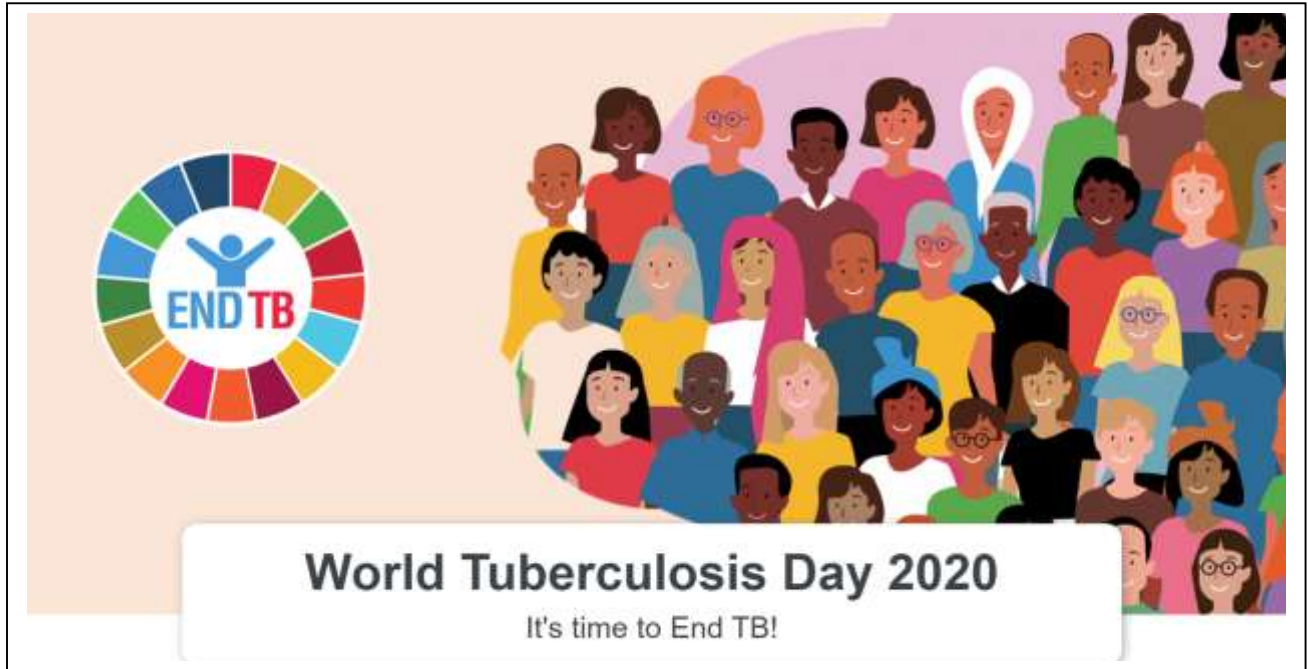


KARNATAKA PULMONOLOGISTS ASSOCIATION

WORLD TB DAY CAMPAIGN

Tuesday, March 24th 2020



World TB Day, falling on **March 24th** each year, is designed to build public awareness that tuberculosis today remains an epidemic in much of the world, causing the deaths of nearly 15 lakh people each year, mostly in developing countries.

It commemorates the day in 1882 when Dr. Robert Koch astounded the scientific community by announcing that he had discovered the cause of tuberculosis, the TB bacillus. At the time of Koch's announcement in Berlin, TB was causing the death of one out of every seven people. Koch's discovery opened the way towards diagnosing and curing TB.

Under the theme **'It's Time'**, the spotlight this year is on urgently accelerating the TB response to save lives and end suffering.



KPA Campaign activities for World TB day:

“It’s TIME!”

All these activities will be continually added in our website and social media pages as we approach World TB Day.

Activity 1:

Tell us about World TB Day activities in your place of practice.

World TB Day observances are happening around the World. Let us know about the activities that were organized in your place of practice-may be your college, hospital or clinic. We will publish it in our website and social media page.

Activity 2:

Social Media Photo: Share your own “It’s Time” message!

Download the template below, write your World TB Day message, and you can post on Twitter, Facebook, Instagram accounts of KPA.

Let’s spread the ‘End TB message’!



Instructions

1. Please print the attachment.
2. Using a marker write in your own *"It's Time"* World TB Day message.
For E.g. *"It's Time we unite to end TB"*
3. Take your photo holding the message and now it's ready to post on internet
4. You can include your clinic/hospital/institution name to come on the background, while taking the photo.
5. Kindly send the photos to *kpa.karnataka@gmail.com*



World TB Day 2020 Event Description Form

Kindly provide this form in the format given below. We will post it in our KPA website. Once the form is completed mail to: *kpa.karnataka@gmail.com*.

Name of Event:

Description of event exactly as you want it to appear on the KPA website (no more than 50 words):

Date & time of Event:

Location of Event:

Organization name and address:

Telephone Number:

E-mail:

