



# WHAT YOU CAN DO TO SUPPORT DEVELOPMENT OF NEW TB TOOLS

The world is in the midst of a unique opportunity to transform the TB pandemic and make a profound impact on global health and development. To do that, we must ensure that new life-saving technologies currently under development reach the finish line and become available to patients and health programs that need them.



Those willing to lend their support and leverage their networks to advocate for the continued funding and commitment to new tools to treat TB are essential to ensuring organizations like the TB Alliance can continue to develop life-saving innovations. Here are several ways you can help promote new TB tools development:

## 1 EDUCATE AND LEVERAGE YOUR NETWORKS

**EDUCATION IS CRITICAL** to advocating for better, faster, and affordable TB tools. Share messages on the importance of TB research and development and news of exciting advances with your networks. Here are some simple ways to do so:

- Host an awareness event
- Organize a training for your co-workers
- Speak to a community group
- Incorporate new TB tools messages into your advocacy on related areas, such as global development, women and children's issues, and national security



## 2 ORGANIZE LETTER WRITING CAMPAIGNS

**LET YOUR ELECTED OFFICIALS KNOW** their constituents care about TB R&D. [tballiance.org](http://tballiance.org) offers a sample letter—in the [Newscenter > Resources](#)—section for individuals to send to their elected officials to voice their support for new TB tools. Share the link and encourage your followers to speak out.

## 3 JOIN THE CONVERSATION

**CONTRIBUTING TO THE DISCUSSION** surrounding the need for new tools can underscore its importance. Use your blogs, websites, and social media accounts to support pro-TB R&D messages. It is also important to remember that advocacy is a two-way street; sharing your experiences with new tools developers helps them refine their messages. Here are some ways to lend your voice to the cause:

- Write a Letter to the Editor/Op-Ed
- Send a supportive tweet to your following
- Include new tools content in your newsletters or on your blogs
- Give new tools developers feedback on what messages and advocacy strategies prove successful

