



# World Hepatitis Day 2010 – Wrap-Up



World Hepatitis  
Alliance



# Contents Outline



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# Executive Summary



•2010 was a momentous year for the international hepatitis community. Patient groups around the world worked tirelessly with the World Hepatitis Alliance to achieve a multitude of key milestones in the fight against hepatitis B and C

•19 May 2010 marked the third global World Hepatitis Day, supported by approximately 280 patient groups, with reported activities\* organised in 68 countries. Since 2008 the Alliance along with its supporters have reached in excess of two billion people through the media, generated over 3,000 pieces of coverage and developed multiple campaign tools aiding groups to host thousands of event worldwide

•Delivering essential policy change at a national and international level is a key driver of the Alliance's five year policy strategy. On 21 May at the 63<sup>rd</sup> World Health Assembly, the 193 member states of the World Health Organization (WHO) passed the first ever resolution on viral hepatitis. The resolution commits all governments to act to tackle hepatitis B and C and provides for unprecedented support, resourcing and leadership from WHO, including the development of a global hepatitis strategy

•The Alliance played a central role in this breakthrough event. Viral hepatitis was originally added to the World Health Assembly agenda following lobbying from the Alliance and patient groups around the world. At the WHO Executive Board and World Health Assembly, the Alliance briefed almost every Health Minister either in face-to-face meetings or with written material, to explain how unified action to tackle viral hepatitis was needed and to press for the resolution



\*The Alliance only hears from a small proportion of groups that organise World Hepatitis Day events - if you would like to share details with the Alliance please send them to [contact@worldhepatitisalliance.org](mailto:contact@worldhepatitisalliance.org)

# Executive Summary

- The Alliance worked in partnership with its Public Health Panel to demonstrate the overwhelming support for coordinated action in tackling viral hepatitis. A scientific briefing paper – distributed to key Health Ministers – was supported by EASL, APASL and a number of prominent clinicians

- Working with the WHO to conduct research into national policies on viral hepatitis in all 193 member states, the Alliance published the results as an unprecedented report titled [Viral Hepatitis: Global Policy](#), which highlighted policy gaps and the need for action

## Key Campaign Stats:

- In 2010, the Alliance increased its global reach, with activities in the following countries for the first time: [Cameroon](#), [Georgia](#), [Hungary](#), [Indonesia](#), [Ireland](#), [Kenya](#), [Nepal](#), [Panama](#), [Qatar](#), [Ukraine](#) and [Yemen](#)

- The first ever World Hepatitis Day music album was launched – entitled ‘[This Day](#)’

- Over [575 events](#) were coordinated – from TV adverts in Austria to talk shows in Azerbaijan, from screening events in Bulgaria to hepatitis help lines in Hong Kong

- Supporting these efforts, the global team secured [585+](#) advertising billboards, which appeared in cities across the globe including, [London](#), [Lima](#), [Rio de Janeiro](#) and [Geneva](#)

- The first resolution on viral hepatitis was secured at the World Health Assembly

- [231 new](#) campaign materials were produced, translated and distributed to all patient groups

- A new [interactive](#) global website launched including: a new multi-language blog (with seven bloggers), interactive story wall, community scrapbook and world map

- The unprecedented policy report ‘[Viral Hepatitis: Global Policy](#)’ launched at EASL, Vienna



# World Hepatitis Day Campaign Overview



World Hepatitis Alliance



# 'This is hepatitis...'

• In 2010, the Alliance launched a new campaign theme, 'This is hepatitis...' as part of the ongoing 'Am I Number 12?' disease awareness campaign. The new theme goes beyond the statistic that one in 12 people worldwide is living with hepatitis B or C by focusing on the real and varied impact of the diseases

• A range of new campaign materials were developed, including 21 posters, 10 postcards and two web banners. All materials were translated into seven languages: Arabic, English, French, Chinese, Portuguese, Russian and Spanish, resulting in **231 new campaign materials**

• The Alliance developed a global music album, 'This Day', which included collaborations by artists of diverse nationalities to reinforce the importance of global co-operation in tackling viral hepatitis. Member groups were able to sell the album (and use the profits for their own national campaigns and programmes) to raise awareness around World Hepatitis Day

• To help patient groups build their own World Hepatitis Day programmes, the Alliance developed a new campaign **toolkit**, which addressed:

- **Public Relations** - to provide guidance on implementing 'This is hepatitis...'
- **Policy** - to empower patient groups to lobby their governments
- **Fundraising** - to broaden funding streams



# The Human Story of Viral Hepatitis



- In 2010, the Alliance continued its [monthly newsletter series](#): translated into the seven core global languages and distributed to patient groups, sponsors and all key stakeholders
- [e-Alerts](#) were sent to patient groups, providing regular updates on key Alliance activities
- The Alliance launched a [Media Bureau](#), which provided support for global and regional members of the Alliance to promptly react and contribute to the news. The Media Bureau continues to help shape the response of the Alliance to major issues, which in the last year included:
  - Quotes of support from Alliance president, Charles Gore, in response to China's decision to halt hepatitis B testing for employees and students - published in the *Xinhua News Agency*, *China News Service* and *China News Week*
  - A feature editorial in the *Lancet* resulting from an interview with Charles Gore regarding policy changes to tackle viral hepatitis and the WHO resolution
- 2010 also saw the creation of the [Regional Support Coordinator \(RSC\) Role](#). RSCs provided advice on regional activities and administrative support to Board Members in each of the seven Alliance regions: Australasia, Europe, Latin America, North Africa & Eastern Mediterranean, North America, South East Asia & Sub-Saharan Africa and Western Pacific
- Alliance support grew to [280 patient groups from over 60 countries](#). Following a consultation with member groups, the Alliance will be launching a new membership and board structure in 2011



# Providing Patient Group Support: Online

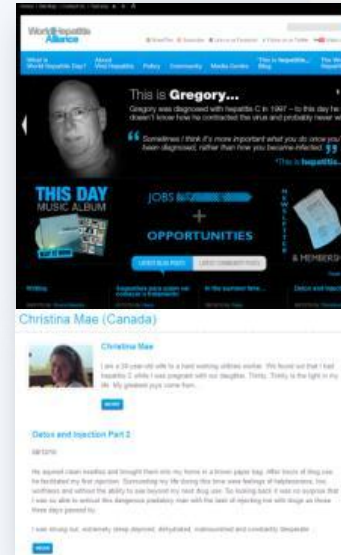


•In 2010, the Alliance launched a new interactive website, which provides a global platform for people to share their personal experiences (direct or indirect) with viral hepatitis as well as providing an informational resource on hepatitis B and C. The interactive tools include:

- ‘This is hepatitis...’ **Blog** - providing a forum for people around the world to come together and talk about their experiences of viral hepatitis to increase awareness, improve understanding and empower patients to speak out about their experiences. Since launch seven bloggers have joined the Alliance from Australia, Bulgaria, Canada, China, Croatia, Portugal and the UK
- ‘This is hepatitis...’ **Real Lives Real Stories Wall** - providing a resource for people to share their personal experiences of viral hepatitis
- The Community Scrapbook & Interactive Map** - providing patients with a central resource of community-generated information on viral hepatitis by amalgamating relevant YouTube videos, Tweets and photos on the internet ‘tagged’ with the three key Alliance tags

•Visitors to the websites originated from **151 countries**, the top 10 of which were: United States, United Kingdom, Canada, Spain, Pakistan, Brazil, India, Australia, France and China; 50% of visitors came to the website via search engines, 39% from referring sites and 11% from direct traffic – an indication that the global campaign is increasing its reach online

•The 2010 social media campaign on **Twitter** reached **over 450,000 people** in the days surrounding World Hepatitis Day alone. To date, the **World Hepatitis Day YouTube Channel** has received over **21,957 views**. Together with the integrated social media campaign, our online activities have reached an estimated **half a million people**



# Congresses: AASLD & EASL

- The Alliance had a strong presence at the 2009 American Association for the Study of Liver Disease (AASLD) annual Liver Meeting in Boston, Massachusetts, engaging in the following activities:

- Briefing to launch the new **'This is hepatitis...'** campaign
- An exhibition booth to raise its profile amongst key stakeholders, including: patient groups, physicians and sponsors
- Stakeholder meetings including a sponsors meeting and the bi-annual Alliance board meeting

- The European Association for the Study of the Liver (EASL) held its 2010 International Liver Congress in Vienna in April. The Congress provided the perfect opportunity to launch **Viral Hepatitis: Global Policy**, the first ever report of its kind analysing national viral hepatitis policies

- The launch event was attended by over 80 delegates from 28 countries, including patients, government officials and journalists. Presentations were given by Dr Steve Wiersma (WHO), Prof. Jean-Michel Pawlotsky (former Secretary-General of EASL) and Alliance President, Charles Gore
- For the first time the Alliance had a booth at EASL where delegates could listen to the new World Hepatitis Day album, **'This Day'**, sign up to receive campaign materials and learn more about the Alliance's ongoing work



# Campaigning for a WHO Resolution: WHO Executive Board

• In 2009, following lobbying by the Alliance and individual patient groups, viral hepatitis was added to the agenda for the 62nd World Health Assembly for the first time. Unfortunately, the Assembly was shortened to five days in response to the global efforts required to tackle H1N1 influenza. Discussion of viral hepatitis was postponed until the WHO Executive Board meeting in Geneva in January 2010

• The Alliance identified this as a major opportunity to shape the content of the resolution and generate support. Prior to the Executive Board meeting [a detailed position paper was sent to all delegates](#) which outlined the Alliance's recommendations for the content of a robust resolution

• [The Alliance briefed delegates at the Executive Board](#) including those from the UK, Japan, Russia, Uganda, Mauritius, Estonia and France. At these meetings the Alliance [emphasised the importance of the issue for patients and the need for coordinated action, led by the WHO](#)

• The Alliance also worked with the Public Health Panel to develop a scientific briefing which explained the overwhelming clinical need for action to tackle hepatitis. We secured support for this paper from eleven specialists, including representatives of EASL and APASL. This was circulated to all Executive Board delegates

• Working through the International Alliance of Patients' Organizations, (IAPO) [Charles Gore addressed the full meeting of the Executive Board](#) to deliver a plea from the patient community for agreement

• The Executive Board agreed a comprehensive resolution on viral hepatitis which recognised the impact of viral hepatitis globally. This was then recommended to the May 2010 63<sup>rd</sup> World Health Assembly





Viral hepatitis does not respect national borders, does not discriminate between races; and it does not recognise the potential of a newborn child.

[We are] asking for a resolution on viral hepatitis that explicitly recognises the need for action, that asks the World Health Organization to provide clear leadership, a global strategy and the necessary technical assistance, a resolution that calls on member states to adopt goals and defined interventions to prevent and control hepatitis B and C, a resolution that will deliver results.

We ask this as the people affected by these diseases, as your constituents, as your citizens. We are one twelfth of the world population.

*Charles Gore  
President, World Hepatitis Alliance  
Address to the WHO Executive Board*

# Campaigning for a WHO Resolution: The 63<sup>rd</sup> World Health Assembly

- Prior to the 63<sup>rd</sup> World Health Assembly, the Alliance wrote to **over 150 health ministers** asking them to support the resolution on viral hepatitis. **Delegates were provided with copies of the report, *Viral Hepatitis: Global Policy***, to demonstrate the need for action and highlight that nine out of 10 member states want WHO assistance to tackle these diseases

- Patient groups were encouraged to lobby their own national delegations and the Alliance provided draft letters and materials on the website as part of a **coordinated global advocacy campaign**

- During the World Health Assembly, targeted billboards were placed at Geneva Airport, through which thousands of delegates would pass, to encourage support for the resolution

- Through IAPO, the opportunity was secured for the President of the Alliance to address the World Health Assembly. He asked member states to agree a resolution on behalf of patients

- At the World Health Assembly, on Friday 21 May 2010, the 193 member states of the WHO reached consensus on **the first ever resolution on viral hepatitis** which built on the draft agreed by the EB. For the first time, the resolution recognises the global impact of hepatitis B and C. It **provides a framework for coordinated action to tackle viral hepatitis backed by dedicated resources and reflects the policy priorities highlighted by the '12 Asks'**. It also provides **endorsement of World Hepatitis Day** as the focus for global awareness-raising efforts

- The Alliance is now working closely with the WHO as they begin initial planning on how to implement a new, coordinated, international approach to tackling viral hepatitis



# Shaping the International Policy Landscape: 'Viral Hepatitis: Global Policy'

- The Alliance was **commissioned by the WHO** to conduct detailed research into existing national policies on viral hepatitis. The results were published as an unprecedented report titled **Viral Hepatitis: Global Policy**, which highlighted policy gaps and the need for action
- The aim of the report was to provide a tool to support local patient groups' efforts to influence government policy, but also to provide **compelling evidence** of the need for coordinated international action to tackle viral hepatitis prior to the World Health Assembly
- A survey was distributed to governments of **all 193 WHO member states** and then followed up by a team of researchers. **A response rate of over 70% was achieved**
- The results were published in a comprehensive Global Policy Report which provided analysis at global, regional and national levels. It assessed existing policies on viral hepatitis, audited progress toward the **'12 Asks'**, enabled comparison and highlighted best practice
- The report showed that **4 out of 5 governments consider viral hepatitis a public health priority and that 9 out of 10 want WHO assistance to tackle viral hepatitis**
- A **high profile launch event was held at the International Liver Congress 2010** in Vienna exactly one month prior to the World Health Assembly. Copies were sent to hundreds of delegates, providing timely evidence of the need for action





“I send warm greetings to all of those observing World Hepatitis Day.

Millions of Americans are affected by viral hepatitis, and too many do not know they are infected. As a leading cause of liver cancer and related complications, viral hepatitis represents a major public health challenge at home and abroad. We must work together to raise awareness, increase access to services, improve preventive care, and end the silence surrounding this life threatening illness so at risk and infected individuals can receive the assistance they need.

Across the United States, countless health care professionals, researchers, and advocates are working to achieve these goals, and our Nation’s future is more hopeful because of their dedication. Their tireless efforts are bringing us closer to the day when words like “incurable” are no longer a part of our vocabulary.

On World Hepatitis Day, we renew our support for people living with hepatitis and their loved ones, and for those who are working to improve treatment and prevention. I wish you all the best as you join together to take action against this terrible disease.”

# World Hepatitis Day in the News



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# News Around the World



•In total World Hepatitis Day has so far generated approximately **3,000** pieces of coverage globally, with stories appearing in **53 countries\***: Argentina, Australia, Azerbaijan, Bangladesh, Belgium, Bosnia, Brazil, Bulgaria, Cameroon, Canada, Chile, China, Colombia, Croatia, Cuba, France, Germany, Georgia, Ghana, Greece, Hong Kong, India, Israel, Italy, Jordan, Kuwait, Lebanon, Malaysia, Mexico, Morocco, Nepal, Netherlands, New Zealand, Nigeria, Pakistan, Peru, Philippines, Poland, Portugal, Puerto Rico, Romania, Russia, Rwanda, Spain, Taiwan, Turkey, Uruguay, United Arab Emirates, United Kingdom, USA, Venezuela and Yemen

•The total global reach of all coverage is estimated to be **over 2 billion people**

•In 2010, 8% of coverage appeared on newswires, 7% on TV, 17% on radio, 26% in print publications and 42% online.

•Countries generating the largest amount of coverage in 2010 were:

- Argentina – 67
- Australia – 95
- Austria - 100
- Brazil – 10
- Canada – 13
- Germany – 10,500
- Hong Kong – 15
- Morocco – 23
- Netherlands – 30
- Pakistan – 60
- Poland – 25
- UK - 17



\*The Alliance only hears from a small proportion of groups that secure coverage for World Hepatitis Day - if you would like to share details with the Alliance please send them to [contact@worldhepatitisalliance.org](mailto:contact@worldhepatitisalliance.org)

# Partners and Supporters



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# World Hepatitis Day Partners



The Alliance is proud to have ongoing partnerships with a large number of organisations in the hepatitis community as well as many non-governmental organisations. The following international groups have provided the Alliance with their official endorsement:



# World Hepatitis Day Sponsors



The Alliance was generously supported by a range of sponsoring organisations during 2008 and 2009. In 2010 support for the Alliance was categorised as: Campaign Partners, Campaign Sponsors and Campaign Supporters:



A **Campaign Partner** of World Hepatitis Day supported the campaign with an unrestricted educational grant or contribution of €150,000 and above for one calendar year



A **Campaign Sponsor** of World Hepatitis Day supported the campaign with an unrestricted educational grant or contribution of between €75,000 - €149,000 for one calendar year



A **Campaign Supporter** of World Hepatitis Day supported the campaign with an unrestricted educational grant or contribution of up to €75,000 or in-kind support for one calendar year



# An Award Winning Campaign



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# An Award Winning Campaign

Over the last three years, the Alliance has been recognised by its peers and industry leaders as setting the benchmark in effective healthcare, public affairs and disease awareness campaigning.



Best International PR Campaign  
**Cannes Lions Awards (2010)**



Global Campaign of the Year  
**PR Week Awards (2009)**



Outstanding Campaign of the Year  
**IPRA Gold Awards (2009)**



International PR Campaign  
**IPRA Gold Awards (2009)**



Healthcare Campaign  
**European Excellence (2008)**



Not-for-Profit Campaign  
**European Sabre Awards (2008)**





# Algeria

- This year *SOS Hépatites Algeria* organised a meeting with health officials, MPs, specialists as well as journalists to celebrate World Hepatitis Day. Also, they partnered with the country's biggest telephone operator and the message "World Hepatitis Day. This is Hepatitis. Get tested." was sent to all of its subscribers on May 19<sup>th</sup>. Additionally, 10,000 flyers were distributed to the population and there was good media coverage.
- Following these activities, the Algerian government recognised there was still room for improvement regarding its Action Plan to Fight Viral Hepatitis and made the commitment to address this.



# Argentina



- *Fundación HCV Sin Fronteras* supported World Hepatitis Day by initiating the campaign “Hepatitis B ó C si tenés dudas, hacete la prueba”, which encourages those at risk to ask for a hepatitis test. The campaign was taken on by many other groups across the country and included conferences, workshops, the provision of free tests and the creation of a website and blog.
- The activities which took place in May were widely covered by the local media (TV, radio, online and print) and information videos and messages were broadcast by different outlets. Also, copies of a CD featuring a Gonzalo Aloras’s song “El Fuego junto al Mar” were distributed to the population and an e-book containing real life stories of hepatitis C patients was released.
- Examples of cities in which WHD was celebrated this year include Buenos Aires, Santa Fé, Rosario, Ushuaia and Mendoza.

