

# End Tobacco To Eliminate TB

## Communication Toolkit

The Union

International Union Against  
Tuberculosis and Lung Disease  
*Health solutions for the poor*



सत्यमेव जयते

स्वास्थ्य एवं परिवार कल्याण मंत्रालय

**MINISTRY OF HEALTH & FAMILY WELFARE**

स्वास्थ्य एवं परिवार कल्याण विभाग

DEPARTMENT OF HEALTH & FAMILY WELFARE



**Vital  
Strategies**

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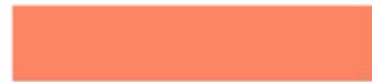
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# Introduction



Tobacco use and tuberculosis (TB) are two major public health challenges contributing to substantial health, economic, and social burdens in India.

*More than 20% of global TB incidence is attributable to smoking, and it doubles the risk of the disease*

### **Tobacco epidemic in India**

*# 2 global ranking for tobacco consumption*

**99.5 million** adults smoke tobacco

**199.4 million** adults use smokeless tobacco



### **Tuberculosis in India**

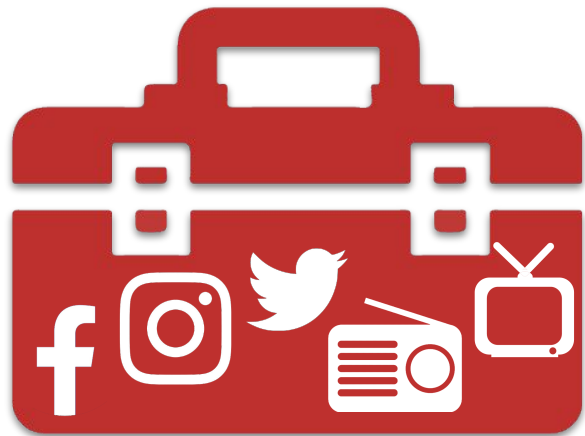
*# 1 global ranking for TB cases*

**2.6 million** people were infected with TB in India in 2019

**46.3%** of TB patients, predominantly males were current tobacco users

# **How to use this Communication Toolkit**





## GET INFORMED AND SPREAD THE WORD

1. Read the information
2. Discuss the tobacco and TB epidemic with friends, family, and others
3. Visit the website link to access more resources <https://bit.ly/31ahqsl>

## DOWNLOAD

1. Download creative material for social media (tweets, creatives) and mass media (video)
2. Copy and paste and/or adapt the accompanying message

## SHARE

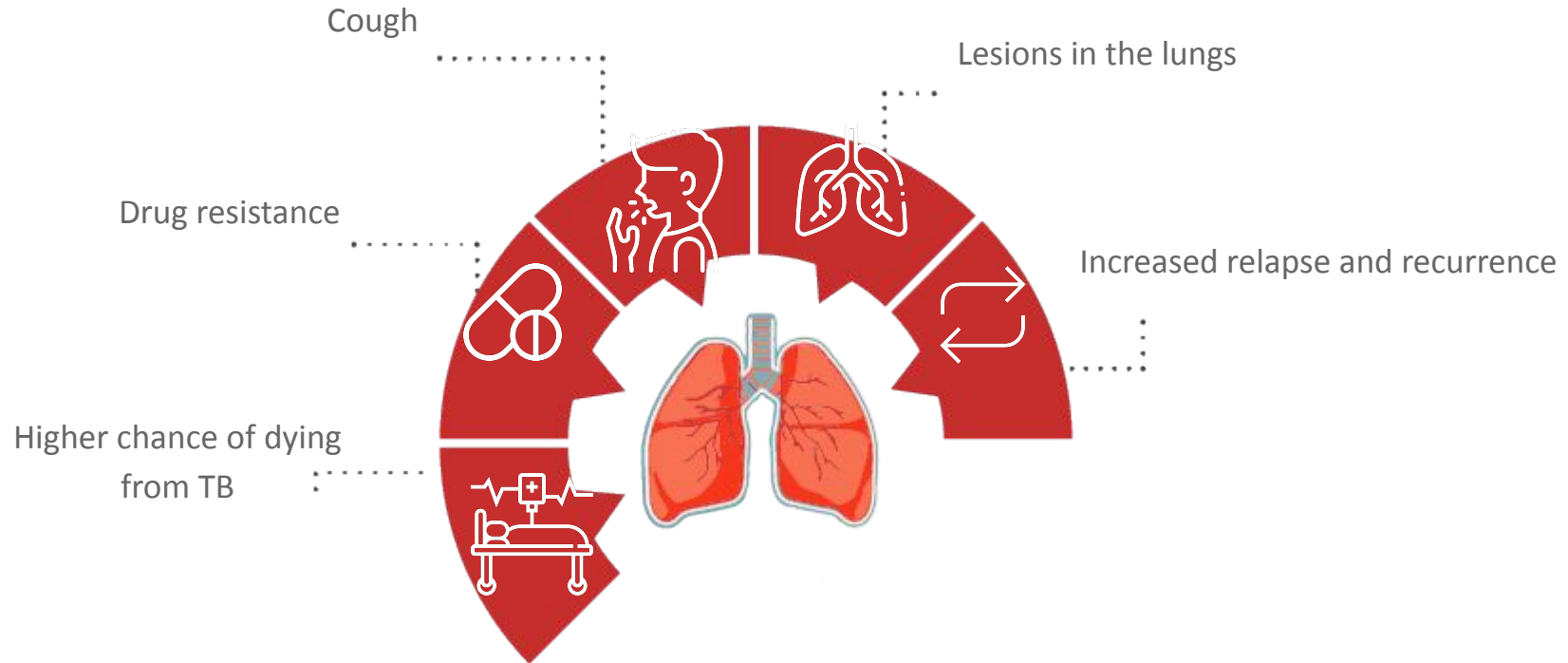
1. Share tweets and creatives from the toolkit on social media
2. Share the Public Service Announcement on TV, radio and digital media

