



Think. Test. Treat TB Campaign Overview

February 2023

Agenda

1. Introductions
2. Tuberculosis background
3. *Think. Test. Treat TB* campaign overview
4. Campaign year one highlights
5. Campaign year two activities
6. Working together



Tuberculosis (TB) Disease: Only the Tip of the Iceberg

There are **two** types of TB conditions: **latent TB infection** and **TB disease**.

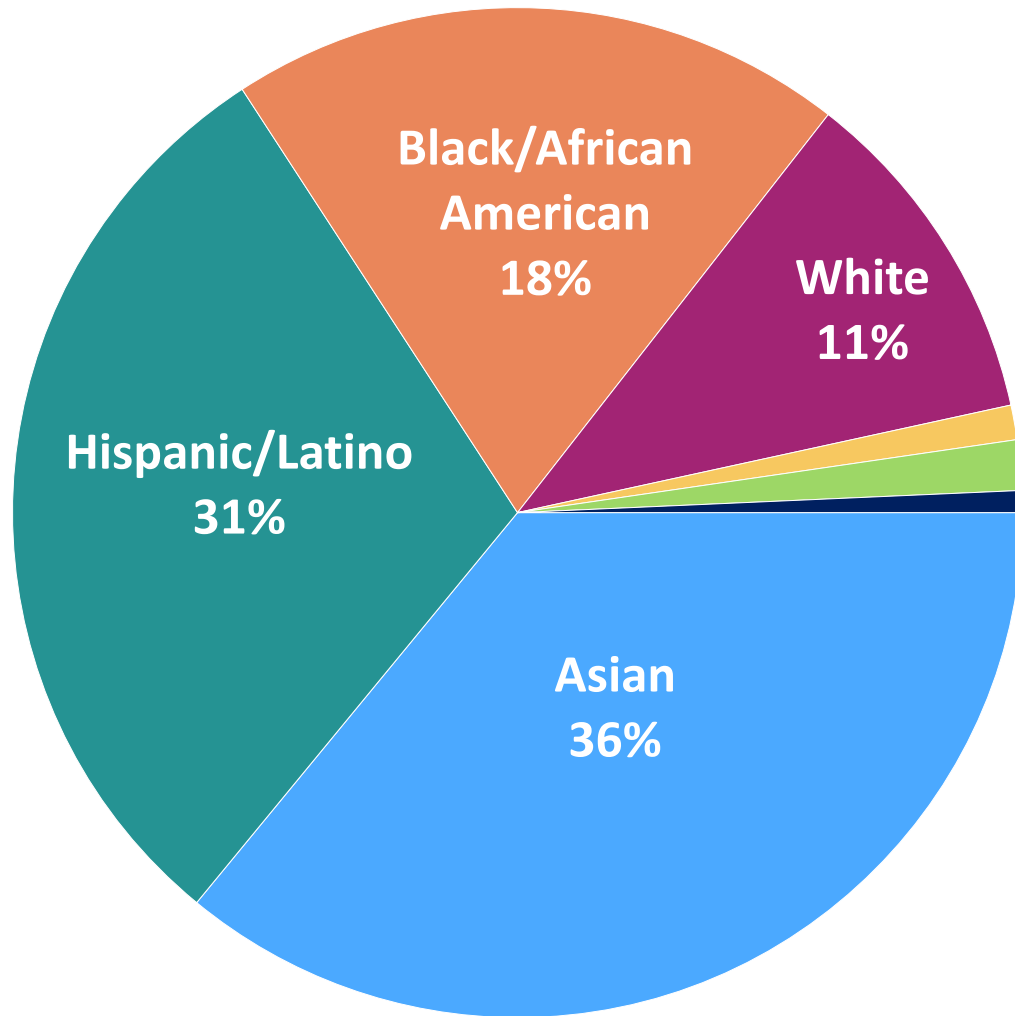
People with **TB disease** are sick from active TB germs. They usually have symptoms and may spread TB germs to others.

People with **latent TB infection** do not feel sick, do not have symptoms, and cannot spread TB germs to others.

But, if their TB germs become active, they can develop **TB disease**.

