

1/4/6x24

A Campaign to Rally
Energy, Political Will
& Funding to End TB

WORLD TB DAY TOOLKIT

For World TB Day 2023, Treatment Action Group and our partners in the [1/4/6x24 Campaign](#) Coalition have prepared materials for TB advocates to use to elevate the 1/4/6x24 Campaign. This toolkit includes links to key resources you can use for your in-person and virtual events as well as on social media. Join us in the push for 1/4/6x24 this World TB Day!

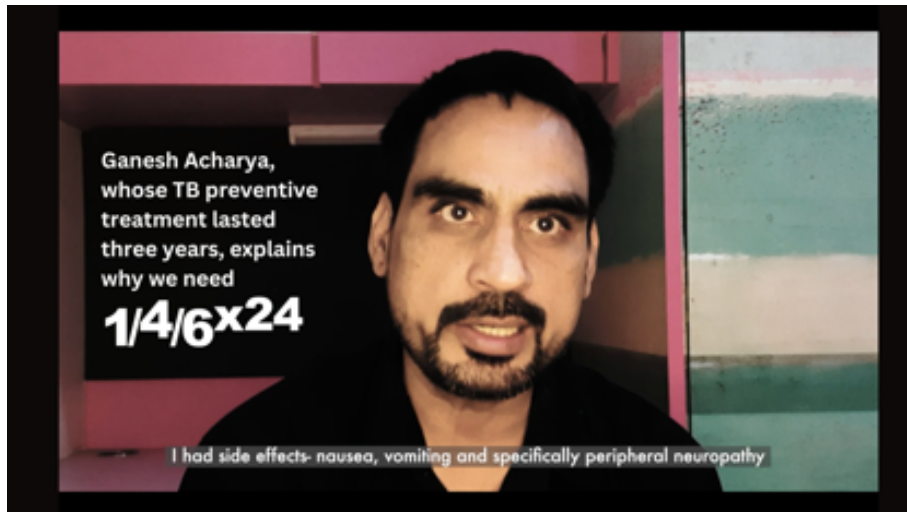
1. Press Release

“For World TB Day, TB Advocates Demand Universal Access to Shorter, Safer TB Regimens”

The 1/4/6x24 Campaign press release for World TB Day includes key messages and demands that can be shared with journalists or sent out to media outlets of your choice. The press release discusses the shorter, safer 1/4/6 regimens, recent actions from the 1/4/6x24 Campaign Coalition, and more.

<https://www.treatmentactiongroup.org/statement/for-world-tb-day-tb-advocates-demand-universal-access-to-shorter-safer-tb-regimens/>

2. 1/4/6x24 Videos



In this video series, developed by TB survivor, filmmaker, and activist Rhea Lobo, TB survivors from around the globe share their experiences and challenges taking the longer regimens and explain why it's important to scale up access to the shorter, safer regimens for TB prevention and treatment.

The video series includes a 6 minute video that can be screened during meetings and events, a 2 minute 20 second video optimized for screening on social media, and three 1-2 minute short profile videos.