## SUPPORT

1. Build support by using relevant hashtags as suggested
2. Tag relevant influencers, authorities and civil society members who can take action

# Here's How Tobacco Use Makes TB Worse

The cost of tuberculosis (TB) due to tobacco is approximately **3X** higher than the expenditure of overall TB control in India



# Communication Material





# Public Service Announcement (PSA) for Mass Media and Digital Media



To access broadcast  
version, please contact  
[info@vitalstrategies.org](mailto:info@vitalstrategies.org)  
[pjain@vitalstrategies.org](mailto:pjain@vitalstrategies.org)



# Sample Posts

# TB and Tobacco

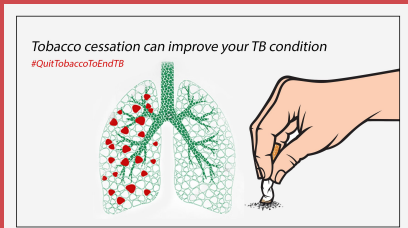
You can download these images and captions to post on social media platforms such as Facebook, Twitter and Instagram



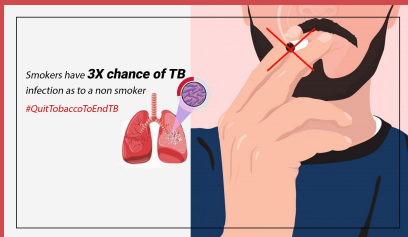
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TB is one of the 10 leading causes of mortality globally. There is a strong link between TB and tobacco consumption. Quit tobacco immediately to significantly improve the impact of TB treatment and adherence. #CommitToQuit #TheClockIsTicking #EndTB

The chances of dying from TB are 3 to 4 times higher among smokers of #cigarettes and #beedis as compared to non smokers. The risk of relapse of TB, especially within the first 6 months post treatment is also much higher in tobacco users. #EndTB #TheClockIsTicking #CommitToQuit

If you are a smoker you are 3 times more likely to contract TB as compared to a non smoker. Quit smoking today and lower your risk. #EndTB #TheClockIsTicking #CommitToQuit

# Sample Posts

# TB and Tobacco



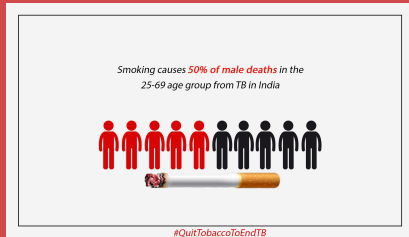
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Tobacco smoke contains toxic chemicals which damages the surface of the lung. It weakens immunity of the patient to fight with the TB bacteria. Say NO to tobacco and yes to health. #EndTB #TheClockIsTicking #CommitToQuit



