



**USAID**  
FROM THE AMERICAN PEOPLE

**Bedaquiline Launch Event  
Social Media Toolkit  
Fall 2015**



## Bedaquiline Launch Event Social Media Toolkit

### Background

This toolkit provides guidance on how you can highlight the USAID and Janssen bedaquiline donation program in your community and elevate the conversation around TB and drug-resistant TB. The Toolkit contains related hashtags and handles, key facts, and some sample Facebook and Twitter content. Feel free to use the key messages to create further social media content. Please contact [Rabab Pettitt](#) or [Rachel Smidt](#) on USAID's TB team if you have any questions or if you would like guidance on how to promote the bedaquiline donation program in your communities.

### Social Media Tips

- Handles to mention: [@USAIDGH](#), [@USAID](#), [@JNJGlobalHealth](#)
- Hashtags to use: #TB, #TBFreeWorld, #DRTB, #MDR
- Retweet any relevant bedaquiline tweets from thought leaders like [@USAIDGH](#), [@USAID](#), [@JNJGlobalHealth](#), [@StopTB](#), [@GlobalFund](#), [@WHO](#), etc.
- Tag any relevant Facebook pages such as [USAID](#) or [Johnson & Johnson](#) in posts

### Suggested Messaging

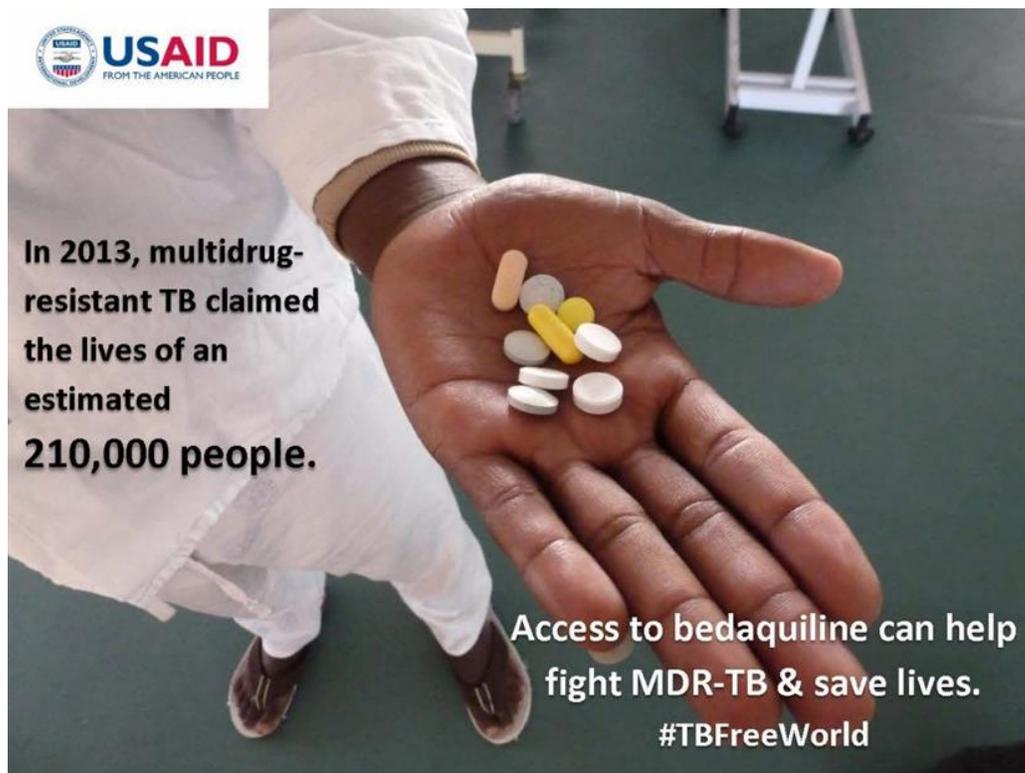
#### Twitter

- [#TB](#) is a global health threat. There are an estimated 9M new cases of [#TB](#) & 1.5M deaths from [#TB](#) every year. More: <http://1.usa.gov/1jXZLO>
- [@USAID](#) committed 2 working w/ global community 2 reach everyone w/ [#TB](#), cure those in need of trtmnt, & prevent new infections. [#TBFreeWorld](#)
- Through continued investment & innovation, we can achieve the goal of a [#TBFreeWorld](#)! RT if you agree.
- [@USAID](#) working to successfully treat at least 13M TB patients between 2015 & 2019. Learn more: <http://1.usa.gov/1LNCsGR>
- US Gov't seeks to successfully treat 13M [#TB](#) patients & initiate appropriate treatment for 360K individuals w/ DR-TB by 2019. [#TBFreeWorld](#)
- Public-private partnerships, innovation, & better use of tools key to global strategy to eradicate [#TB](#) by 2035 [#TBFreeWorld](#)
- Drug-resistant TB, a form of [#TB](#) resistant to trtmnt w/ some of the most powerful anti-TB drugs, is a growing global health challenge. [#DRTB](#)

