC](#)



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Norm (he/him) @normfiliol · Mar 24, 2021

Thanks @OttawaArtG

for lighting up in red tonight for #WorldTBDay to help #EndTb.

@cathmckenna Canada must must maintain its investment in TB REACH by committing CAD\$85 million over five years to mitigate the devastating impacts of COVID-19 on people with TB #Canada4Results



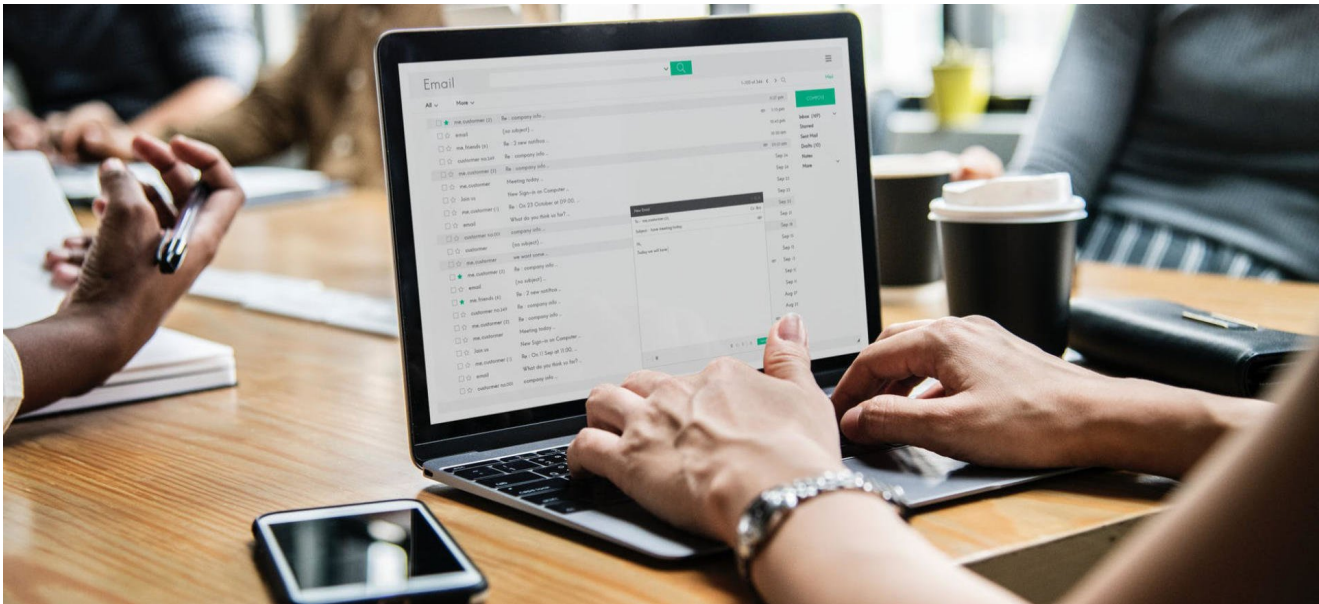
Sample post:

Monuments across Canada are lit up in red on March 24 for #WorldTBDay to raise awareness for tuberculosis - a disease that continues to affect millions of people every year. Join me in calling on Canada to increase efforts to #EndTB. Because #YesWeCanEndTB! #Canada4Results

The ask: Canada must maintain its investment in TB REACH by committing at least CAD\$33 million over three years to ensure that communities affected by tuberculosis can access the care they need and to help realize the Sustainable Development Goal target of eliminating TB by 2030.

Write a letter to the editor

results results.canada.ca/action-button/write-a-letter-to-editor-campaign-2/



take action now!

Call-to-action summary:

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[read full call-to-action](#)

letter to the editor \ (LTE)

: a letter written to a newspaper, magazine or other periodical about issues of concern to readers, usually intended to be published in the paper/periodical

World TB Day (March 24) is a great opportunity to write a letter to the editor. As a hook, use a local landmark or monument in your area that is being lit up in red this World TB Day to discuss the importance of investing the funds necessary to end TB. Include information about the impact that COVID-19 has had on efforts to end TB, the subsequent increase in TB deaths that we have seen in recent years, and the urgent need for high-impact action from Canada to get back on track to meeting the Sustainable Development Goal target of ending TB by 2030, including through re-investing in TB REACH.

Be sure to send your LTE to your local community papers for the best chance of being published.

To learn more about TB and the opportunities for impact this year, [register for our World TB Day webinar](#) on March 15 at 12:00pm ET.

The ask: Canada must maintain its investment in TB REACH by committing at least CAD\$33 million over three years to ensure that communities affected by tuberculosis can access the care they need and to help realize the Sustainable Development Goal target of eliminating TB by 2030.

Use our instructions, tips, and resources below to write your LTE and get it published in the media.

follow these step-by-step instructions to write an LTE

Volunteers on average spend 1-2 hours researching and planning, 30 minutes writing their draft and 15 minutes submitting it to newspapers.