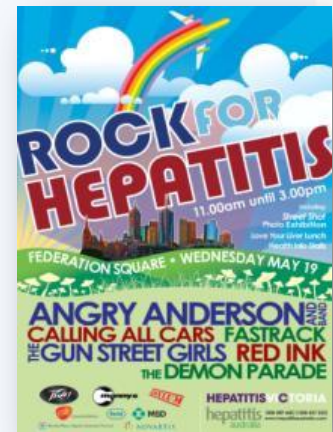


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# Australia

- In Australia, World Hepatitis Day was part of the National Hepatitis Awareness Week, which is coordinated by *Hepatitis Australia*. Together with their members and other clinical and community partner organisations, *Hepatitis Australia* delivered a comprehensive awareness campaign across the country.
- The Federal Parliamentary Secretary for Health, Hon Mark Butler, launched the campaign at a rock concert in Melbourne on May 19<sup>th</sup>, along with the First National Strategy for Hepatitis B, and the Third National Strategy for Hepatitis C. The rock concert featured five different bands: Fastrack, Demon Parade, Guns Street Girls, Calling All Cars, and iconic Australian rock legend, Angry Anderson, who headlined the event.
- Additionally, during National Hepatitis Awareness Week, a wide variety of viral hepatitis awareness-raising events and activities, ranging from 'Love Your Liver' lunches to information sessions, took place throughout Australia. To support the campaign, two television commercials around hepatitis B were developed: one focusing on testing, and the other on vaccination. These were aired on Australia's SBS television station and other networks. The television commercials developed for the 2009 campaign were again distributed to all television stations who aired them as community service announcements. Finally, a survey of viral hepatitis awareness amongst Australians revealing an unacceptably low level of knowledge in the country was reported in several media outlets.



# Austria

• *Hepatitis Aid Austria* this year ran a great awareness campaign to celebrate World Hepatitis Day. This consisted of press conferences, 1 minute information spots on TV and lobbying activities. *Hepatitis Aid Austria* also secured media coverage around WHD (over 100 articles were published by the local press).



# Azerbaijan

- The Azerbaijan Medical Students and Doctors Public Union with the support of the Ministry of Youth and Sports carried out several activities this year such as the distribution of leaflets and presentations/workshops for young people in universities and other sites across the country.
- Their media campaign was also very diversified, featuring a press conference and presentation on May 19<sup>th</sup>, a talk show on Public TV (with live phone calls), short info programmes on TV Channel 4 and articles in newspapers and websites.
- Additionally, the group is currently developing a hepatitis hotline in cooperation with the Azerbaijani President's Council.



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# Bangladesh

- The Liver Foundation of Bangladesh (LFB) successfully ran a massive ‘Am I Number 12?’ awareness campaign this year which took place in Dhaka City during the Bengali New Year. The LFB distributed leaflets and coordinated free hepatitis B screenings for thousands of people attending the event (around 10,000 people were tested). They also organised rallies and a viral hepatitis seminar which was attended by key government figures and hepatitis stakeholders.
- Leading rock band ArtCell continued to support the ‘Am I Number 12?’ campaign in Bangladesh and performed at the event, which was broadcast live.
- The Viral Hepatitis Foundation Bangladesh (VHFB) marked World Hepatitis Day by distributing posters, publishing the second issue of the Bangladesh Liver Journal and engaging in roundtable discussions at the national press club. All these events had the support of the Ministry of Health of Bangladesh. The VHFB also organised a rally with over 300 participants and a Discussion Meeting attended by over 700 people. Key guests included two Cabinet Ministers of the country. The programmes were covered on 11 TV channels and in more than 20 national news dailies.



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# Belgium



• The *CHU de Liège* and the association *Carrefour Hépatites Aide et Contact* marked World Hepatitis Day in Liège by delivering screening and prevention campaigns as well as round-table debates and conferences to raise awareness of viral hepatitis. These events were attended by important health figures, such as Pierre Deltenre, Jean Delwaide, Christophe Moreno, Boris Bastens, Olivier Detry, and also politicians such as Muriel Gerkens, Daniel Bacquelaire, and Benoît Drèze.



Au centre le Dr Brixko, Muriel Colinet et Daniel Bacquelaire, Député & Bourgmestre de Chaudfontaine



Une personne sur douze dans le monde vit avec un virus de l'hépatite, une menace que beaucoup ignorent



# Bosnia Herzegovina

- World Hepatitis Day was celebrated in Bosnia by the association *B18*. Several activities took place during the whole month of May, including a fundraising campaign in cooperation with the Republic of Srpska's Telecom, aimed at raising money for the treatment of disadvantaged people living with hepatitis B and C. Awareness raising events organized by *B18* included lectures and info tents and a music concert, which took place on May 14<sup>th</sup> at the Music Pavilion of the Park "Petar Kocic" in Banja Luka. On this occasion, the best students of "Vlado Miloćević" elementary and high school were part of the show.
- Also, an auction of paintings called "Source of Life" was held in the Music Pavilion of the Park "Petar Kocic" on May 20<sup>th</sup> (27 top artists donated their works to raise funds for *B18*'s Hepatitis Info Centre).
- On May 19<sup>th</sup>, as every year, *B18* in association with POMC distributed educational and promotional materials at Krajina Square in Banja Luka (5000 brochures and flyers as well as 500 condoms).
- Finally, the last big event of this year's campaign was a concert held on May 25<sup>th</sup> in the club DFK in Banja Luka to support people living with hepatitis B and C. During the concert 500 flyers and 350 condoms were distributed. The rock concert featured six different bands: Fade out, Mark & Kelecevic E.A.P, Neuro, Absurd, As I Fall, and Agressor.

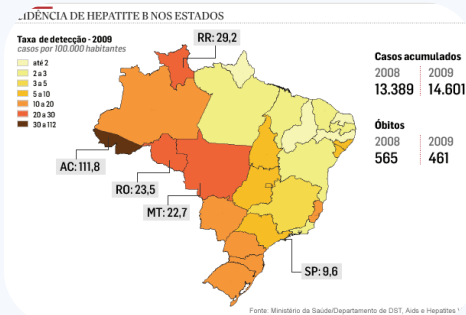


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# Brazil

- Brazil, together with Colombia and Indonesia, proposed a robust resolution on viral hepatitis in January this year; following extensive lobbying from the *World Hepatitis Alliance* and patient groups around the world, and reflecting the international realization of the need to take action to tackle these diseases, the resolution was supported by all WHO 193 member states and officially adopted in May.
- Prior to May 19<sup>th</sup>, Brazilian NGOs were told by the government to wait for a WHO decision on the resolution and delay WHD celebrations. However, many awareness events such as screening campaigns (e.g. free hepatitis C tests were offered to the residents of Vitoria by Group *Pró-Vidas Transplantes*) and workshops did take place across the country during the month of May.
- Furthermore, following last year's outdoor campaign in Rio de Janeiro, the Alliance once again teamed up with advertising company *ClearChannel Brazil* and placed 300 billboards around the city, prompting the general public to get tested. The Alliance worked with NGOs *Grupo Esperança*, *Hepatchê Vida*, *Transpática* and with Dr. Evaldo Stanislau Affonso de Araújo to develop a message for the poster.
- As determined by the WHO resolution, World Hepatitis Day will now be celebrated on July 28<sup>th</sup> – hence, the Ministry of Health officially marked the new date by announcing a series of actions to combat viral hepatitis (such as the expansion of their vaccination programme, now encompassing people between the age of 20-29 until 2012), by committing to work with the civil society and by launching their first national hepatitis epidemiological report.



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# Bulgaria

- To celebrate World Hepatitis Day, *Hepasist* launched a ‘Am I Number 12?’ campaign whose motto was: “Get protected, get tested, get vaccinated!”. Brochures were handed out in different locations across the country and the media were heavily involved in the campaign; an information video clip was broadcast for two and a half months (until the end of July 2010) by 12 Bulgarian media outlets and on May 20<sup>th</sup> Nova Television broadcast TV show host, Gala, took the last dose of the combined vaccine against hepatitis A and B.
- Press conferences were organised in the two largest cities in Bulgaria, Sofia and Plovdiv, with the participation of leading hepatitis specialists.
- Finally, free and anonymous hepatitis B and C screenings were conducted in Sofia – these took place in various locations, including the South Park, the Ministry of Health, Nova Television and the National Health Insurance Fund.



# Cameroon



- During the World Hepatitis Day celebrations, it was announced that about two million people, out of a population of 19 million, suffer from hepatitis and yet, despite the high prevalence (one of the highest in Africa), it is estimated that 80% of the population is unaware of the disease.
- Additionally, the Minister of Public Health, Andre Mama Fouda, emphasized the need to curb viral hepatitis through the delivery of vaccination to children, child-bearing mothers and medical personnel.



# Canada



- Following last year's success, *The Public Health Agency of Canada (PHAC)* contracted the *Canadian Society for International Health (CSIH)* to coordinate *World Hepatitis Day*. Elements of their campaign included a poster competition aimed at schools and prison inmates, an updated campaign website and another major event on Parliament Hill.
- Furthermore, awareness raising activities took place in every corner of the country and many organisations took part in the WHD 10 movement. For a full list of events and participants please see <http://whdcanada.ca/Events2010/tabid/79/Default.aspx>.
- One of the many interesting events to mark WHD involved volunteers from various organizations, health care professionals and people living with hepatitis, who 'tagged' every 12<sup>th</sup> person walking near Portage and Notre Dame, Portage at Carlton and Broadway by Donald in downtown Winnipeg to inform them about the 'Am I number 12?' motto and the concept behind it; they hoped this activity would lead passersby to question themselves and get tested.
- Finally, Dr. Lorne Tyrell (responsible for the development of the hepatitis B treatment) and Dr. Michael Houghton (co-discoverer of the hepatitis C virus) were at the Katz Group Centre for Pharmacy and Health Research to raise awareness about hepatitis.



