

# Campaign Resource Overview

Materials from CDC's campaign to raise awareness of inactive tuberculosis (TB)



## About the Think. Test. Treat TB Campaign

Tuberculosis (TB) is one of the world's leading infectious disease killers, and it is both contagious and deadly. Up to 13 million people are living with inactive TB, also called latent TB infection, in the United States. Without treatment, 5-10% of people with latent TB infection will develop active TB disease. Yet, the notion that TB is no longer a problem persists.

CDC's Think. Test. Treat TB is a national multilingual communications campaign to raise awareness about inactive TB, also called latent TB infection. The campaign aims to reach those most at risk for inactive TB, and their health care providers to encourage TB testing and accelerate elimination of this treatable disease.

**WEBSITE:**

<https://www.cdc.gov/think-test-treat-tb>

**HASHTAGS:** #ThinkTestTreatTB

**X:** @CDC\_TB

**FACEBOOK:** @CDCTB



**ORDER MATERIALS AT :**  
[www.cdc.gov/pubs](http://www.cdc.gov/pubs)

# Campaign Resources for Persons at Risk for TB

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 general audiences.

## INACTIVE TB (LATENT TB INFECTION) TESTING & TREATMENT (additional resources available)



### VIDEO PSA

Video introduction to inactive TB featuring a health care provider and patient conversation about TB testing

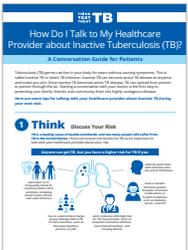
Play [English](#), [Vietnamese](#)



### POSTER Protect your family. Test for tuberculosis.

One-page printable resource with facts about inactive TB

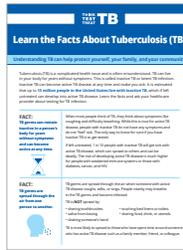
Available in [English](#) and [Vietnamese](#)



### CONVERSATION GUIDE Patient Conversation Guide

A guide for patients about how to talk to health care providers about TB risk, testing, and treatment options

Available in [English](#), [Chinese](#), [Ilocano](#), [Marshallese](#), [Spanish](#), [Tagalog](#), [Vietnamese](#)



### FACT SHEET Learn the Facts About Tuberculosis (TB)

A guide to understanding the myths and facts about inactive TB

Available in [English](#), [Chinese](#), [Ilocano](#), [Marshallese](#), [Spanish](#), [Tagalog](#), [Vietnamese](#)



### 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

Available in [English](#), [Chinese](#), [Ilocano](#), [Marshallese](#), [Spanish](#), [Tagalog](#), [Vietnamese](#)



### 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

Available in [English](#), [Chinese](#), [Ilocano](#), [Marshallese](#), [Spanish](#), [Tagalog](#), [Vietnamese](#)

## SOCIAL MEDIA (additional resources available)



**X** Without treatment, inactive TB can develop into active TB disease. People can become sick and may unknowingly pass

TB to others, including family, friends, or healthcare workers. Learn how to protect yourself and others: [\[cdc.gov/think-test-treat-tb\]](https://cdc.gov/think-test-treat-tb) #ThinkTestTreatTB



**LinkedIn** 13M people in the U.S. have inactive TB infection and many don't know it. Talk to your health care provider about

preventing TB and learn more about protecting yourself and others: [\[cdc.gov/think-test-treat-tb\]](https://cdc.gov/think-test-treat-tb)



**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 health care provider about testing for TB. [\[cdc.gov/think-test-treat-tb\]](https://cdc.gov/think-test-treat-tb)

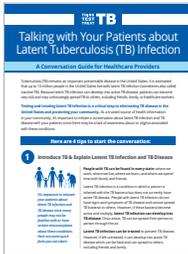


**Instagram** Without treatment, inactive TB can develop into active TB disease and spread to your community. Learn how to protect yourself and your loved ones: [\[cdc.gov/think-test-treat-tb\]](https://cdc.gov/think-test-treat-tb)

# Campaign Resources for Health Care Providers Who Serve People at Risk for TB

The Think. Test. Treat TB campaign also includes resources specifically designed for health care providers who serve people who are at increased risk for TB.

## INACTIVE TB (LATENT TB INFECTION) TESTING & TREATMENT [\(additional resources available\)](#)



### CONVERSATION GUIDE Health Care Provider Conversation Guide

A conversation guide for health care providers about how to talk to patients about latent TB infection, addressing potential misinformation, and discussing risk, the testing process and treatment options.

 Available in English, Chinese, Ilocano, Marshallese, Spanish, Tagalog, Vietnamese



### PROVIDER TOOLKIT CDC's toolkit has materials to help you prevent TB.

The health care provider toolkit provides free resources, in multiple languages, to support TB communication, testing, and treatment efforts with health care provider audiences.

 Available in English and Vietnamese

## SOCIAL MEDIA [\(additional resources available\)](#)



**X**  
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: [\[cdc.gov/think-test-treat-tb\]](https://www.cdc.gov/think-test-treat-tb) #ThinkTestTreatTB



**LinkedIn**  
Health care providers: you can prevent tuberculosis! Open the conversation, protect your patients, and test for TB. Help reduce the risk of TB in your community. [\[cdc.gov/think-test-treat-tb\]](https://www.cdc.gov/think-test-treat-tb)



**Facebook**  
As a health care provider, you play a critical role in reducing the spread of tuberculosis in the U.S. and your community. Protect your patients. [\[cdc.gov/think-test-treat-tb\]](https://www.cdc.gov/think-test-treat-tb).



**Instagram**  
Health care providers: testing and treating latent tuberculosis infection is a critical step to eliminating TB disease across America. Start in your office—talk to your patients about testing for TB today. [\[cdc.gov/think-test-treat-tb\]](https://www.cdc.gov/think-test-treat-tb) #ThinkTestTreatTB

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To learn more about TB and how you can protect yourself and others, visit [www.cdc.gov/think-test-treat-tb](https://www.cdc.gov/think-test-treat-tb)