<https://www.treatmentactiongroup.org/1-4-6x24-campaign-videos/>

3. How-to Guide: Make your own 1/4/6x24 pill burden display

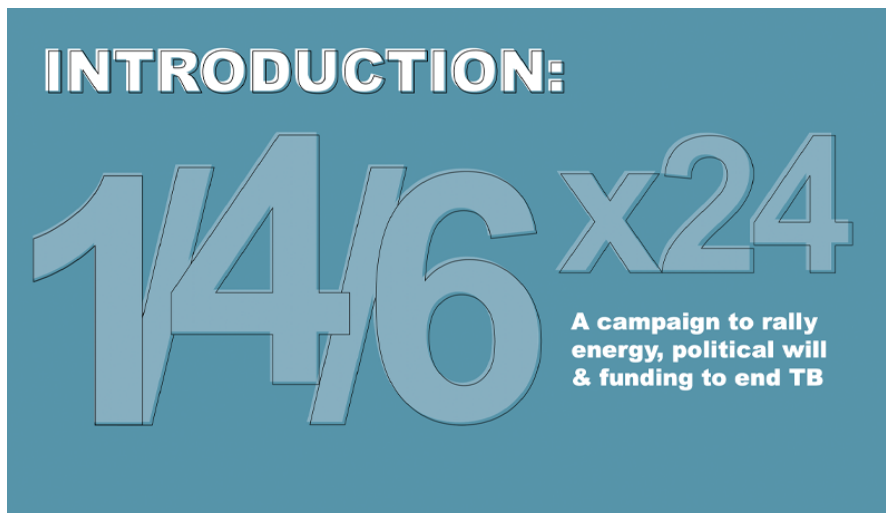


The 1/4/6x24 pill burden display shows the dramatic reduction in the number of pills one needs to take to complete treatment with 1/4/6 regimens compared to the older, longer, and more toxic regimens.

We encourage you to make your own 1/4/6x24 pill burden display for your in-person event to engage more people regarding the 1/4/6x24 Campaign, the benefits of shorter and safer regimens for TB prevention and treatment, and the need to urgently scale up access to these regimens for everyone who needs them, everywhere, as a human right.

https://www.treatmentactiongroup.org/wp-content/uploads/2023/03/make_your_own_146x24_pill_burden_display.pdf

4. 1/4/6x24 Community Campaign Training Materials

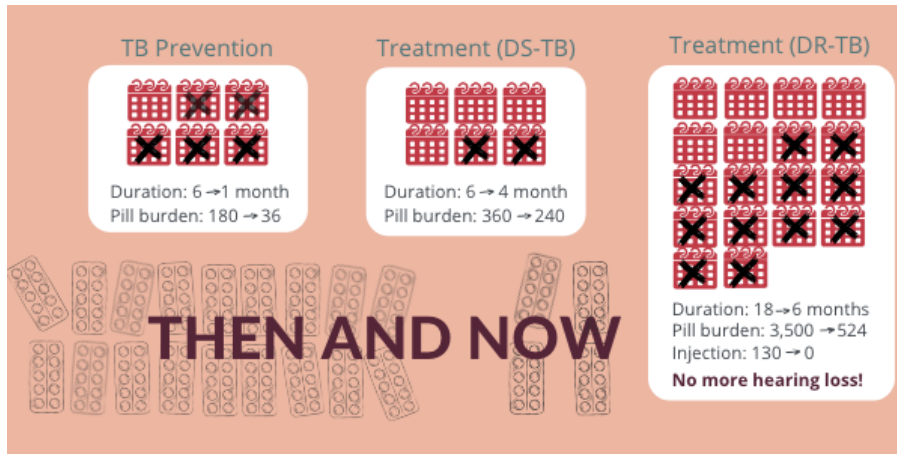


These four slide decks are designed to equip civil society and community-based organizations with the information they need to advocate for governments and other stakeholders to take actions necessary to put in place the “staff, stuff, space, systems, and support” needed for everyone, everywhere to benefit from access to short-course treatment regimens by the end of 2024.

The first deck provides an overview of the 1/4/6x24 Campaign, the next covers one-month and once-weekly TB preventive treatment (TPT) regimens, the third covers four-month treatment regimens for drug-sensitive TB, and the final deck covers six-month treatment regimens for drug-resistant TB.

<https://www.treatmentactiongroup.org/publication/1-4-6x24-community-campaign-training-materials/>

5. Global Fund Advocates Network Advocacy Guides to 1/4/6x24



Global Fund funding request development, and the country dialogues that precede it, is a crucial time to ensure that country programs invest in the latest advances in diagnostics and treatment. For TB, this includes new shorter, safer regimens for TB prevention and treatment

GFAN released a series of advocacy briefs presenting the new regimens and how to advocate for their inclusion in Global Fund funding requests.

