

GLOBAL YOUTH MOVEMENT TO END TB

1+1 INITIATIVE

In 2019, the World Health Organization launched a new initiative called **1+1** on the occasion of World TB Day. The initiative aims at advancing engagement with young people, and amplifying their voices to end TB. Youth can have a multiplier effect in the fight to end TB, to accelerate progress towards reaching the ambitious 2022 targets of the UN high-level meeting on ending TB, as well as the larger goal of ending TB by 2030, as included in the WHO End TB Strategy and the 2030 Agenda for Sustainable Development (SDGs).

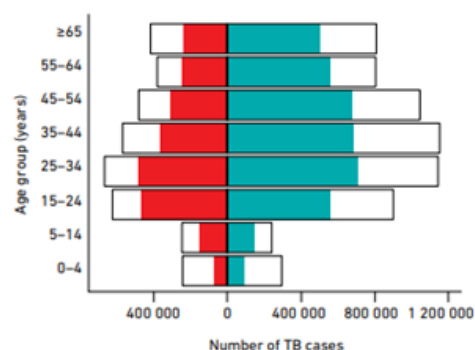
BACKGROUND

Young people are drivers of social progress. Historically, they have led the world forward with their drive and vision for social justice, be it a young Nelson Mandela who founded the African National Congress Youth League or the brave teenager Malala Yousafzai who rallied the world to care about girls' education. Young leaders have the potential to transform the world. With their unique communications skills and ability to mobilize others, through social media and beyond, they can have a multiplier effect on the fight to end TB, which the 1+1 campaign aims to capitalize on.

Moreover, **young people are disproportionately affected by TB**, with the age groups of 15-34 years being some of the most affected (see figure from Global TB Report 2018). Young people also form the majority of the population in most of the high TB burden countries. Young people are also the main beneficiaries of the 2030 sustainable development goals, including its allied target of ending TB, as they stand to inherit a better, safer and healthier world.

As such important stakeholders in the sustainable development agenda, in achieving universal health coverage and in ending the TB epidemic, young people must be at the centre of the fight to end TB. **Young people have the potential to be champions of accountability**, as highlighted by the UN Strategy for Youth. They can hold leaders and organizations accountable for their actions towards achieving the ambitious commitment to end TB as set out in the WHO End TB strategy and the political declaration of the UN high-level meeting on the fight against tuberculosis.

Global estimates of TB incidence (black line) and case notifications disaggregated by age and sex (female in red; male in green), 2017



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For the young
and the
young at heart



While we define youth as those in the ages of 15-34, this initiative is not limited to them. The 1+1 initiative is for the young and the young at heart.

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1+1 = MILLIONS

Utilizing the untapped resource of youth, we can benefit from a social multiplier effect. If each one reaches one, we can reach the millions we need to end this epidemic.

YOUTH 2030: UN YOUTH STRATEGY

This initiative builds strongly on strategies and initiatives beyond TB such as the UN Strategy for Youth.



OVERALL VISION

Scale up global, regional and national actions to prioritize, invest in and engage young people in the fight to end TB. This will serve to meet their specific needs and realize their rights, as well as tap into their potential as agents of change.

OBJECTIVES AND GOALS

- Mobilize and empower young people in the fight to end TB and harness their multiplier effect through the 1+1 campaign.
- Recognize the contribution and participation of young people as important stakeholders in the fight to end TB.
- Respect the diversity of young people and engage them across the spectrum.



WHO Director-General Dr Tedros joins young people at the launch of the WHO 1+1 initiative

Little Actions BIG IMPACT

The 1+1 initiative relies on small actions that young people can excel at.

EACH ONE REACH ONE

Spread awareness and knowledge about TB prevention and care through information campaigns including through the community or social media.

Advocate to end TB by reaching out to decision makers to call for more resources, including in research and development, and by being champions of accountability and responsiveness in the fight to end TB.

EACH ONE TEACH ONE

Learn and teach others to recognize **typical symptoms of TB** and access care early.

Inform the community about **options for TB prevention and care and facilities available to people with TB**, including free treatment, and other socio-economic benefits.

EACH ONE FOR EACH ONE

Fight against stigma and discrimination faced by people with TB so that they can freely access care and lead dignified lives while receiving treatment.

Provide support and encouragement to people with TB as they undergo diagnosis and treatment.

WANT TO JOIN US TO END TB?

EMAIL GTBPROGRAMME@WHO.INT WITH THE SUBJECT "YOUTH 2 #ENDTB".

ALSO JOIN OUR FACEBOOK GROUP: [YOUTH2ENDTB](https://www.facebook.com/YOUTH2ENDTB)