# Public health communications worksheet

Concise communication using EPIC format\*

**Engage:**

Broad prosperity depends on preparing for crises as well as maintaining public structures that we all depend on. Unfortunately, the pandemic showed what happens when we don’t do that.

**Problem:**

Tuberculosis (TB) cases and deaths have increased, for the first time in a decade, taking 1.6 million lives in 2021 and sickening 10.6 million! COVID-19 made things worse by interrupting treatment, delaying diagnoses, and diverting personnel and resources normally used for TB. The current TB increases are hitting home as well as abroad.

**Illustrate the solution:**

TB is an airborne, but curable disease. It is the top infectious killer in low- and middle-income countries *and* impacts all 50 states. In fact, there are approximately 13 million Americans living with TB infection. Imagine what we could accomplish if we tackled TB with the same resolve and resources as we did COVID-19. We could save millions of lives, strengthen health systems and pandemic response, and ultimately end TB as a threat to everyday people.

**Call to action:**

It’s time to end TB. Will the Representative communicate directly with LHHS Appropriations Chair and Ranking Member in favor of $225 million for the CDC’s TB program in FY25?

\*Worksheet and laser talk inspired by www.results.org