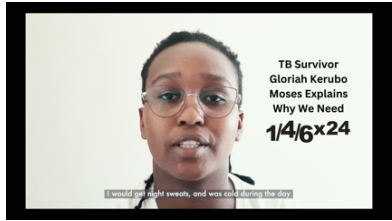

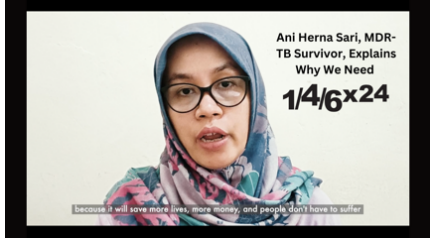
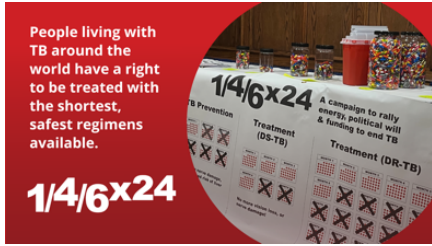
<https://www.globalfundadvocatesnetwork.org/resource/advocacy-guides-to-1-4-6x24-shorter-regimens-for-tb/>


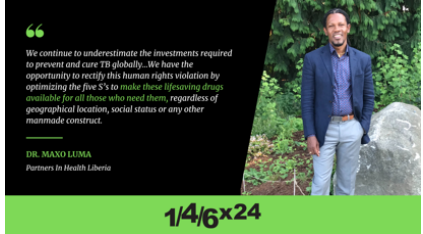
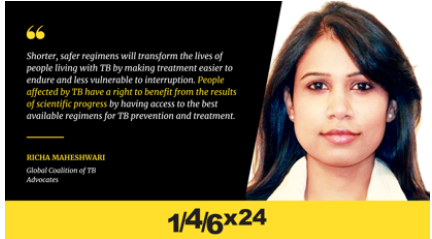
SOCIAL MEDIA SAMPLE COPY + GRAPHICS


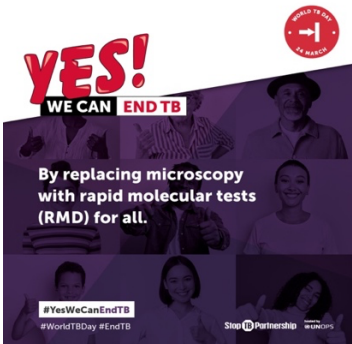
The number of each asset corresponds to a folder in the Google Drive, where you can find each resource available for download.

https://drive.google.com/drive/folders/1ep86FJcT-4HQTifyB0bq7AI9mqYtCAfJ?usp=share_link