- Bedaquiline is the 1st new [#TB](#) drug released in 40 yrs. It is offering hope to treat drug-resistant TB. Learn more: <http://bit.ly/1csoPPw>
- [@JNJGlobalHealth](#) donating \$30M worth of SIRTURO® (bedaquiline) over 4 years through [@USAID](#) programs for MDR-[#TB](#). [#TBFreeWorld](#)
- [@USAID](#) & [@JNJGlobalHealth](#) partnership to provide bedaquiline to fight drug-resistant [#TB](#) & achieve a [#TBFreeWorld](#).

### Facebook

- Bedaquiline, the first new drug to treat drug-resistant tuberculosis in over 40 years, is an important new tool in the fight against the growing public health threat of antimicrobial resistance. [USAID - US Agency for International Development](#) and partner Janssen Therapeutics of [Johnson and Johnson](#) are working together in an innovative public-private partnership to donate this life-saving medication to nearly 100 eligible low- and middle-income countries with a high-burden of multidrug-resistant [#TB](#). Learn more about the bedaquiline donation program here: <http://bit.ly/1csoPPw> [Attach photo below. List photo credit: Amelia Rutter, Courtesy of Photoshare]



- [USAID - US Agency for International Development](#) and Janssen Therapeutics of [Johnson and Johnson](#)'s drug donation program is providing life-saving medication to patients suffering from multi-drug resistant (MDR) TB. Thanks to this public-private partnership, bedaquiline, the first new medication to fight drug-resistant tuberculosis in over 40 years, will be available for free, allowing TB patients to easily access treatment. This innovative partnership is a significant step forward in the global fight against the growing health threat of antibiotic-resistant bacteria. Learn more about drug-resistant #TB and the bedaquiline drug donation program here: <http://1.usa.gov/1I57BRo> [Attach photo below. List photo credit: ICRC]



#### **Other Key Messaging to Create Additional Tweets or Facebook Posts**

- Despite being curable, TB remains an enormous global public health issue. In 2013, approximately 9 million people developed TB (of these 3.3 million were women and 550,000 children) and 1.5 million people died from the disease.
- TB kills more than 4,100 people each day, with the majority of deaths (95%) occurring in low and middle-income countries.

- TB disproportionately affects high risk populations, such as people living in poverty, those experiencing crowded living conditions (especially people in urban areas) and poor ventilation, like miners and prisoners.
- With approximately 9 million new cases of TB, and about 480,000 cases of multidrug-resistant (MDR-TB) emerging in the world in 2013, the global TB burden is still very high. In 2013 alone, MDR-TB claimed the lives of an estimated 210,000 people.
- Only 1 in 4 patients are properly diagnosed with drug-resistant TB, and only 1 in 5 are put on treatment. Of these patients, less than half are successfully treated. If left untreated, a person with MDR-TB may infect 10-15 people every year.
- Inadequate TB treatment, lack of adherence linked to a failure to complete TB treatment, and the use of poor quality TB drugs can result in the development of MDR-TB, a form of TB that is resistant to two of the most important first-line drugs, and extensively drug-resistant TB (XDR-TB), which is also resistant to some second-line drugs.
- The world needs new solutions for treating MDR-TB patients. Bedaquiline, developed by Janssen Pharmaceuticals, is the first new class of antibiotics that has been FDA approved in over 40 years. The use of this drug in combination with existing drugs provides new hope for MDR-TB patients with very few treatment options.
- USAID's innovative partnership with Janssen Therapeutics, one of the Janssen Pharmaceutical Companies of Johnson & Johnson, aims to step up the global fight against the health threat of antibiotic-resistant bacteria. As part of the collaboration, Janssen will contribute an estimated \$30 million worth of TB antibiotics, totaling 30,000 courses of the anti-TB drug SIRTURO® (bedaquiline) to countries around the world with a high-burden of MDR-TB. The donation will facilitate access to the life-saving drug and treatment for nearly 100 low- and middle-income eligible countries.
- USAID is working with national TB programs, patients and partners to ensure safe and appropriate use of bedaquiline in accordance with the WHO Interim Guidance for the Treatment of MDR-TB.

### **Resources**

- [USAID Tuberculosis Page](#)
- [USAID AMR/DR-TB Page](#)
- [Bedaquiline Donation Information Page](#)