Millions of people in the U.S. have **latent TB infection**. Without treatment, they are at risk for developing **TB disease**.

Percentage of TB Cases by Race/Ethnicity,* United States, 2021 (N=7,882)[†]



Most cases occur among non-U.S.-born persons (71%), with the majority identifying as Asian or Hispanic.

- American Indian/Alaska Native, 1%
- Native Hawaiian/Other Pacific Islander, 1%
- Multiple race, 1%

*All races are non-Hispanic; multiple race indicates two or more races reported for a person but does not include persons of Hispanic or Latino origin.

[†]Percentages are rounded. Percentages of unknowns/missing are <1% and are not displayed in graph.

Ending TB requires expanding testing and treatment of latent TB infection

- Clinicians, especially those serving populations at risk for TB, have a critical role in TB elimination.
- CDC is engaging with healthcare providers to provide information and education about latent TB infection to increase awareness and encourage testing and treatment.



THINK. TEST. TREAT TB Campaign Overview

The Campaign: Think. Test. Treat TB is the first national multilingual communications campaign to increase testing for LTBI

Public Health Goal: Increase testing and treatment for latent tuberculosis infection (LTBI)

Priority Audiences: Internal and family physicians (MDs, Dos), nurse practitioners (NPs), and physician assistants (PAs) who practice in community-based clinics, HRSA federally qualified health centers (FQHCs), private providers, refugee clinics, and civil surgeons

Communications Objectives:

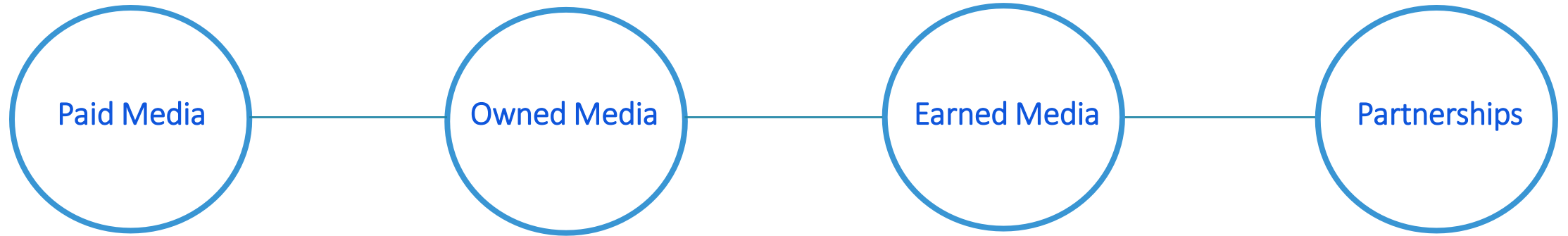
- Raise awareness among HCPs regarding populations most at risk for latent TB infection and risk of infection with TB
- Increase knowledge of treatment for latent TB infection (especially shorter regimens)
- Motivate healthcare providers to test and treat high risk patients

**THINK
TEST
TREAT** **TB**



www.cdc.gov/thinktesttreattb

THINK. TEST. TREAT TB: Year One Campaign Activities



- Comprehensive digital, TV, out of home, social and print paid media
- Leveraged trade association partnerships and platforms through cross-device activations layering geo-targeting

- Built campaign website with English and Vietnamese landing pages and a resource database
- Leveraged CDC TB Twitter and Facebook to share social posts and shareable graphics

- Conducted World TB Day outreach to share 2021 TB data and announce campaign launch
- Conducted outreach to Asian American media around World TB Day and during Asian American and Pacific Islander Heritage Month featuring local health experts and community-based organizations

- Developed a partner toolkit with resources in English and Vietnamese
- Engaged national and local partners
- Launched in-kind placements with digital partners

THINK. TEST. TREAT TB: Year One Campaign Results

The integrated campaign was distributed and amplified across paid, earned and owned channels to both consumers and healthcare providers, exceeding industry benchmarks.