DOWNLOAD NOW

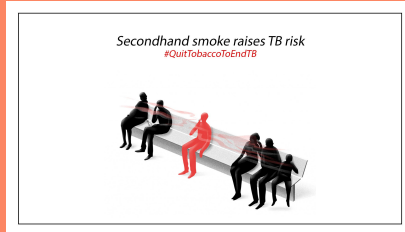


Smoking not only increases an individual's risk of developing TB but also makes the infection worse by lowering the immunity. It also adversely affects treatment outcome and relapse of TB. #EndTB #TheClockIsTicking #CommitToQuit

## Sample Posts



DOWNLOAD NOW



Being exposed to someone else's cigarette or beedi smoke also increases the likelihood of contracting TB. If you smoke around your loved ones, you are yourself putting them at risk for TB. Quit smoking today. #EndTB #TheClockIsTicking #CommitToQuit



DOWNLOAD NOW



TB patients who smoke at home could also be placing their families at a greater risk of TB infection due to secondhand smoke exposure. It is very important to keep homes smoke free by quitting tobacco completely. #EndTB #TheClockIsTicking #CommitToQuit

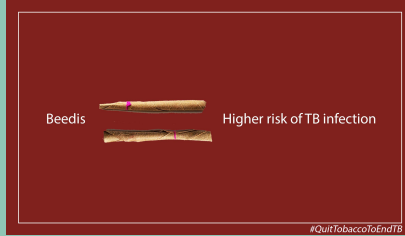
## Sample Posts



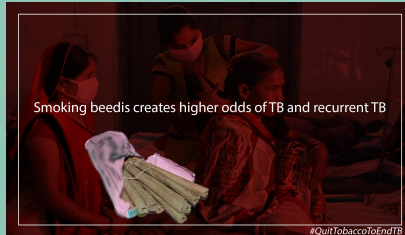
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## Beedi Smoking and TB

Beedis outsell cigarettes by a ratio of eight to one (8:1) in India. Beedi smoking puts you closer to risk of contracting TB and dying from it. Quit smoking beedis to lower your risk of TB. #EndTB #TheClockIsTicking #CommitToQuit

A beedi is puffed two to three times more frequently than a cigarette leading to greater inhalation of nicotine tar and carbon monoxide putting beedi smokers at higher risks for TB. Quit today to lower your risk. #EndTB #TheClockIsTicking #CommitToQuit

Usage of beedi is very high in rural areas, especially in the low-income groups. Limited access to healthcare facilities makes beedi smokers the prime target for contracting TB. Quit today to lower your risk. #EndTB #TheClockIsTicking #CommitToQuit

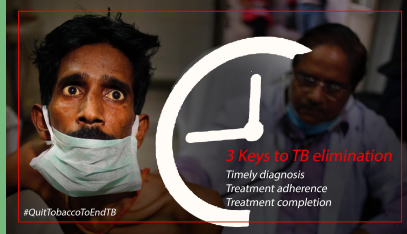
## Sample Posts



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## Timely Treatment of TB

Timely TB diagnosis is extremely critical to optimizing treatment outcomes. The sooner you seek treatment, the better it is for you and your loved ones. #EndTB #TheClockIsTicking #CommitToQuit

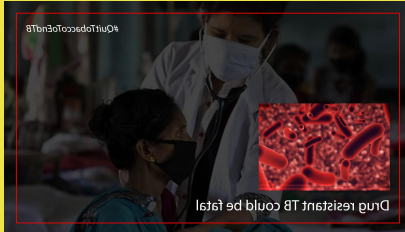
Timely TB detection and prompt treatment initiation are two crucial elements behind successful TB control. TB diagnosis delay leads to increased disease burden and fatality. #EndTB #TheClockIsTicking #CommitToQuit

# Sample Posts

# Drug Resistant TB



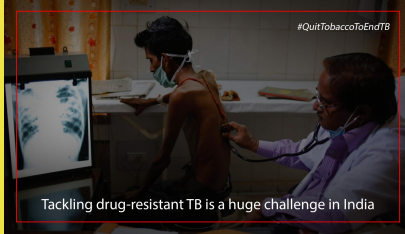
DOWNLOAD NOW



Drug resistance is an alarming obstacle to TB care and prevention globally, making it harder and longer to treat TB. There is an urgent need to sensitize people to adhere to TB treatment to avoid complications. #EndTB #TheClockIsTicking #CommitToQuit