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# Chile

• To mark this year's World Hepatitis Day, the *World Hepatitis Alliance* partnered with outdoor advertising company *ClearChannel-Chile* and placed six huge billboards (12x4m) in Santiago. The billboards carried the following message: “¡Una de cada 12 personas del mundo vive con hepatitis B o C, pero la mayoría de ellos no lo saben! Tú puedes ser uno de ellos...¡Hazte la Prueba! Infórmate”, which alerted the population to the fact that one in 12 people in the world has hepatitis B or C and encouraged them to get tested.

• Also, the president of the *Asociación Chilena de Hepatología*, Rodrigo Zapata, announced during World Hepatitis Day the inclusion of hepatitis in the AUGE plan, which guarantees the support of the Chilean government for hepatitis treatment.



# China

- Throughout China, the hepatitis community was busy preparing for this year's event. The WHD 2010 activities came in a greater variety and quantity than in the past years and were incredibly successful.
- On May 19<sup>th</sup>, the *Chinese Foundation for Hepatitis Prevention and Control (CFHPC)* held a press conference called "Eliminate Discrimination and Build a Harmonious Community" in Yanji, Jilin province, which was attended by 250 people and many media organisations. As a result, 50 reports were disseminated by television, newspapers and the web, including the most popular webpage, Sohu, which broadcast the event live.
- During February and March, a variety of performing arts activities took place in Zhengzhou, Chengdu and Tianjin, including street performances and dramas. The performances were designed to illustrate to the public the importance of equality and rights for those infected with viral hepatitis in relation to employment and education.
- In Guangxi, the hepatitis B community engaged in a televised public service announcement in the 'Life' segment of the local station, co-sponsored by the Guangxi Charity Association. Additionally, the Yixing Marathon Club hosted two marathons to raise awareness of hepatitis.



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# Colombia



- This year *Fundación Gestión Cultura* celebrated World Hepatitis Day in several cities and towns of Colombia with a focus on the municipalities of Medellín and Cali.
- In Medellín, the campaign included capacity building workshops for health workers, community initiatives targeting 2,000 students and a local media outreach initiative.
- Cali also saw many of its students being informed about the risks, prevention and treatment of viral hepatitis. Additionally, large numbers of leaflets were handed out to the general population.
- Note: Colombia was one of the countries which, together with Brazil, proposed a robust resolution on viral hepatitis in January this year; following extensive lobbying from the *World Hepatitis Alliance* and patient groups around the world, and reflecting the international acceptance that action to tackle these diseases is urgently required, the resolution was supported by all WHO 193 member states and was officially adopted in May.



# Croatia

- The group *HULOH/CATIH 'Hepatos'* coordinated World Hepatitis Day together with WHO-Croatia, the Ministry of Health and Social Welfare, the City of Zagreb and members of the *Croatian Alliance of Hepatitis Patients Associations*.
- The celebration of WHD 2010 started on April 29<sup>th</sup> with a reception at the Ministry of Health and Social Welfare, where representatives of the Ministry were handed the *World Hepatitis Alliance's* Global Policy results and where WHO publicly recognised *Hepatos* as the national focal point for hepatitis C.
- Other activities included educational advertising campaigns across the country's seven main cities (Zagreb, Split, Rijeka, Osijek, Dubrovnik, Pula and Koprivnica), a three-day tour of a new play by Branko Ruzic 'Blood Borne Enemy' in Rijeka, Zagreb and Koprivnica, an extensive media campaign, including major talk shows and the distribution of educational materials to all members of the Croatian Parliament, journalists, doctors, representatives of civil society organisations and other stakeholders.
- Furthermore, to mark World Hepatitis Day a symposium and media conference were held in Zagreb at the "Dr. Fran Mihaljevic" Clinic for Infectious Diseases.



World Hepatitis Alliance



# Egypt



• This year World Hepatitis Day was celebrated in Dakalhia with the support of the Governor of Dakalhia, the Ministry of Health of Egypt, the Association of Liver Patient Care “Dakalhia” and the National Committee of Hepatitis Treatment.

• Activities included sessions of questions & answers with top hepatologists, patients’ presentations on their experiences, a speech by Prof. Gamal Shiha - president of patient group Dakalhia - and lectures on viral hepatitis. Several awareness congresses were held in different provinces throughout Egypt and the events were widely covered by the media.



# European Union

- The European Liver Patients Association (ELPA), together with The European Association for the Study of the Liver (EASL) and with the help of MEPs Alojz Peterle and Dr. Thomas Ulmer, organized a lunch debate and a liver enzyme testing initiative in the European Parliament (EP) in Strasburg to mark this year's WHD.
- Three years after the adoption of the EP's Written Declaration on Hepatitis C, MEPs Alojz Peterle and Dr. Ulmer called upon the Commission and the Council to take up the fight against hepatitis and to promote risk group-specific screening programmes.
- EP President Prof. Buzek stated that viral hepatitis is an urgent public health issue in Europe and was himself tested on the day to set an example to other MEPs. More information on the event can be found at <http://www.elpa-info.org/>



## World Hepatitis Day

2 0 1 0

« Hepatitis – three years after  
the EP Written Declaration »

European Parliament Lunch Debate

**19 May 2010** 13h00-14h30

Members' Restaurant, C 4.1 - Zone Canal  
European Parliament Strasbourg

ELPA

[www.elpa-info.org](http://www.elpa-info.org)

EASL  
EUROPEAN  
ASSOCIATION  
FOR THE STUDY  
OF THE LIVER

World Hepatitis  
Alliance



# Former Yugoslav Republic of Macedonia



- *Macedonia HEPTA*, a leading association dedicated to patients living with hepatitis, was involved in many activities during the month of May to mark WHD. They hosted a roundtable discussion, which involved WHO and government representatives as well as NGOs and patients. They also organised workshops in medical schools, a one-day seminar for nurses and a big party to attract today's youth and educate them about viral hepatitis.
- *HEPTA* also held a lecture on hepatitis at the 33th International Medical Scientific Congress in Ohrid to raise awareness of the disease amongst its attendants.
- Finally, they conducted a media campaign and organised free hepatitis C screenings.



# France



- On May 19<sup>th</sup> the group *SOS Hépatites Fédération* launched a campaign called “Dépistez-vous” (Get tested) in Paris and other regions of France, such as Amiens, Angers, Nantes, Saint-Etienne and Calais. This awareness-raising initiative included the provision of screening tests and the distribution of materials.

- A variety of other activities took place across the country. To see the full list of events, please check: <http://www.soshepatites.org/actu/programmeregionsjmh2010.htm>

- Finally, together with AIDES, *SOS Hépatites Fédération* announced plans to hold a patient meeting entitled “Mieux vivre avec une hépatite C”, which aims to educate patients on how to manage their hepatitis.



# Georgia



- The *UK-Georgia Professional Network (UGPN)* and the *Open Society Georgia Foundation* celebrated World Hepatitis Day this year by joining the global “This is Hepatitis...” campaign. They held a press conference on the day to raise awareness of hepatitis and to call for the establishment of a hepatitis C treatment programme, as the majority of patients cannot afford the drugs.
- Also, a working group composed of nine NGOs was established to discuss ways to improve access to hepatitis C treatment.



# Germany

- In cooperation with Techniker Health Insurance and the association *Deutsche Leberstiftung*, NGO *Deutsche Leberhilfe* celebrated World Hepatitis Day by running a massive poster campaign across the country; their awareness messages could be seen on billboards on the underground, at train stations and in other public settings. These messages were displayed up to a hundred times every day so thousands of people were exposed to them.

- On May 19<sup>th</sup>, *Deutsche Leberhilfe*, *Deutsche Leberstiftung* and the Techniker Health Insurance launched a hepatitis themed creative contest in schools in Hamburg, where students were asked to create hepatitis B posters as well as write articles for their school magazines and their websites. The authors of the most creative/best pieces received a prize at a ceremony in Hamburg at the end of June.

- Also, on May 18<sup>th</sup> and 19<sup>th</sup>, a “Lebertest-Bus” (Liver Check Bus) parked in the centre of Nuremberg and free ALT liver checks and FibroScans were offered to the general public. A doctor was available to explain the results and advise on further steps, if necessary. This initiative was extremely successful, with long queues and people coming from out of town to get a test.

- Finally, a statement by Prof. Rita Süßmuth (patroness of *Deutsche Leberhilfe* and former president of the Bundestag) and press releases were sent out to hundreds of local newspapers, radio and TV stations, which were really receptive. World Hepatitis Day 2010 also got excellent coverage on the internet, with a total of 10,500 WHD reports in the German language on May 19<sup>th</sup> - this was ten times as many German WHD reports as last year.



Machen Sie den Lebertest!



# Ghana



- This year, the *Hepatitis Society of Ghana (HEPSOG)* and the *Pharmaceutical Society of Ghana (PSGH)* jointly organised a symposium in Accra for teachers and the National Ambulance Service's staff members to address the management and prevention of hepatitis B.
- Free screening tests were offered at the event, which was covered by the local media.



# Hong Kong

• On May 19<sup>th</sup> patient group *AsiaHep* conducted an extensive media campaign targeting local newspapers, radio and TV programmes as well as other prime time news programmes. The success of the campaign could be measured the week after World Hepatitis Day: *AsiaHep*'s helpline centre was incredibly busy attending to lots of requests for free HBsAG blood tests and educational materials, such as their DVD "My Precious Hep B Liver".