33,166,824
Impressions



54,694
Clicks



0.28%
Click-through
Rate (CTR)



1.62%
Engagement Rate
(Social)



846
TV Spots



6,266,000
OOH Impressions



25,250
Website Traffic



196
Website Actions



2,066
Resources
Downloads



722
Warehouse
Orders



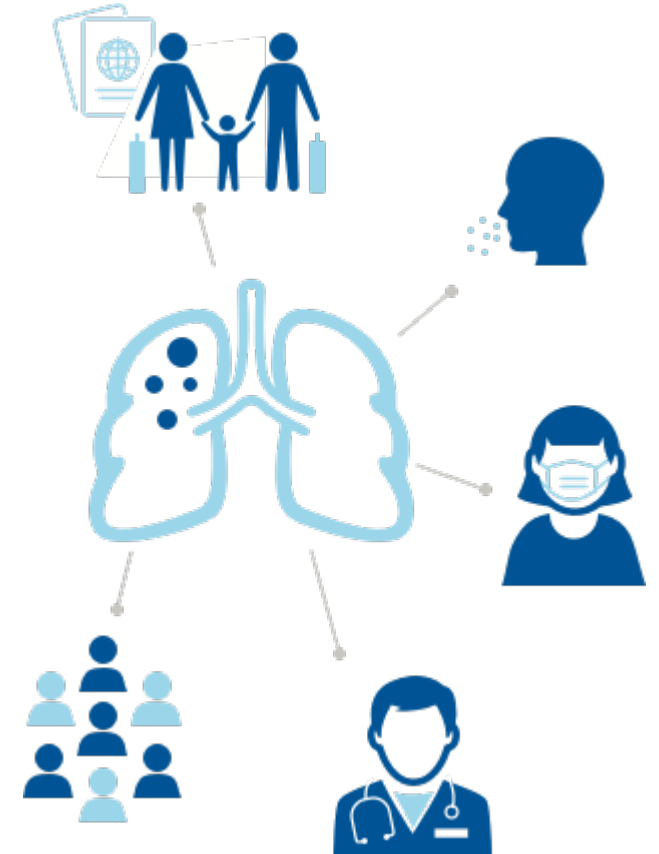
35,213
Materials
Shipped



23
Earned
Placements

2023 Campaign Strategic Imperatives

- **Help healthcare providers understand the urgency** of testing in their community
- **Elevate the healthcare provider's role** in protecting the community from TB
- **Continue to arm providers with patient tools** about latent TB infection to ease the burden of patient education among time-strapped providers
- **Highlight that short and convenient treatments** are now available
- **Remind doctors to discuss potential barriers** that could disrupt a patient's treatment plan and share community resources that can support patients



2023 Paid Media Strategies

In 2023, we are building on learnings from 2022 to expand our engagement with healthcare providers through increased investment and a revised communication channel mix

- **Maintain and increase a mix of partners** and provider platforms (ex: Medscape, American Family Physician)
- **Continue larger investment** in specific geographic markets (ex: areas with high TB incidence)
- **Evolve email strategy** and test new partners (ex: Bulletin Healthcare)
- **Increase overall reach** and efficiency (ex: programmatic advertising)
- **Introduce new formats** like in-feed (“native”) ads



2023 Paid Media Partnerships

We are tapping into a diverse mix of digital channels that aims to reach healthcare provider audiences across multiple digital touch points.

Paid efforts will work to increase knowledge around latent TB infection, encourage healthcare providers to learn more on the CDC website and, ultimately, motivate them to test and treat their high-risk patients.



Think. Test. Treat TB Creative Materials

- Public Service Announcement video (ENG & VIET)
- Print Advertisements
- Digital Ads
- Education Materials



THINK TEST TREAT TB

Without treatment, 1 in 10 people with latent TB infection will develop TB disease.

Prevent TB in your community.

LEARN MORE

THINK TEST TREAT TB

LAO PHỎI Hãy bảo vệ gia đình. Tham khảo với bác sĩ về thử nghiệm lao phổi.

TÌM HIỂU THÊM

THINK TEST TREAT TB

Protect your family. Talk to your doctor about testing for tuberculosis (TB).