Number/Title	Description	Sample Copy for Social Media	Visual (click on the image below to go directly to the full-sized images in the google folder)												
6. 1/4/6x24 Infographic Chart	Graphic to be shared on social media that explains the basics of the 1/4/6x24 Campaign (Available in standard sizes for Twitter, Facebook and Instagram)	How much better are the newer, shorter treatments for people with TB? This chart compares the old regimens with the new. This #WorldTBDay, fight for 1/4/6x24! https://www.treatmentactiongroup.org/1-4-6-x-24/	<p>1/4/6x24 calls for the universal implementation of the best available tuberculosis (TB) treatments by 2024.</p> <table border="1"> <thead> <tr> <th>Type of TB</th> <th>Old Regimens</th> <th>New Regimens</th> </tr> </thead> <tbody> <tr> <td>TB PREVENTION</td> <td>6 months 180 Pills Risk of Liver Failure & Nerve Damage</td> <td>1 month (or once weekly) 36 pills Risk of Liver Failure & Nerve Damage</td> </tr> <tr> <td>DRUG-SENSITIVE TB</td> <td>6 months 360 Pills Increased Risk of Vision Loss & Nerve Damage</td> <td>6 months 240 Pills Increased Risk of Vision Loss & Nerve Damage</td> </tr> <tr> <td>DRUG-RESISTANT TB</td> <td>18 months 3500 pills 60-120 injections Risk of Hearing Loss & Kidney Failure</td> <td>6 months 524 pills "Injectable" Risk of Hearing Loss & Kidney Failure</td> </tr> </tbody> </table>	Type of TB	Old Regimens	New Regimens	TB PREVENTION	6 months 180 Pills Risk of Liver Failure & Nerve Damage	1 month (or once weekly) 36 pills Risk of Liver Failure & Nerve Damage	DRUG-SENSITIVE TB	6 months 360 Pills Increased Risk of Vision Loss & Nerve Damage	6 months 240 Pills Increased Risk of Vision Loss & Nerve Damage	DRUG-RESISTANT TB	18 months 3500 pills 60-120 injections Risk of Hearing Loss & Kidney Failure	6 months 524 pills "Injectable" Risk of Hearing Loss & Kidney Failure
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7. Gloriah Kerubo Moses Quote Tile	Graphic to be shared on social media to promote 1/4/6 Campaign and/or Campaign video (Available in standard sizes for Twitter, Facebook and Instagram)	TB Survivors know better than anyone why everyone living with TB around the world deserves the shorter, safer TB regimens at the heart of the 1/4/6x24 Campaign. Survivors like Gloriah Kerubo Moses explain why in this video: https://www.treatmentactiongroup.org/1-4-6x24-campaign-videos/	 <p>TB Survivor Gloriah Kerubo Moses Explains Why We Need 1/4/6x24</p> <p>I would go through sweats, and was told to finish the drug</p>
8. Ganesh Acharya Quote Tile	Graphic to be shared on social media to promote 1/4/6 Campaign and/or Campaign video (Available in standard sizes for Twitter, Facebook and Instagram)	Ganesh Acharya endured TB preventive treatment (TPT) for three entire years. Today, people at risk can prevent TB in as little as one month. Watch our videos on why advocates demand universal access to shorter regimens: https://www.treatmentactiongroup.org/1-4-6x24-campaign-videos/	 <p>Ganesh Acharya, whose TB preventive treatment lasted three years, explains why we need 1/4/6x24</p> <p>I had side effects: nausea, vomiting and specifically peripheral neuropathy</p>
9. Ani Herna Sari Quote Tile	Graphic to be shared on social media to promote 1/4/6 Campaign and/or Campaign video (Available in standard sizes for Twitter, Facebook and Instagram)	TB Survivors are leading the global fight for shorter, safer TB regimens with the 1/4/6x24 Campaign. Ani Herna Sari and others explain why in community-centered campaign videos: https://www.treatmentactiongroup.org/1-4-6x24-campaign-videos/	 <p>Ani Herna Sari, MDR-TB Survivor, Explains Why We Need 1/4/6x24</p> <p>because it will save more lives, more money, and people don't have to suffer</p>
10. 1/4/6 Pill Burden Graphic	Graphic to be shared on social media introducing 1/4/6x24, and depicting a pill burden display to illustrate how significantly the new regimens reduce pill quantity (Available in standard sizes for Twitter, Facebook and Instagram)	Shorter, safer TB regimens give people living with TB months or years of their lives back. Learn more about the 1/4/6x24 Campaign for universal access to the best available treatments here: https://www.treatmentactiongroup.org/1-4-6-x-24/	 <p>People living with TB around the world have a right to be treated with the shortest, safest regimens available.</p> <p>1/4/6x24</p> <p>A campaign to rally energy, political will & funding to end TB</p> <p>Treatment (DS-TB)</p> <p>Treatment (DR-TB)</p>