• Also, in the weeks building up to WHD, *AsiaHep* targeted groups which are at high risk of developing cirrhosis and delivered HBsAG quick tests at the Alice Ho Miu Ling Nethersole Hospital and at its sister Family Medical Clinic.



World Hepatitis Alliance



# Hungary

• To celebrate World Hepatitis Day, patient group *Melania* and the *Foundation for Liver Disease Patients* organised several activities, including an impactful television advertisement campaign called “Majmoly”. The advertisement carried the message that hepatitis C can be cured and encouraged people to get tested. It was also posted on YouTube and can be accessed by clicking here:

<http://www.youtube.com/watch?v=qEVScUnnC4A>

• Furthermore, an event called Liver Day was organised to educate and promote hepatitis information sharing amongst Hungarian family practitioners.



# India



• *The National Liver Foundation (NLF)* organised a massive campaign which ran from the 6<sup>th</sup> to the 30<sup>th</sup> of May and reached thousands of people across the urban and rural areas of Lucknow. Activities to celebrate WHD included puppet shows, the screening of documentaries, distribution of leaflets in 30 villages around the area, theatrical sketches in public places like railway stations and markets, an SMS (text message) campaign, a media campaign, HBsAg screenings in hospitals and billboards in Charbagh's railway station.

• *The Gastroenterology Sree Gokulan Medical College and Research Foundation* celebrated the day by holding a public meeting with health workers and the general public to raise awareness of hepatitis. They also discussed the topic on FM radio, carried out a lecture for a selected audience and published a press release.

• Finally, *The Hindu National Newspaper* in association with *Time Hospital* observed World Hepatitis Day by organising a medical camp for rehabilitated children at the Krishna Industrial and Agricultural Exhibition on the sprawling premises of Swaraj Maidan. The aim of this activity was to inform the children on how to prevent infections. Additionally, an awareness meeting was organised at this exhibition, where Krishna District Medical and Health Officer, U. Prasada Rao, was the chief guest.



# Indonesia

- Indonesia was one of the countries which, together with Brazil, proposed a robust resolution on viral hepatitis in January this year; following extensive lobbying from the *World Hepatitis Alliance* and patient groups around the world, and reflecting the international acceptance that action to tackle these diseases is urgently required, the resolution was supported by all WHO 193 member states and was officially adopted in May.
- Hence, following the resolution's change of date for World Hepatitis Day, the first observance of the WHD by the Indonesians happened on July 28<sup>th</sup>, with the Minister of Health saying that “even though we have carried out many programs, hepatitis remains a big problem” (currently it is estimated that as many as 30 million people are infected with viral hepatitis in the country) and announcing that further efforts to eliminate and prevent the spread of hepatitis will be carried out. Representatives of the Ministry of Health used some of the Alliance's branded materials to stage a peaceful rally at the Bundaran Hotel (Indonesian traffic circle) in Jakarta. News about WHD was picked up by the media.



# Ireland



• The Community Response Group organised a 8km Fun Run/Walk in Phoenix Park, Dublin, to raise awareness of hepatitis and World Hepatitis Day. T-shirts and bags were distributed to all participants who had a great day and really enjoyed being part of this initiative.

**Leg it for your liver!**  
**Fun Run 2010**

Start Time:  
Wednesday,  
19th May 2010  
7:00pm

Contact:  
Community Response  
Contact Number:  
01 4549772  
Email:  
communityresponsefunrun@gmail.com

For World Hepatitis Awareness day 2010  
8 km Charity Fun Run/Walk in Phoenix Park Dublin on the 19th May 2010.  
All proceeds in aid of Community Response.  
€20 entry fee. Goodie bags for all entrants on the day.  
Go to [www.hepinfo.ie](http://www.hepinfo.ie) to Register

The poster features a cartoon liver character with arms and legs, wearing a green shirt and blue shorts, running. The background shows silhouettes of runners and trees against a blue sky with a rainbow at the bottom.

# Israel

- This year patient group *Hetz Liver* organised two seminars in the Tel Aviv Medical Centre and the Kaplan Medical Centre (the former was supported by a representative from the Israeli Ministry of Health) to celebrate World Hepatitis Day. These seminars were set up to educate and promote hepatitis information sharing amongst Israeli family doctors.
- Furthermore, news about hepatitis could be seen on TV, and radio stations also covered the events, promoting a platform for patients and doctors to share their experiences about hepatitis, to inform the public about the disease and to prompt them to get tested.



# Italy

- Patient group *Educazione, Informazione e Prevenzione sull'Epatite C (EPAC)* once again successfully coordinated activities in Italy to celebrate World Hepatitis Day:
- On May 18<sup>th</sup> EPAC held a conference at the Italian Parliament to launch a 'white paper' on the social impact of hepatitis and to discuss strategies that could improve the diagnosis and treatment of hepatitis. Following the conference, the president of the Senate's Sanitary Commission, Antonio Tomassini, stated that the Ministry of Health would be taking measures to tackle this disease.
- On May 19<sup>th</sup> EPAC set up a stand in the Piazza Montecitorio (in front of the Parliament), where people were offered free hepatitis tests; 18 MPs got tested. The event was covered by the local and national media.



World Hepatitis Alliance



# Japan

• To celebrate World Hepatitis Day, the *Japan Hepatitis Council* held a press conference on May 19<sup>th</sup> at the press club of the Ministry of Health, Labour and Welfare, during which they presented their recent lobbying activities and called for government reimbursement for hepatitis medical treatment expenses. Copies of the Alliance's awareness messages were also distributed at this event.



# Jordan

- Celebrations of World Hepatitis Day were coordinated by *Jordan's Friends of Liver Patients Society*; amongst the activities to mark the date were a walk to raise funds to support the treatment of patients and a press conference to raise awareness of the hepatitis problem in the country.
- News about these events was picked up by the media.



# Kenya

- Following the adoption of a WHO resolution on viral hepatitis in May, Kenya marked World Hepatitis Day on July 28<sup>th</sup> (the newly agreed date to promote hepatitis awareness).
- A press release was issued to the media which highlighted national statistics about the disease (e.g. the area worst hit by hepatitis is Turkana, with rates reaching up to 30 per cent of the population whilst Central Kenya has the lowest rates at about three per cent of the population) and highlighted the importance of vaccination.



# Lebanon



• This year the group *Hép Attitude Positive* in cooperation with the Ministry of Health, the *Lebanese Order of Physicians*, the *World Health Organization (WHO)* and *Soins Infirmiers et Développement Communautaire (SIDC)* called on the Lebanese to get tested for hepatitis during their World Hepatitis Day campaign.

• Furthermore, stylised mobile testing units visited different places in Beirut and Mount Lebanon to provide confidential and anonymous counselling and testing and to raise awareness of hepatitis. These units were painted to symbolise a liver – the front of the vans carried a fresh red colour representing a healthy liver, while its back was painted in a rusty shade of red to represent a damaged liver.



# Libya

- The University Omar Al-Mukhtar promoted a round table discussion on medical education in Libya, which assessed issues regarding the treatment of hepatitis B and C in the country.



# Malaysia

- Hepatitis campaigns were ran in different parts of Malaysia during the months of April and May. These were coordinated by the *Malaysian Liver Foundation* and included activities such as talks in hospitals, the provision of hepatitis B rapid tests and vaccination, public forums, the distribution of materials and an awareness raising walk.



# Mauritius

- On May 19<sup>th</sup> Hep Support marked World Hepatitis Day in the archipelago through activities such as the placing of news pieces in the main newspapers and other media outlets and the display of banners in shopping malls for the whole week.
- They also ran screening campaigns (including counselling), with the Foreign Minister of the archipelago as the guest of honour.



**Hepatitis: Get Treated**  
In many cases, hepatitis B and C can be treated effectively



If you think you could be infected with hepatitis B or C, contact your doctor immediately. If you have already been diagnosed with hepatitis B or C, talk to your doctor about the most effective treatment option for you.

There are many factors that will affect whether you should start treatment and an expert should discuss with your doctor will help you make the right choice.

For further information contact  
Tel: **701 58 28**  
Email: [hepsupport@gmail.com](mailto:hepsupport@gmail.com)

**AMI NUMBER 12?**  
This is hepatitis...



# Mexico

• The *Fundación Civitas Firma A.C* together with the *Fundación Mexicana para la Salud Hepática A.C* initiated a national movement called 'Voices Against Hepatitis C', in which public and private organisations come together to raise awareness of hepatitis C across Mexico. The partnership also formed an alliance - 'ABDCEducando sobre Hepatitis' - with the *National Managerial AIDS Council* to run activities which will deliver real change to the lives of those living with hepatitis B or C.



• On May 19<sup>th</sup>, a press conference was organised to launch a campaign called 'Let's raise our hands,' which asked the public to identify risk factors related to hepatitis C and directed them to a call centre, which provided further information about the disease. In addition, free diagnostic tests were delivered across Mexico City and a media campaign targeting both regional and national press was successfully implemented.



# Morocco



• To celebrate this year's World Hepatitis Day, *SOS Hépatites Morocco* organized a press conference and ran an online media campaign which included elements such as a website re-vamp, the development of a blog so doctors, patients and other users can discuss and share information about hepatitis B and C and the creation of a Facebook page and a Youtube channel which carries interviews and information videos about hepatitis: <http://www.youtube.com/user/suisjelenumero12>

• As a result, the Ministry of Health announced that hepatitis would be considered among the 41 diseases fully covered by their Mandatory Health Insurance and created a National Hepatitis Committee to oversee the implementation of an action plan to tackle these diseases.