LEARN MORE

THINK TEST TREAT TB

LAO PHỎI Hãy bảo vệ gia đình. Thử nghiệm bệnh lao phổi.

Hãy bảo vệ bản thân và gia đình. Hỏi bác sĩ để được thử nghiệm lao phổi.

THINK TEST TREAT TB

Did you know tuberculosis (TB) hides in plain sight?

THINK TEST TREAT TB

Talk to your doctor about getting tested.

LEARN MORE

THINK TEST TREAT TB

How Do I Talk to My Healthcare Provider about Inactive Tuberculosis (TB)?

A Conversation Guide for Patients

Tuberculosis (TB) germs can live in your body for years without causing symptoms. This is called inactive TB or latent TB infection. Inactive TB can become active TB disease at any time and make you sick. Once inactive TB becomes active TB disease, TB can spread from person to person through the air. Starting a conversation with your doctor is the first step to protecting your family, friends, and community from this highly contagious disease.

Here are some tips for talking with your healthcare provider about inactive TB during your next visit.

1 Think Discuss Your Risk

TB is a leading cause of death worldwide, and too many people still suffer from TB in the United States. There are several risk factors for TB so it's important to talk with your healthcare provider about your risk.

Anyone can get TB, but you have a higher risk for TB if you:

- were born in or frequently traveled to countries where TB is common, including those in Asia, Africa, and Latin America
- live or used to live in large group settings where TB is more common, such as homeless shelters, prisons, or jails
- work in places with high risk for TB exposures, such as hospitals, homeless shelters, correctional facilities, and nursing homes
- recently spent time with someone who has active TB disease
- have a weaker immune system because of certain medications or health conditions such as diabetes, cancer, and HIV

THINK TEST TREAT TB

13M people in the U.S. have latent TB infection and many don't know it.

LEARN MORE

Education Materials

- Clinic Poster
- Fact Sheets
- Conversation Guides
- Materials in Chinese, English, Ilocano, Marshallese, Spanish, Tagalog, and Vietnamese
- Available for download or order through the CDC Warehouse

The collage features several educational materials from the 'Think Test Treat TB' campaign. At the top left is a poster titled 'Inactive Tuberculosis (TB) Testing & Treatment' with the text: 'Up to 13 million people in the United States may have inactive TB (also called latent TB infection). Without treatment, inactive TB will get sick with active TB disease, and others through the air. You can help prevent this.' Below it is a fact sheet titled 'Learn the Facts About Tuberculosis (TB)' with the subtitle 'Understanding TB can help protect yourself, your family, and your community'. It states: 'Tuberculosis (TB) is a complicated health issue and is often misunderstood. TB can live in your body for years without symptoms. This is called inactive TB or latent TB infection. Inactive TB can become active TB disease at any time and make you sick. It is estimated that up to 13 million people in the United States live with inactive TB, which if left untreated can develop into active TB disease. Learn the facts and ask your healthcare provider about testing for TB infection.' To the right is another fact sheet titled 'Why should I be tested for Inactive Tuberculosis (TB)?' with the text: 'Tuberculosis, or TB disease, is highly contagious and can be deadly. TB germs can live in your body for years without causing symptoms. This is called inactive TB or latent TB infection. Without treatment, inactive TB can become active TB disease at any time and make you sick. Once TB becomes active, it can spread from person to person through the air. Getting tested and treated for inactive TB can protect yourself, your family and friends, and your community.' Below these are two conversation guides. The one on the left is titled 'How Do I Talk to My Healthcare Provider about Inactive Tuberculosis (TB)? A Conversation Guide for Patients'. It includes a 'Think Discuss Your Risk' section with a diagram of risk factors: 'were born in or frequently travel to countries where TB is common, including those in Asia, Africa, and Latin America'; 'live or used to live in large group settings where TB is more common, such as homeless shelters, prisons, or jails'; 'work in places with high risk for TB transmission, such as hospitals, homeless shelters, correctional facilities, and nursing homes'; 'recently spent time with someone who has active TB disease'; and 'have a weaker immune system because of certain medications or health conditions such as diabetes, cancer, and HIV'. The one on the right is titled 'Talking with Your Patients about Latent Tuberculosis (TB) Infection A Conversation Guide for Healthcare Providers'. It includes a 'Think Discuss Your Risk' section with a diagram of risk factors: 'were born in or frequently travel to countries where TB is common, including those in Asia, Africa, and Latin America'; 'live or used to live in large group settings where TB is more common, such as homeless shelters, prisons, or jails'; 'work in places with high risk for TB transmission, such as hospitals, homeless shelters, correctional facilities, and nursing homes'; 'recently spent time with someone who has active TB disease'; and 'have a weaker immune system because of certain medications or health conditions such as diabetes, cancer, and HIV'. At the bottom right is a poster titled 'Talking with Your Patients about Latent Tuberculosis (TB) Infection A Conversation Guide for Healthcare Providers'. It includes a 'Think Discuss Your Risk' section with a diagram of risk factors: 'were born in or frequently travel to countries where TB is common, including those in Asia, Africa, and Latin America'; 'live or used to live in large group settings where TB is more common, such as homeless shelters, prisons, or jails'; 'work in places with high risk for TB transmission, such as hospitals, homeless shelters, correctional facilities, and nursing homes'; 'recently spent time with someone who has active TB disease'; and 'have a weaker immune system because of certain medications or health conditions such as diabetes, cancer, and HIV'. The poster also includes a section titled 'Here are 4 tips to start the conversation:' with the first tip: '1 Introduce TB & Explain Latent TB Infection and TB Disease'. It states: 'People with TB can be found in every state: where we work, where we live, where we learn, and where we spend time with family and friends. Latent TB infection is a condition in which a person is infected with the TB bacteria but does not currently have active TB disease. People with latent TB infection do not have signs and symptoms of TB disease and cannot spread TB bacteria to others. However, if these bacteria become active and multiply, latent TB infection can develop into TB disease. Once active, TB can be spread from person to person through the air. Latent TB infection can be treated to prevent TB disease. However, if left untreated, it can develop into active TB disease which can be fatal and can spread to others, including friends and family.'