DOWNLOAD NOW



Inconsistent or partial treatment of TB could result in TB that is resistant to treatment drugs. Do you know that people with infectious drug-resistant TB can then also pass this drug-resistant strain on to others? #EndTB #TheClockIsTicking #CommitToQuit

## Sample Posts

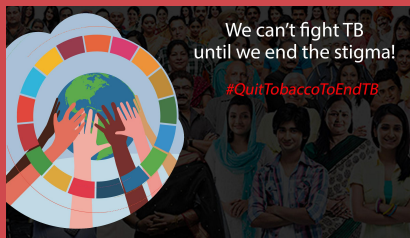
## TB and Stigma



DOWNLOAD NOW



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Stigma related to TB often acts as a strong barrier to seeking treatment. It leads to shame, mental trauma, discrimination and non-completion of treatment which can be dangerous. It's time we put an end to this stigma. #EndTB #TheClockIsTicking #CommitToQuit

TB is curable. But social stigma sticks on with patients even long after the cure. This stigma largely occurs because of the community's ignorance and mistaken norms about TB. Education and awareness are the keys to end this. #EndTB #TheClockIsTicking #CommitToQuit



## Sample Tweets



Tobacco smokers have nearly twice the risk of both TB infection and active TB. Timely diagnosis and treatment of TB along with tobacco cessation is the key to control the TB epidemic. #EndTB #TheClockIsTicking #CommitToQuit

Exposure to secondhand smoke can increase the risk of TB infection. #Smokefree environment is critical to prevent TB. #EndTB #TheClockIsTicking #CommitToQuit

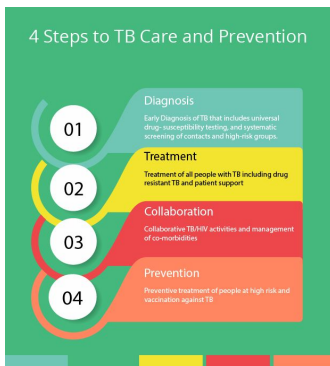
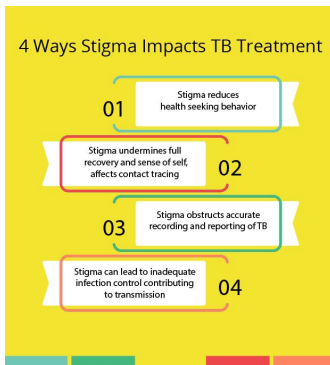
Do you know tobacco is a major risk factor for TB? It is also responsible for both treatment failure and the risk of relapse. Quitting tobacco can significantly improve TB treatment outcomes. #EndTB #TheClockIsTicking #CommitToQuit

Cigarette or #beedi smoking is highly prevalent in India. TB in adult men is 2–4 times higher than in women in India primarily due to smoking. #EndTB #TheClockIsTicking #CommitToQuit