# Nepal



- *The Liver Foundation Nepal* in cooperation with the *Narkonan* group coordinated many activities to mark World Hepatitis Day:
- Prior to the World Health Assembly, they presented a report on the hepatitis B and C situation in Nepal to the Minister of Health and asked for his support in getting the WHO hepatitis resolution adopted. They also organised a press conference and a rally with 850 students in Kathmandu to raise awareness of hepatitis and they initiated a campaign targeting various schools to educate children about hepatitis prevention – a poster and essay competition will take place in the end of the year to keep students interested in the subject.
- Additionally, a hepatitis C workshop was organised with the presence of several groups and Minister of Health, Mr Choudahary. In a few months another workshop will be organised to prepare guidelines for the management of chronic hepatitis B and C in Nepal.



# Netherlands



• *The Nationaal Hepatitis Centrum* rolled out a very successful media campaign, disseminating the ‘Am I number 12?’ message to thousands of people. Newspaper and online articles talked about hepatitis and for the first time the association managed to get TV exposure.

• Also, *The Nationaal Hepatitis Centrum* created an information video which was shown on screens in numerous railway and bus stations as well as in some restaurants and on YouTube. To see the video, please click on this link: [http://www.youtube.com/watch?v=nmOwsK0bEK0&feature=player\\_embedded](http://www.youtube.com/watch?v=nmOwsK0bEK0&feature=player_embedded)

## Besluit hepatitisprik naar volgend kabinet

■ Vaccin ligt maatschappelijk gevoelig

Sander Becker  
redactie wetenschap

DEN HAAG – Minister Klink van volksgezondheid laat de beslissing over invoering van het vaccin tegen hepatitis B waarschijnlijk over aan een volgend kabinet. Het vaccin ligt maatschappelijk te gevoelig en de demissionaire bewindsman voelt er niet veel voor om zijn opvolger op te zadelen met een nieuwe kostenpost, aldus zijn woordvoester.

Al in maart vorig jaar adviseerde de Gezondheidsraad om alle baby's en 12-jarige pubers voortaan tegen hepatitis B in te enten. Tot nu toe gaat het vaccin alleen naar risicogroepen, zoals druggebruikers, homoseksuelen en baby's van ouders uit risicolanden. Die doelgroepen worden slecht bereikt, en ook andere mensen kunnen geïnfecteerd raken. Hepatitis B is een besmettelijk virus dat kan leiden tot ernstige leverstoornissen en -kankers. Volgens de Gezondheidsraad voorkomt het vaccin de komende vijftig jaar de helft van de ziektebelasting en 2000 sterfgevallen.

Klink wilde aanvankelijk in september de knoop doorkhakken. Tegen die tijd komt de evaluatie beschikbaar van de vaccinatie tegen baarmoederhalskanker. Ook daarbij

worden pubers ingeënt tegen een seksueel overdraagbaar virus. Dat levert nogal wat maatschappelijke weerstand op. Vorig jaar lag de opkomst bij de 'meidersprik' rond de 50 procent, dit jaar nauwelijks hoger. „De invoering van een vaccin moet altijd veel vragen op”, verklaart de woordvoester van Klink. „Het is dus niet zo'n goed idee om vlak na het vaccin tegen baarmoederhalskanker een nieuw vaccin toe te voegen. Maar het uitsel is nog niet definitief.”

Het Nationaal Hepatitis Centrum roept politici deze week op om zich hard te maken voor het vaccin. „De Gezondheidsraad geeft niet voor niets zo'n advies”, zegt Hilde Logtenberg-Van der Grint, hoofd van het centrum. „In Duitsland, België en Frankrijk is het vaccin al ingevoerd en het wordt steeds goedkoper. Het belang neemt ook toe, vanwege de migratie uit voormalige Oostbloklanden, waar veel hepatitis beerst. Je zou op zijn minst moeten beginnen met het insenten van baby's.”

Wissensdag, op wereldhepatitisdag, vergadert de Wereldgezondheidsorganisatie over een resolutie met een oproep aan landen om tot vaccinatie over te gaan. De organisatie vraagt ook om betere opsporing en behandeling van de ziekte.



Wereldwijd heeft 1 op de 12 mensen hepatitis.

Slechts 30% weet dit.



1:09 / 1:30 360p

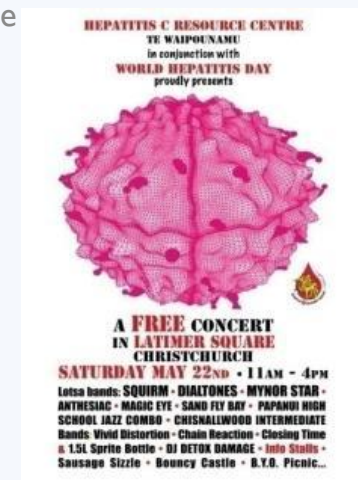
World Hepatitis Alliance



# New Zealand

• During the entire month of May the *Hepatitis C Resource Centre* promoted World Hepatitis Day through a television advertising campaign. The Centre integrated a campaign using radio, television, newspapers and a new website to reach at-risk groups. With the active support of broadcasting legend Hone Edwards they were able to secure the services of Stacey Morrison (née Daniels) to present a 30sec radio and TV commercial in both English and te Reo Maori. The commercial ran for the ten days prior to WHD on Classic Hits, ZM, and Flava as well as Maori Television. Additionally, on May 19<sup>th</sup> a colour half page was displayed in the main section of the major daily in the country – The New Zealand Herald.

• Supporting this awareness promotion, members of the Centre committee went out to the Middlemore nursing team to help with their awareness campaign at the hospital. They also went to Christchurch, where a free concert was organised during Youth Week; nine school bands played short sets over the course of the day, with announcements between sets about hepatitis and the need to be blood-safety aware.



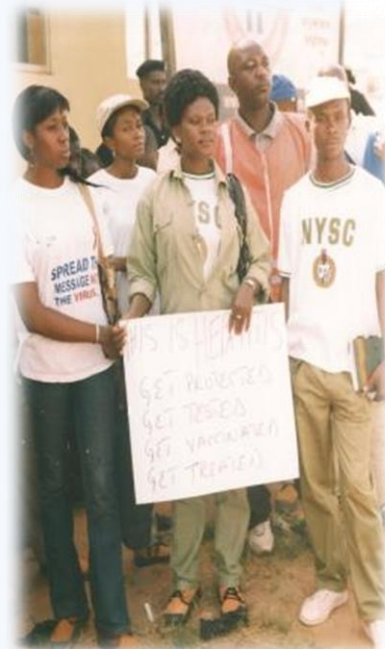
World Hepatitis Alliance



# Nigeria

• As part of their activities for World Hepatitis Day, *Advocacy for the Prevention of Hepatitis in Nigeria (APHIN)* coordinated a media campaign to raise awareness of hepatitis and for the first time managed to have exposure on the Nigerian Television Network (the national channel). APHIN also held seminars in local secondary schools and provided mass counselling, screening tests, and hepatitis B vaccinations to students in an effort to increase education and hepatitis prevention across the whole of Nigeria. They also went to the streets and distributed materials to the general public.

• The *National Youth Service Corps (NYSC)* also participated in the celebrations of WHD and organised a rally/road show in Jalingo; they delivered tests to over 300 people and distributed materials.



World Hepatitis Alliance

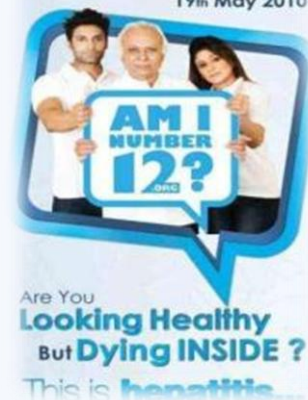


# Pakistan

- On May 19 the *Mohmand Agency* in cooperation with the Federal Administered Tribal Areas (FATA) Health Department organised mass awareness activities including workshops and the provision of screening tests and vaccinations to the general population (over 100 people were tested on May 19<sup>th</sup>).
- *BRN Communications* and other partner companies also joined the WHD movement and delivered a massive campaign with the motto: 'Looking Healthy but Dying Inside?'. Government, media and NGO representatives were also involved in this campaign which targetted people from all corners of the country and reached millions of Pakistanis; over 60 articles were published by the local media in English and Urdu; news pieces were also published by the national press, including Pakistan's largest newspaper 'Daily Jang'; radio days were organised and news on hepatitis were also featured on TV; workshops and seminars were held in various teaching hospitals and were also delivered to paramedics and to the public; awareness projects were run in schools in Karachi and Gujranwala; billboards carrying the campaign's message were displayed in various cities; for five days, gas station clients in Karachi, Lahore and Islamabad were given leaflets and information on hepatitis; various rallies/walks were organised as well as press conferences and a poster competition; screening camps were placed beside public hospitals, press clubs and police departments in different cities with a total of 6,795 people being tested for hepatitis.
- Finally, in the twin cities of Islamabad and Rawalpindi, the *Pakistan Society of Hepatology* and the *Pakistan Society of Gastroenterology* organized a Liver Day to mark World Hepatitis Day.



World Hepatitis Day  
19th May 2010



World Hepatitis  
Alliance



# Panama

- World Hepatitis Day was featured by the local media in Panama, which highlighted the '1 in 12' statistic, alerting the population to the risks of viral hepatitis and encouraging them to get tested.