Think. Test. Treat TB

Resources


Partner Toolkit


About The Campaign

Stay up to date with the Think. Test. Treat TB campaign

 [Follow us on Facebook](#)

 [Follow us on Twitter](#)

 [Read more about TB from the CDC](#)

 [Subscribe to get TB](#)

Partner Toolkit

**THINK
TEST
TREAT** **TB**

Partner With Us

Join us as a **Think. Test. Treat TB** partner and use your voice and platforms to deliver TB messages. Our partners include [state and local health departments](#), [TB Elimination Alliance](#), [TB Centers of Excellence](#), the [National TB Controllers Association](#), [Stop TB USA](#), [We are TB](#), and other organizations.

The **Think. Test. Treat TB** partner toolkit provides free resources in English and Vietnamese, including TB messages, digital and print resources, social media content, patient and provider education materials, and other materials for healthcare providers and partners to support TB communication, testing, and treatment efforts. In addition to the partner toolkit, a [Campaign Resource Overview](#) [PDF - 2 MB] provides a list of materials available for download and print.

Use these resources to share TB information with your partners. Examples include:

- Post **Think. Test. Treat TB** messages and use the hashtag #ThinkTestTreatTB on social media.

On This Page

[Partner With Us](#)

[Key Messages](#)

[Sample Social Media Content](#)

[Sample Article Content](#)

[Communication and Education Materials](#)

[CDC Letter](#)

Partner Toolkit

- Key Messages
- Social Media
- Sample Article Content
- Communication and Education Materials
- Partner Letter
- Campaign Resource Overview

The screenshot shows the top portion of the CDC website. At the top left is the CDC logo with the text "Centers for Disease Control and Prevention" and "CDC 24/7: Saving Lives. Protecting People™". To the right is a search bar and an "A-Z Index" link. Below the header is a blue navigation bar with the text "Think. Test. Treat TB". On the left side, there is a sidebar menu with "Resources" and "Partner Toolkit" (which is highlighted). Below the menu is a blue box that says "Stay up to date with the Think, Test, Treat TB campaign" with links to follow on Facebook and Twitter. The main content area features a large blue banner with the text "THINK TEST TREAT TB". Below this is a section titled "Partner With Us" with a paragraph of text. On the right side, there is a "On This Page" section with a list of links: "Partner With Us", "Key Messages", "Sample Social Media Content", "Sample Article Content", and "Communication and Education Materials".