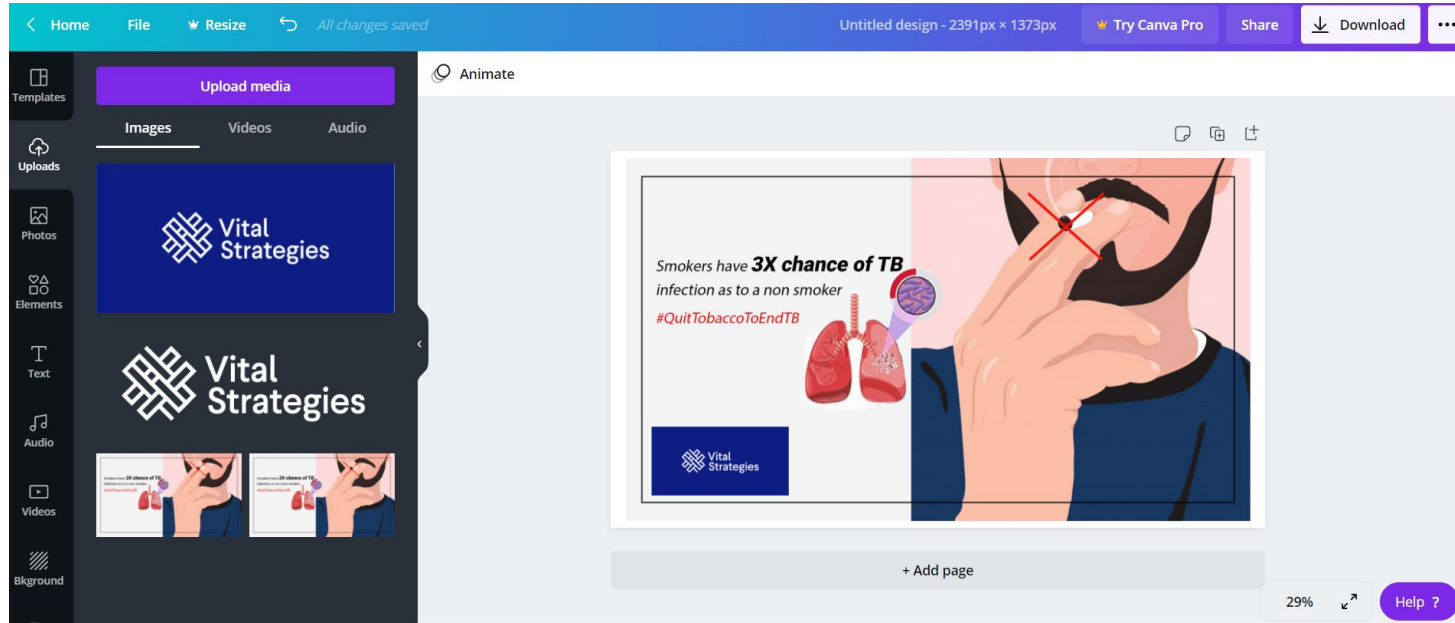
# Infographics



You can download these infographics to post on social media platforms such as Facebook, Twitter and Instagram.



# How to adapt your logo



- ❖ Create an account on Canva (design for everyone) <https://www.canva.com/>
- ❖ Download the creatives or infographics
- ❖ Go to the file tab and create a custom design (size:2391x1373px)
- ❖ Drag and drop the creative and the logo (PNG format)

# Choose your hashtags and tags

#CommitToQuit

#EndTB

#TheClockIsTicking

#TobaccoKills

#TBFreeIndia

#QuitTobaccoToEndTB

#TBHaregaDeshJeetega

#TobaccoFreeIndia75

#TobaccoMuktBharat75

@drharshvardhan

@narendramodi

@ICMRDELHI

@MOHFW

@PMO

@AyushmanBharatGol

@TBDivision

@ddgtb2017

@TBHDJ

# More Information



# Social Media Dos and Don'ts

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- Ensure that your social media profiles are complete and updated
- Using the right content on the right network is important
- Post regularly to keep your audience engaged
- Keep interacting with your audience via comments and likes
- Handle criticism gracefully and acknowledge your mistake, if any
- Make your posts visually appealing
- Being active consistently will help you to build an audience
- Check your grammar and spelling before posting
- Don't write in all capital letters as it is akin to shouting
- Refrain from using harsh words even if you are in disagreement
- Avoid sharing the exact same message repeatedly
- Don't share any information that has not been validated
- Abstain from posting without giving due credit
- Refrain from tagging people unnecessarily
- Avoid the overuse of hashtags
- Don't ignore questions, comments, or messages on your posts

# References

1. Joint TB-Tobacco Report Government of India - <https://bit.ly/3bGp8b0>
2. Global TB Report World Health Organization - <https://bit.ly/3rLBHHN>
3. Tuberculosis Fact Sheet World Health Organization - <https://bit.ly/3blQ8aa>
4. Global Adult Tobacco Survey Fact Sheet - India 2016-17 - <https://bit.ly/3vitUDo>
5. World Health Statistics - 2018 World Health Organization - <https://bit.ly/3rJwzUr>
6. Global Tuberculosis Fact Sheet 2019 World Health Organization - <https://bit.ly/3ezshv5>
7. Reign In Tobacco To Control Tuberculosis - <https://bit.ly/3s9xONe>
8. Promoting tobacco cessation by integrating 'brief advice' in TB control programme - <https://bit.ly/3tG5C4z>