# Peru



- The *Comité Ciudadano de Lucha contra la Hepatitis* together with other groups and leading medical societies in Peru organised a big awareness campaign, which included specific activities aimed at health professionals in many hospitals and private clinics across the country and the Medical College of Peru. The Social Security, Armed Forces and the Police Force were also targeted, with their staff sitting through educational talks about hepatitis B. The campaign also addressed the hepatitis B problem faced by the country's indigenous population, which is heavily affected by the disease, and a media campaign supported by artists, radio DJs and TV broadcasters reached a wider audience of people than ever before.
- Through the Alliance's international contacts with giant outdoor advertising company ClearChannel, the *Comité Ciudadano* teamed up with *ClearChannel-Peru* to promote hepatitis B awareness messages on billboards, bus shelters and street panels in over 50 locations across Lima.
- As a result of such efforts and the Comité's ongoing lobbying, and following the adoption of the WHO hepatitis resolution in May, the Ministry of Health issued a resolution that recognises hepatitis B as an urgent public health issue and states the need for a national coordinated action to tackle it.



# Philippines

• The Cebu Gastroenterology Group, in cooperation with The Hepatology Society of the Philippines marked World Hepatitis Day by organising free hepatitis B screening tests and debates. These activities were held in three different venues — the Chong Hua Hospital, the Cebu Doctors Hospital, and the Cebu Velez General Hospital.

• The group *Yellow Warriors Philippines (YWP)* also celebrated the date and organised the first Technical Working Group Meeting held in the Philippine Senate chaired by Sen. Pia Cayetano, with the aim of reviewing the existing policies and guidelines of different sectors regarding employment of HBsAg positive Filipinos, locally and abroad. As a result of the senate hearings a draft of HBV Workplace Policy was presented in a multi-sectoral meeting held in the Occupational Safety and Health Centre of the Department of Labour and Employment ( OSHC-DOLE ).



# Poland

• *Star of Hope Foundation* organised a press conference on May 19<sup>th</sup> in Warsaw under the theme “Viral time bombs - hepatitis B and C – the fatal consequences of the silent epidemic”. The event was coordinated by the association, together with a large number of strategic partners, including the Polish Association of Epidemiologists and Infectious Diseases Specialists, the Polish Association for the Study of the Liver as well as hepatitis B and C expert groups.

• By focusing on the serious life-threatening consequences and real-life impact of hepatitis B and C, this press conference aimed to improve people’s (especially policy makers’) understanding about hepatitis, to educate them on the possible consequences of failing to treat these diseases and to increase awareness of the current standards of care available. During the event, patients also had a chance to participate and share their stories.



# Portugal

• In the days leading to WHD patient group *SOS Hépatites Portugal* organised a series of activities in many parts of the country, including workshops and an awareness event in Coimbra which was attended by Zé Pedro, from the music group 'Xutos e Pontapés', lectures/talks to war veterans in Leiria and the hand-out of materials in Lisbon (like last year, a coffin appeared in the centre of Lisbon to raise awareness of the consequences of being diagnosed too late with hepatitis).

• Furthermore, to celebrate May 19<sup>th</sup>, *SOS Hépatites* organised two flash mobs; one took place in Picoas Plaza and included several public figures such as Zé Pedro, Rui Reininho, Alexandra Fernandes, Carla Chambel and Alexandra Figueiredo, and the other took place in Cais do Sodré and Entre Campos tube stations, and featured a small dancing group.

• Finally, together with the Portuguese Association for the Study of the Liver, *SOS Hépatites* published a study on the perception of hepatitis by the Portuguese population.



World Hepatitis  
Alliance



# Puerto Rico

- In Puerto Rico, World Hepatitis Day was covered by the media, which addressed the need to diagnose at-risk groups and published the findings of a study by the University of Puerto Rico which revealed that 2.3% of the adult population (between the ages of 21 and 64) in the country has been exposed to the hepatitis C virus.



# Qatar

• Various activities took place in Qatar this year to mark World Hepatitis Day, including public awareness campaigns, CME accredited meetings for physicians and the provision of free hepatitis tests to the public. These awareness and screening campaigns were set up in three of the largest malls in the country and the Ministry of Health was approached and asked to boost resources and their commitment to tackling viral hepatitis.

• Also, a media campaign based on the Alliance's messages and branded materials reinforced those initiatives as well as extending the reach of hepatitis awareness to the community at large.



## من هنا يبدأه: إن احتفالاً باليوم العالمي لمكافحة التهاب الكبد الفيروسي «التهاب الكبد» في ندوة بـ «الأعلى للصحة»

تعد ندوة التهاب الكبد الفيروسي من أهم الفعاليات التي تنظمها منظمة الصحة العالمية سنوياً، وذلك بهدف التوعية بمرض التهاب الكبد الفيروسي، الذي يعد من الأمراض المزمنة التي قد تؤدي إلى الإصابة بالفشل الكلوي، سرطان الكبد، وتليف الكبد. وقد حضر الندوة نخبة من الأطباء والباحثين في مجال أمراض الكبد، بالإضافة إلى عدد كبير من المهتمين بأمراض الكبد. وتناولت الندوة العديد من الموضوعات المتعلقة بمرض التهاب الكبد الفيروسي، من أهمها: طرق انتقال الفيروس، طرق التشخيص، وطرق العلاج. وقد ألقى عدد من المحاضرين محاضرات قيمة، تناولت أحدث التطورات في مجال علاج مرض التهاب الكبد الفيروسي. وقد حضر الندوة عدد كبير من المهتمين بأمراض الكبد، من مختلف التخصصات الطبية. وقد أقيمت الندوة في قاعة المؤتمرات بـ «الأعلى للصحة» في الدوحة، قطر.



# Romania

- During the months of March and May, over 150 schools from all across the country got involved in the celebrations of World Hepatitis Day. NGO *SANOHEP* delivered talks and materials to thousands of children; the adult population was also targeted in this project (over 60,000 leaflets were distributed to students with the slogan: “Show it to Your Parents!”).
- Furthermore, *SANOHEP* conducted some lobbying work with the Ministry of Health and worked alongside other European patient associations to put forward a declaration on May 6<sup>th</sup>, asking for official recognition of the European Day of Patients Rights.



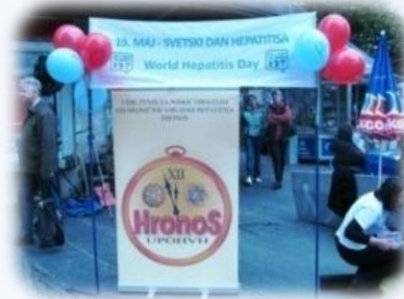
# Russia

• This year association *Pomoshch* joined the Alliance's 'Am I number 12?' global campaign. During World Hepatitis Day *Pomoshch* visited schools and delivered lectures to increase awareness and to reduce the stigma surrounding hepatitis. They also organised similar events for patients.



# Serbia

- The Aids Association for Chronic Viral Hepatitis Patients (HRONOS) organised several activities in the Republic of Serbia in the week prior to and on World Hepatitis Day.
- HRONOS set up a stand in the Republic Square of Belgrade and with the help of volunteers from the medical students' organization, YuMSIC, delivered materials to passersby. They also conducted a successful media campaign; there were a number of appearances on major TV stations (including RTS, TV B92 and Studio B) with interviews by local hepatitis experts. The promotional jingle, 'It's Positive to Be Negative,' debuted during interview segments.
- Other activities included testing campaigns in at least five major cities in Serbia (Belgrade, Niš, Novi Sad, Kragujevac and Smederevo). HRONOS prepared a video which captured the day and which can be accessed by clicking here: <http://www.youtube.com/watch?v=ZbQXcHis22g>



# Singapore



• *The National Foundation for Digestive Diseases Singapore* celebrated World Hepatitis Day by holding two forums (April 24<sup>th</sup> and May 19<sup>th</sup>) to raise awareness of viral hepatitis.

- Unprotected sex with an infected person
- Contact with an open wound or wound dressing
- Sharing sharp instruments such as needles, razors, toothbrushes or earrings
- Body piercing, tattooing and acupuncture with unsterilised needles
- Birth (passing from an infected mother to her newborn baby)



# Slovakia

- World Hepatitis Day was celebrated in Slovakia, with patient group *HepHelpKlub* conducting lobbying activities and getting a commitment from the Ministry of Health to support the adoption of a WHO resolution on hepatitis in May.



# Spain

- The *Associació Catalana de Malats d'Hepatitis (ASSCAT)* marked World Hepatitis Day by hosting talks about viral hepatitis and by placing information booths/stalls throughout various universities and hospitals in Catalonia. Furthermore, leaflets were handed out and campaign posters were uploaded on the ASSCAT website and the ASSCAT Facebook page.
- This year, the *Asociación Española de Enfermos de Hepatitis C (AsoEEHC)* organised a major campaign which included activities such as talks by specialists and health authorities as well as info tents in the City Halls of the major Spanish cities. These events were covered by the media. In addition, AsoEEHC collaborated with the European Liver Patients Association (ELPA) to lobby the Spanish Government during its presidency of the EU to include viral hepatitis as a health priority in Europe.



**¡Esto es la Hepatitis!**

**Epidemia Silenciosa**  
**Día Mundial de la Hepatitis**  
**Epidemia Silenciada**  
19 DE MAYO DE 2010

Una de cada 12 personas en el mundo tiene Hepatitis B o C y el 75% lo desconoce.



