

THE STREAM CLINICAL TRIAL STAGE 2 RESULTS

Digital communications pack



INTRODUCTION

The following assets have been designed to help spread the news about the Stage 2 results to stakeholders through digital channels, including social media, WhatsApp and email.

The materials have been designed for you to adapt them to the relevant language and length for social media channels.

HOW TO USE THE MATERIALS

There are 11 graphics with suggested text for social media posts.

You do not need to use them all. Use the ones that you find useful.

The images have been designed to go with the specific copy written for them, please keep them together.

HOW TO PREPARE THE IMAGES

1. Open the powerpoint document
2. The text can be edited in the powerpoint if you want to change the language. Edit the text on each slide.
3. Once text is correct:
 - Go to - File – Export
 - Select file format: jpeg
 - Check the box for ‘save every slide’
 - Click export
4. The graphics have now all been saved as jpgs.
5. The images have been designed in a square format to fit most social media platforms. Most platforms will adjust the shape or size.

HOW TO PREPARE THE TEXT

- If you want to post in a language other than English, copy and paste the text in this document to a new document and translate.
- Please remember that most social media platforms have limitations for the amount of text you can post. When you translate the text it will impact the length.

LINKING TO THE STREAM TRIAL ANIMATION

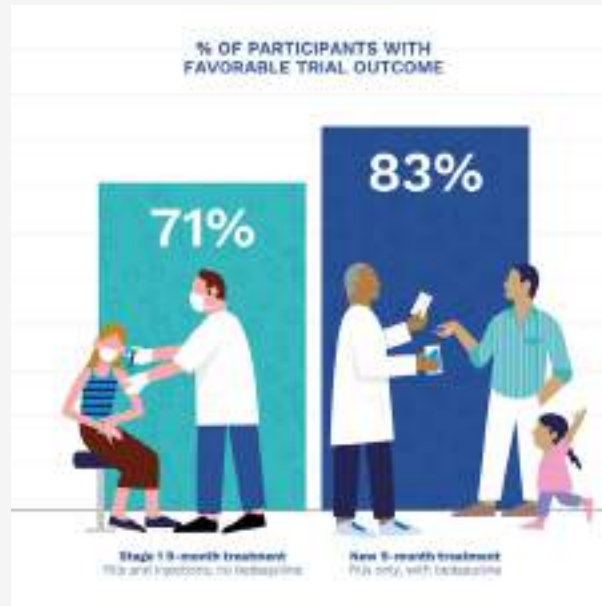
- We recommend putting a link in every post to the STREAM trial animation.
- Please add the appropriate link at the end of each post.

POSTING TO SOCIAL MEDIA

- Once your text is ready, copy and paste the text into social media platforms.
 - If you are posting in English, then most social media platforms will accommodate the length of text as it has been written, but some (Twitter) will need shortening.
 - Remember to add a link to the STREAM trial animation.
- Attach the jpeg as an image for the post.
- Post.

“The STREAM results are a tribute to everyone who took part in the trial.”

DR. I.D. ROSEN
VITAL STRATEGIES, TRIAL SPONSOR



Post:

The new 9-month treatment that used only pills, including bedaquiline, is more effective than the Stage 1, 9-month treatment that used an injection and pills (without bedaquiline.)



Post:

The new 6-month treatment that used an injection and pills, including bedaquiline, is more effective than the Stage 1, 9-month treatment that used an injection and pills (without bedaquiline.)

Post:

STREAM is a multi-country clinical trial evaluating shorter, more tolerable MDR-TB regimens, carried out over more than 10 years. The trial brings us closer to a day when better MDR-TB treatments are available for everybody.



Post:

Both new Stage 2 treatments should be easier for patients to complete than the Stage 1, 9-month treatment.



Post:

People who take the new treatments can reduce the discomfort of injections and the risk of hearing loss, which is associated with the injections.



Post:

STREAM is the world's largest recruited, multi-country clinical trial to examine shortened regimens for MDR-TB. It is also the first phase III trial to test the efficacy and safety of bedaquiline, one of the newest TB drugs, within a shortened treatment regimen.



Post:

Stage 1 of the STREAM clinical trial showed that an experimental 9-month treatment, which had an injection and pills, was as effective as the old 2-year treatment previously recommended by health experts.



Post:

In Stage 2 we studied whether a 9-month treatment with only pills, including bedaquiline, was as good or better than the Stage 1, 9-month treatment with injections and pills.



Post:

In Stage 2, we also studied if a new 6-month treatment with injections and pills, including bedaquiline was as good or better than the Stage 1, 9-month treatment.



Post:

About the same proportion of people on both the Stage 1, 9-month treatment and the new 9-month treatment had medical problems during treatment and follow up. People on the new 9-month treatment with only pills, including bedaquiline, had less severe hearing loss than people on the Stage 1, 9-month treatment.



Post:

About the same proportion of people on both the Stage 1 9-month and the new 6-month treatment with an injection and pills (including bedaquiline) had medical problems. However, people on the new 6-month treatment had less severe hearing loss than people on the Stage 1, 9-month treatment with a longer injection period.