This screenshot shows the "Campaign Resource Overview" page. At the top is the "THINK TEST TREAT TB" logo. Below it is the title "Campaign Resource Overview" and the subtitle "Materials from CDC's campaign to raise awareness of latent TB infection". The main image is a photograph of a diverse group of people, including a woman, a young girl, an elderly man, a woman, and a young boy, sitting around a table with a birthday cake. Below the image is the section "About the Campaign" with a paragraph of text. To the right of the text is a box with social media information: "WEBSITE: www.cdc.gov/thinktesttreattb", "HASHTAGS: #ThinkTestTreatTB", "TWITTER: @CDC_TB", and "FACEBOOK: @CDC_TB". At the bottom right is a button that says "ORDER MATERIALS AT: www.cdc.gov/pub".

This screenshot shows the "Campaign Resources for Persons at High Risk for TB" page. The title is "Campaign Resources for Persons at High Risk for TB" and the subtitle is "The Think, Test, Treat TB campaign is designed to reach a wide range of audiences, with resources created in multiple languages. The section below describes the key resources of the campaign for consumers." Below the title is a section titled "INACTIVE TB (LATENT TB INFECTION) TESTING & TREATMENT". This section contains several resource cards: "VIDEO PSA: Patient introduction to latent TB infection featuring a healthcare provider and patient conversation about TB testing", "CONVERSATION GUIDE: Patient Conversation Guide: A guide for patients about how to talk to healthcare providers about TB risk, testing, and treatment options.", "FACT SHEET: Why should I be tested for Inactive Tuberculosis (TB)? Detailed overview of the risk factors, testing process, and treatment options for inactive TB", "PRINT AND Protect your family. Test for tuberculosis. One-page printable resource with facts about inactive TB", "FACT SHEET: Learn the Facts About Tuberculosis (TB) Guide to understanding the myths and facts about inactive TB", and "POSTER: Inactive Tuberculosis (TB) Testing & Treatment One-page visual overview of the testing and treatment of inactive TB disease that can be used as a poster". Below this section is a "SOCIAL MEDIA" section with three cards: "Twitter: 13M people in the U.S. have inactive TB and many don't know it. If untreated, 1 in 10 people with inactive TB can develop active TB disease and spread it unknowingly. Learn how to protect yourself and others: [link]", "Facebook: Inactive TB can live in your body for years without symptoms but can develop into active TB disease at any time and make you sick. Ask your healthcare provider about testing for TB. [link]", and "Instagram: Without treatment, inactive TB can develop into active TB disease and spread to your community. Learn how to protect yourself and your loved ones: [link]".

Timeline; New Assets Soon Available

Early March	New assets available: <ul style="list-style-type: none">• Social media assets and copy for World TB Day• Social media assets and copy for AAPI Heritage Month <p>Partner toolkit to be updated with new social media assets and copy, delivered to partners in advance of campaign launch for partners' awareness and preparation</p>
Monday, March 20	Campaign Launch <ul style="list-style-type: none">• Partners encouraged to post social media assets and copy this week, including new World TB Day asset
Friday, March 24	World TB Day <ul style="list-style-type: none">• Partners encouraged to post social media assets and copy, including new World TB Day asset
May	Asian American and Pacific Islander Heritage Month <ul style="list-style-type: none">• Partners encouraged to post social media assets and copy, including new AAPI Heritage Month asset this month

How your Organization can help *Think. Test. Treat TB*

- Use information and resources from the Partner Toolkit to share with your networks
- Amplify campaign-related content from @CDC_TB (Twitter) and @CDCTB (Facebook)
- Download/order patient education materials



www.cdc.gov/thinktesttreattb

Contact Email: tbinfo@cdc.gov

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

