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Social Media Toolkit for USAID's NTD campaign: *One Billion and Counting: Accelerating Action to Eliminate NTDs by 2020* May 8 - 23, 2014

Dear Mission Health and Communications Teams:

The *One Billion and Counting* campaign will highlight the success of USAID's NTD program as we support the delivery of the **ONE BILLIONTH** treatment in 2014. USAID's NTD Program started in 2006 as a Presidential Initiative with a small investment in 5 countries, and since then has grown to cover 25 countries. With the delivery of over one billion treatments to date, the NTD program is at a critical step in reaching vulnerable communities suffering from needless disability, childhood malnutrition, reduced school enrollment and hindered economic productivity.

USAID Assistant Administrator for Global Health, Dr. Ariel Pablos-Méndez, will launch the *One Billion and Counting* global campaign in Haiti on May 8. Participate in the social media campaign on Facebook and Twitter by using suggested content on Page 2, or by creating your own, taking inspiration from the provided key messages.

We also encourage you to use your country profile that was provided to you with this kit to craft tweets and facebook posts highlighting your success and contributions by individuals from your communities who have made fighting NTDs a public health priority.

RESOURCES

- <http://www.neglecteddiseases.gov/>

For questions, please contact: Rabab Pettitt at 202-340-2969, or at rpettitt@usaid.gov

KEY MESSAGES

- More than **1 billion people** – one-sixth of the world’s population – suffer from one or more NTDs.
- NTDs affect **the world’s most vulnerable populations**, almost exclusively poor and powerless people living in rural areas and urban slums of low-income countries. Over 500,000 people die annually from the consequences of NTDs and millions suffer from chronic disability, pain, disfigurement and social stigma that keep them from living full, productive lives.
- Around **800 million children** suffer from NTDs and face malnutrition, reduced school enrollment and compromised intellectual development.
- The loss of productivity and future earnings due to the crippling effects of NTDs can have **devastating economic consequences** for countries already struggling with extreme poverty. Developing countries need a strong and healthy workforce to improve their socio-economic prospects. NTDs stand in the way of that progress and keep entire communities mired in the cycle of poverty.
- **NTDs heavily impact the health and well-being of women and girls in their most productive years.** Pregnant women with anemia caused by intestinal worms have a higher risk for complications including infections, miscarriage and death. NTDs such as trachoma and lymphatic filariasis (elephantiasis) often lead to physical disabilities such as blindness or severe swelling of the arms, legs and other parts of the body, making it difficult for women to work or care for their children. Data from trachoma-endemic countries consistently show that blindness from trachoma is two to four times higher in women compared to men. When a mother becomes sick, it is often the young girls in the family who drop out of school and are tasked with caring for the sick mother and taking responsibility for her chores. In this way, NTDs disproportionately affect women and set young girls and the next generation of women on a path of perpetual poverty.
- NTDs are **one of the best buys in global health**--for just 50 cents per person per year, we can get the drugs to the people who need them the most, if country governments and donors can commit to mobilizing and directing resources.
- Controlling NTDs – not just HIV, malaria and TB – is a **critical step to meeting the Millennium Development Goals (MDGs)** set forth by the world’s countries to halve poverty by 2015.

SUGGESTED CONTENT: Twitter

.@USAID's #NTD program supports 25 countries to introduce & scale up NTD control programs

<http://ow.ly/w8j3M> #1BforNTDs

>1B treatments delivered since the start of @USAID #NTD program in 2006, w/ 222M treatments in

2013 <http://ow.ly/w8j3M> #1BforNTDs

465M ppl reached w/ @USAID support in world's poorest endemic areas committed to elimination of

#NTDs <http://ow.ly/w8j3M> #1BforNTDs

#Didyouknow that >1B ppl – one-sixth of the world's population – suffer from one or more #NTDs?

<http://ow.ly/w8j3M> #1BforNTDs

~800M children suffer from #NTDs & face malnutrition and reduced school enrollment due to

#NTDs <http://ow.ly/w8j3M> #1BforNTDs

Loss of productivity & earnings due to #NTDs have devastating economic effect on dev. countries

<http://ow.ly/w8j3M> #1BforNTDs

>500k ppl die per yr from #NTDs & millions suffer from disability/disfigurement

<http://ow.ly/w8j3M> #1BforNTDs

#NTDs heavily impact #health & well-being of #women and girls in their most productive years

<http://ow.ly/w8j3M> #1BforNTDs

#NTDs are a #BestBuy4GH - as little as 50 cents per person per yr can help cure NTDs

<http://ow.ly/w8j3M> #1BforNTDs

Controlling #NTDs is a critical step to meeting #MDGs of halving #poverty by 2015

<http://ow.ly/w8j3M> #1BforNTDs #BestBuys4GH

.@USAID #NTD prgrm is the largest public-private partnership collaboration in Agency's 50yr history

<http://ow.ly/w8j3M> #1BforNTDs

.@USAID #NTDs prgrm delivered \$6.7B in donated meds to at-need pops = cost-effective success

<http://ow.ly/w8j3M> #1BforNTDs

In focus countries, @USAID supports MOH & Ed to effectively target & deliver treatment to those in need

<http://ow.ly/w8j3M> #1BforNTDs

5 of drugs needed to treat #NTDs are donated by @GSK, @JNJcares, @Merck, @MerckSerono de &

@pfizer <http://ow.ly/w8j3M> #1BforNTDs

Thnx to @USAID support, 59M ppl now live in areas where they are no longer at risk of acquiring LF

<http://ow.ly/w8j3M> #1BforNTDs

35M ppl live in areas where active trachoma is no longer a #publichealth threat, thnx to @USAID prgrms

<http://ow.ly/w8j3M> #1BforNTDs

SUGGESTED CONTENT: Facebook

Through USAID's Neglected Tropical Disease (NTD) program, over 1 billion treatments have been delivered to 456 million people in the world's poorest communities. NTDs affect more than 1 billion people, almost exclusively the poor and powerless living in rural areas and urban slums of low-income countries. Help us celebrate an important milestone in reducing the global NTD burden by using the hashtag #1BforNTDs and following USAID's campaign: One Billion and Counting: Accelerating Action to Eliminate NTDs by 2020. Visit our program website for more information on the campaign: <http://www.neglecteddiseases.gov/>

Promotional Infographic



USAID's NTD Program has helped deliver 1 billion treatments to 465 million people in the world's poorest communities.

Maggie Hallahan Photography



#1BforNTDs