1. Read our current [call-to-action](#) and note the “ask”.
2. Research the current issue reading the news or external reliable sources (e.g., the World Health Organization).
3. Draft your LTE. It doesn't have to be perfect, and you don't have to be an expert to have an opinion.
 - o Create an outline of your letter using the [EPIC format](#).
 - o Keep it short – 150-200 words. Being clear and concise will increase your chances of getting published.
 - o Focus on your perspective and speak from the heart while supporting your opinion with evidence from our [call-to-action](#) and/or your research.
 - o Remember to state the problem early on and include a solution to the issue which is usually the “ask” in the [call-to-action](#).
 - o Write a catchy title that will draw the reader in.
 - o Review your draft to make sure you are using respectful and inclusive language – see our anti-oppression best practices.
4. Decide if you are sending your LTE to one or many newspapers. If you're emailing multiple newspapers, put their addresses in the BCC field. Use our database of [editors' emails](#) for options.
5. Press 'send' – congratulations! Tell your Group Leader you've submitted an LTE. If you are not part of a group, consider [joining one](#).
6. Send your LTE draft to your [Member of Parliament \(MP\)](#) to let them know your opinion.

did you get published?

1. Do an internet search of your name and a key sentence from your LTE for a few weeks after you submit if the newspaper editor didn't notify you that they picked up your LTE.
2. If you got published, complete the “I got published in the media” [form](#).

3. Share it on social media by using [#Canada4Results](#), plus tagging [@ResultsCda](#) and your [Member of Parliament](#).
4. Keep submitting LTEs on future calls-to-action and you could become a [publishing expert like Dena](#).

secret tips

- Look at our latest [learning session on LTEs](#) (15 mins).
- Get more traction by connecting your LTE to a newsworthy topic or hook that inspires you - refer to our [key dates, hashtags, tags, and keywords](#).
- Respond to a recently published article as a hook for your LTE.
- Collaborate with other volunteers. Nothing is stopping you from submitting a co-written LTE!
- Speak another language? Send your LTE to community newspapers published in that language.
- Consider [writing an op-ed](#) if you have lots of research material and 200 words isn't enough!

see an example of an LTE

TB REACH

If you had the power to eliminate one of the deadliest infectious diseases in the world, would you? I suspect many readers would answer “yes.” In fact, the Government of Canada made the commitment to eliminate tuberculosis within Canada and globally by 2030. Yet, tuberculosis remains one of the deadliest infectious diseases worldwide, killing over 1.6 million people globally in 2021. In Canada, tuberculosis is a serious issue, especially among Indigenous populations, whose tuberculosis rate is up to 300 times greater than non-Indigenous populations. Since tuberculosis is a preventable and treatable disease, its devastating effects on population health are unnecessary and unjustifiable. Unfortunately, tuberculosis continues to spread because millions of individuals infected with tuberculosis are missed by health systems annually. To uphold Canada’s commitments to tuberculosis elimination, the Government of Canada must provide \$33 million over three years to TB REACH. This innovative financing mechanism seeks to identify tuberculosis-positive individuals living in hard-to-reach areas to provide them with the care they need. Investing in TB REACH is critical to curbing tuberculosis transmission and making progress toward elimination. Tuberculosis elimination in Canada and abroad is possible. But your help is needed. Will you stand alongside tuberculosis elimination advocates to call for the Government of Canada to reinvest in TB REACH?

Victoria Cassar, Caledon, Publication date: Feb 27, 2023, [The Toronto Sun](#)

See more [published volunteer LTEs](#).

See all our [resources](#) to help you write your LTE, along with key dates, hashtags, tags and keywords found on our [call-to-action](#) page.

Before volunteering with Results, I was so intimidated to write a letter to the editor but they gave me the tools to write one about immunizations and it ended up getting published! I feel so empowered to continue making a difference.

– Megan, Results Canada volunteer

use your voice on social media

 resultscanada.ca/action-button/use-social-media-campaign-2/

Call-to-action summary:

We are calling on the Government of Canada to maintain its investment in TB REACH by committing at least CAD\$33 million over three years to ensure that communities affected by tuberculosis can access the care they need and to help realize the Sustainable Development Goal target of eliminating TB by 2030.

[read full call-to-action](#)

Use your voice on social media to increase awareness of TB and build political champions in support of a world free of TB this World TB Day!

If you published an LTE for World TB Day, be sure to share the link on Twitter and tag your MP to let them know that ending TB is an issue that they should care about. You can also post a photo that you took in front of a local landmark lit up in red to include with one of the sample tweets below.

The ask: Canada must maintain its investment in TB REACH by committing at least CAD\$33 million over three years to ensure that communities affected by tuberculosis can access the care they need and to help realize the Sustainable Development Goal target of eliminating TB by 2030.

Instant Tweet:

[Every year, 4 million people with #tuberculosis are missed by health systems – left undiagnosed & untreated. #TBREACH works to ensure that people with TB can get the care they need. I call on Canada to invest \\$33 million/3 years to TB REACH to #EndTB @HarjitSajjan #Canada4Results](#)

[On March 24, monuments across !\[\]\(dd161862f9164df98f62b726e9846241_img.jpg\) will be lit up in red for #WorldTBDay to raise awareness for #tuberculosis – a preventable & treatable disease that took 1.6 million lives in 2021. Canada must invest \\$33 million over 3 years to TB REACH to #EndTB @HarjitSajjan #Canada4Results](#)

Instagram/Facebook/LinkedIn post:

Every year, an estimated 4 million people with #tuberculosis are missed by health systems and do not get the care they need. The COVID-19 pandemic has exacerbated this issue, with more people being left undiagnosed and untreated. #TBREACH is an innovative financing mechanism working to locate people with TB in hard-to-reach communities so that

they can get the care they need and would otherwise go without. I call on Canada to invest \$33 million over 3 years to TB REACH to follow through on its commitment to #EndTB @HarjitSajjan #Canada4Results



[view all our photos and social media images](#)

All of our voices together can change the world and the lives that others live.

–Clarecia Christie, former Results Canada board member