<p>11. Asgar Ismayilov Quote Tile</p>	<p>Graphic with quote to be shared on social media: "In demanding access to shorter, safer regimens, the 1/4/6x24 Campaign sets an inspiring new goal to rally around to renew momentum toward ending TB. Countries faced various challenges in meeting the prevention and treatment targets set during the United Nations High Level Meeting on TB in 2018. To end TB by 2030, the world needs need an infusion of energy, political will, and funding." (Available in standard sizes for Twitter, Facebook and Instagram)</p>	<p>Powerful actors around the world committed to make major progress toward ending TB by 2030, but they're falling well short of their goals. This #WorldTBDAY, Asgar Ismayilov of @StopTB calls for reenergizing the fight against TB. https://www.treatmentactiongroup.org/1-4-6-x-24/</p>	 <p>A graphic with a black background on the left containing a quote in white and yellow text. On the right is a portrait of Asgar Ismayilov. At the bottom is a blue bar with the text '1/4/6x24'. The quote reads: "In demanding access to shorter, safer regimens, the 1/4/6x24 Campaign sets an inspiring new goal to rally around to renew momentum toward ending TB. Countries faced various challenges in meeting the prevention and treatment targets set during the United Nations High Level Meeting on TB in 2018. To end TB by 2030, the world needs need an infusion of energy, political will, and funding." Below the quote is the name 'ASGAR ISMAYILOV' and 'Stop TB Partnership'.</p>
<p>12. Maxo Luma Quote Tile</p>	<p>Graphic with quote to be shared on social media: "We continue to underestimate the investments required to prevent and cure TB globally...We have the opportunity to rectify this human rights violation by optimizing the five S's to make these lifesaving drugs available for all those who need them, regardless of geographical location, social status or any other manmade construct." (Available in standard sizes for Twitter, Facebook and Instagram)</p>	<p>This #WorldTBDAY, Dr. Maxo Luma of @PIH Liberia calls for a focus on what the late Paul Farmer called "the five S's" every country needs to deliver effective care: stuff, staff, space, systems + support. https://www.treatmentactiongroup.org/1-4-6-x-24/</p>	 <p>A graphic with a black background on the left containing a quote in white and green text. On the right is a portrait of Dr. Maxo Luma. At the bottom is a green bar with the text '1/4/6x24'. The quote reads: "We continue to underestimate the investments required to prevent and cure TB globally...We have the opportunity to rectify this human rights violation by optimizing the five S's to make these lifesaving drugs available for all those who need them, regardless of geographical location, social status or any other manmade construct." Below the quote is the name 'DR. MAXO LUMA' and 'Partners In Health Liberia'.</p>
<p>13. Richa Maheshwari Quote Tile</p>	<p>Graphic with quote tile to be shared on social media: "Shorter, safer regimens will transform the lives of people living with TB by making treatment easier to endure and less vulnerable to interruption. People affected by and living with TB have a right to benefit from the results of scientific progress by having access to the best available regimens for TB prevention and treatment" (Available in standard sizes for Twitter, Facebook and Instagram)</p>	<p>The 1/4/6x24 Campaign demands the universal implementation of the shortest, most effective TB regimens by the end of 2024. @GCTA's Richa Maheshwari explains why shorter treatments are so important. #WorldTBDAY https://www.treatmentactiongroup.org/1-4-6-x-24/</p>	 <p>A graphic with a black background on the left containing a quote in white and yellow text. On the right is a portrait of Richa Maheshwari. At the bottom is a yellow bar with the text '1/4/6x24'. The quote reads: "Shorter, safer regimens will transform the lives of people living with TB by making treatment easier to endure and less vulnerable to interruption. People affected by TB have a right to benefit from the results of scientific progress by having access to the best available regimens for TB prevention and treatment." Below the quote is the name 'RICH MAHESHWARI' and 'Global Coalition of TB Advocates'.</p>

<p>14. David Branigan Quote Tile</p>	<p>Graphic with quote to be shared on social media: “We urgently call upon governments, global health leaders, product developers, and other duty-bearers to take actions necessary to unlock access to these shorter, safer WHO-recommended treatments for all people who need them, everywhere, as a human right.” (Available in standard sizes for Twitter, Facebook and Instagram)</p>	<p>This #WorldTBDAY, TB advocates demand universal access to shorter, safer TB regimens – 1-month or once-weekly for TB prevention, 4 months for drug-sensitive TB & 6 months for drug-resistant TB, by the end of 2024. Learn more about the 1/4/6x24 Campaign here: https://www.treatmentactiongroup.org/1-4-6-x-24/</p>	
<p>15. Yes We Can End TB – Diagnostics</p>	<p>Graphic from Stop TB Partnership in keeping with the 2023 World TB Day theme “Yes! We Can End TB.” Get other items from the StopTB Partnership’s World TB Day social media kit here: https://express.adobe.com/page/x4LN4pQmL8ubA/ (Available in one size)</p>	<p>To treat everyone, everywhere with the shortest available TB regimens demanded by the 1/4/6x24 Campaign, we need to diagnose more cases with better diagnostic tools. #YesWeCanEndTB #WorldTBDAY</p>	
<p>16. 1HP graphic from IMPAACT4TB</p>	<p>Graphic from IMPAACT4TB on 1HP, a preventive TB regimen that lasts only one month. Get other items from the IMPAACT4TB social media kit here: https://impaact4tb.org/campaigns/righttopreventtb-campaign/ (Available in one size)</p>	<p>The 1/4/6x24 Campaign demands universal access to shorter, safer TB treatments – It’s now possible to prevent TB in as little as one month with 1HP, the “1” in 1/4/6x24! Everyone has the #RighttoPreventTB!</p>	