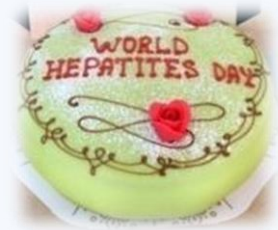
**World Hepatitis Alliance**



# Sweden

• On May 19<sup>th</sup> the *National Union of Hepatitis/ Riksföreningen Hepatit C (RHC)* rolled-out their 'Am I number 12?' campaign in one of the largest arcade passages in Stockholm, where they distributed leaflets and gave out information about hepatitis to their many visitors.

• Also, in keeping with their annual tradition of rewarding an individual who worked to help the cause (be that lobbying the government or simply distributing information materials to the general public), *RHC* awarded the prize this year to a liver transplant specialist for the way in which he conveyed information to, and took care of, his patients.



# Switzerland



• The World Hepatitis Alliance teamed up with outdoor advertising company Bercher and made sure World Hepatitis Day couldn't be missed in Switzerland. Billboards in various locations at Geneva airport were targeted not only at the general public but also the many government representatives who were attending the 63<sup>rd</sup> World Health Assembly. They carried the simple message: **One in 12 people is infected with hepatitis B or hepatitis C. The 63<sup>rd</sup> World Health Assembly. What a great opportunity.**



# Taiwan

• This year the events held in Taiwan to celebrate WHD focused on promoting hepatitis prevention and on improving the hepatitis knowledge of the residents of the country's remote, aboriginal areas. *The Taiwan Liver Research Foundation*, in partnership with the Health Bureau of Kaohsiung County Government, the Kaohsiung Healthy Harbor Association and hospitals in Kaohsiung, organised four lectures in the Namashia, Maulin and Tauyuan townships during April and May, taking the opportunity to celebrate World Hepatitis Day at the same time.

• Furthermore, the *Liver Research Foundation* organised a screening campaign in Namashia, offering liver function, hepatitis B and C, and alpha-fetoprotein tests to the residents. This event also enjoyed the support of the Medical Group of Kaohsiung Medical University Hospital, which worked with local aborigines and managed to attract hundreds of people to it (approximately 300 residents were tested).



World Hepatitis Alliance



# Turkey



- World Hepatitis Day was incorporated into the festivities of Youth Day in Turkey. To celebrate the date, workshops and seminars were held all day long in various teaching hospitals and public forums to educate people about hepatitis and ways to prevent it (e.g. on May 22th a doctor-patient meeting on liver diseases was held in the Istanbul-Ortaköy Culture Centre).
- Furthermore, several newspapers published news related to hepatitis in May and Kanal B Television broadcast a program on hepatitis on May 14<sup>th</sup>.

**19 MAYIS  
DÜNYA HEPATİT GÜNÜ**

VİRAL HEPATİTLER TÜRKİYEİNİN ACI GERÇEĞİDİR  
ve SINIRSIZ TEHLİKEDİR.  
HEPATİT B ve C İÇİN ETKİLİ İLAÇLAR VARDIR.  
GEÇ KALMAYIN ACELE KANINIZI KONTROL ETTİRİN  
HEPATİT B İÇİN AŞILANIN  
SAĞLIKLI YAŞAYIN...

**TÜRK KARACİĞER VAKFI**

Vakıf Merkezi - Şişli Tel: 0212 231 95 40 [www.karacigervakfi.org](http://www.karacigervakfi.org)



# Ukraine

- Ukraine was another country which joined the ‘Am I number 12?’ campaign this year, with many awareness activities taking place in Kiev as well as in 21 other regions of Ukraine (in cooperation with local governments). These activities, which included the provision of hepatitis testing and awareness leaflets, were held in the main squares and streets of the country.
- Furthermore, to mark WHD, *WHO Ukraine* teamed up with organisations such as *Stop Hepatitis* and *UNICEF-Ukraine* to coordinate a hepatitis roundtable debate with various NGOs, health authorities, medical experts and government representatives, and to push the Alliance’s ‘12 Asks’ campaign.
- The central office of the Ministry of Health of Ukraine (MoH) also celebrated the date by holding a press conference to talk about World Hepatitis Day; at the end of the event, the MoH invited all of its employees and the participating journalists to take a hepatitis test.
- Finally, *Stop Hepatitis* sent an open letter to Victor Yanukovich, Ukrainian President, Nikolay Azarov, Ukrainian Prime Minister, and Volodimir Litvin, Head of Parliament, calling for the recognition of viral hepatitis as an important public health issue.
- All of these events had great coverage in the Ukrainian media.



World Hepatitis  
Alliance



# United Arab Emirates

- For the second year in a row, the “C-Watcher” campaign ran throughout the United Arab Emirates (UAE) to raise awareness of hepatitis C and mark World Hepatitis Day. This year the campaign grew stronger and larger as several groups such as the MOH, the Red Crescent and the Emirates Medical Association partnered to deliver screening and awareness-raising activities at several places including selective primary healthcare centres, a busy mall in the city and selective high risk areas.



- 50,000 vouchers were distributed to the public to encourage them to get tested, free of charge.
- Furthermore, medical professionals played their part in the campaign organising group meetings for GPs to upgrade their knowledge on hepatitis C, its diagnosis and treatment and to improve the referral of suspected hepatitis C cases to specialists.
- The campaign also increased its advertising reach by targeting more publications, advertising online and organising a press conference to launch the campaign.

## Drive to stop a hepatitis spread

**UAE:** A widespread campaign is being launched in the UAE to encourage people to get tested for the Hepatitis C Virus, with thousands of free tests available for the public. Doctors are urging residents to take the test to determine if they may have contracted the virus. There are four testing centres in the UAE. For more information visit [www.cwatcher.ae](http://www.cwatcher.ae) or call 8004038.



# United Kingdom (UK)

• In the UK, World Hepatitis Day was coordinated by *The Hepatitis C Trust (HCT)*. In London, the day was marked by an exclusive reception at the House of Commons during the first week of Parliament for Britain's new government. The event was hosted by two ardent supporters of HCT, celebrity Sadie Frost and Lord Parkinson, who welcomed leading doctors, patients, MPs and many of the musicians who recorded the WHD album 'This Day'. The HCT also coordinated 'Get Tested!' van/bus tours around major cities such as Manchester, Blackpool, Newcastle, Glasgow, Sheffield and Edinburgh. These events were captured by the local media and on May 19<sup>th</sup> a radio day was organised and interviews with Sadie Frost, Dr Kosh Agarwal and hepatitis C patients were broadcast to millions of people.

• *The British Liver Trust*, together with the *Dorset Hepatitis Support Group* and representatives of the online forum 'Nomads' also joined the WHD campaign and marked the occasion by running an event in Bournemouth, which was picked up by the local media.

• Finally, the *C-Clear* group in Fife, Scotland, joined the celebrations by launching an initiative to train peer educators to work in the local community.



# United States (US)

• May 19<sup>th</sup> was celebrated in all corners of the US. *The National Viral Hepatitis Roundtable (NVHR)* organised a rally at Upper Senate Park in Washington D.C. to demand that Congress funds hepatitis programmes throughout the US and to raise awareness of the 15,000 Americans who die each year from hepatitis. Other supporters of the rally included *AIDS Action Baltimore*, the *Hepatitis B Foundation*, and the *Hepatitis C Education Program*. In San Francisco, the *Mayor's Hepatitis C Task Force* also commemorated WHD with an awareness raising rally on the steps of the San Francisco's City Hall. Tallahassee saw its largest fire station display highlights of more than 15 public and private partners' programs related to hepatitis; there was a press conference that included Tallahassee Mayor John Marks, and testimonies by a fire fighter who underwent a liver transplant due to a hepatitis C infection. In New York City a press conference was organised in City Hall in which the NYC Memorial Proclamation and NYS Gubernatorial Proclamation designated May as the Viral Hepatitis Awareness Month. At the same time, the Bronx hosted a campaign to raise hepatitis awareness to promote screening tests and vaccination. Additional activities in the US included a photo contest called 'Hep B Stops with Me', which was coordinated by *Hep B Moms*. The contest focused on mothers who uploaded photos of themselves with their kids and pledged to make a difference to the lives of people living with hepatitis B. Finally, the World Hepatitis Alliance, in partnership with giant outdoor advertising company, JCDcaux, secured 15 shopping mall posters in New York and 214 bus shelter posters in Chicago.



**Save the Date!**



**This is Hepatitis:**

A March on  
Washington, D.C.

**May 19, 2010  
Noon**

United States Capitol

**Register to attend,  
support or endorse  
this event**



1 in 50 people in the U.S. is living with hepatitis C.  
Come hear our stories.



Rally & Press Conference  
Noon to 1pm  
San Francisco City Hall

**World Hepatitis  
Alliance**



# Uruguay

- World Hepatitis Day was featured by the Uruguayan media this year, which alerted the population to the fact that 35,000 Uruguayans are currently living with hepatitis B or C and encouraged the population to get tested.



# Venezuela



• World Hepatitis Day was marked in Venezuela; on May 19<sup>th</sup>, the local media reported on the '1 in 12' global statistic and claimed that 2% of the Venezuelan population is living with either hepatitis B or C. It was also emphasised that hepatitis is among the top 10 death-causing diseases in the country and readers were reminded that vaccination for hepatitis B is included in the national immunisation policy.



# Yemen

- Yemen's local media covered news about World Hepatitis Day, highlighting transmission risks and giving out information on how to prevent and treat hepatitis B and C.

