

World Hepatitis Alliance

WHD 2012

With about 4 months to go till WHD 2012, the Alliance is thrilled to have delivered the campaign materials to our members and partners. Following the slogan 'It's closer than you think', three sets of posters were created: children visuals, maintaining the human angle that is crucial to break down the stigma associated with hepatitis; athletics visuals, recognising the opportunity presented by the Olympics in 2012, as the event will coincide with WHD; arresting visuals, showing the indiscriminate nature of hepatitis and the need to confront it.

Anyone can download standard materials from the Alliance's website, including posters, postcards and banners or choose to customise the campaign materials according to their own campaigns and languages. We would like to remind everyone that as per previous years, campaign materials cannot be associated with any product in any way.

<http://www.worldhepatitisalliance.org/WorldHepatitisDay/CampaignMaterials.aspx>

Additionally, aside from the toolkits 'working with the media', 'WHD 2012', 'organising events' and 'reaching online audiences', which were rewritten in line with this year's campaign, the Alliance has produced two new toolkits for this year: 'working with businesses' and 'short messaging service - SMS'. All toolkits contain useful information and ideas to support community campaigns.

<http://www.worldhepatitisalliance.org/WorldHepatitisDay/CampaignMaterials/Toolkits.aspx>



Pan American Health Organization

A very productive meeting convened by the Pan American Health Organization (PAHO) was held in Colombia on March 1-2 and brought together stakeholders including representatives from 7 Ministries of Health, WHO HQ, CSIH, US CDC and the Alliance to discuss what should be included in

a robust, integrated regional strategy on viral hepatitis for Latin America and the Caribbean. After much fruitful debate, PAHO is now revising their strategy which they'll send back to us for consultation. Once the stakeholders agree with the proposed document, PAHO will circulate it to countries and give

them 60 days to feedback on it. They intend to present the fully revised strategy for official adoption in September when the Member States have their regional meeting. We are very impressed with how quickly PAHO have moved to turn the global strategy into a regional reality

APASL 2012



The Alliance team attended the 22nd Conference of the Asian Pacific Association for the Study of the Liver (APASL) on February 16-19. As usual, several interesting events were held including CEVHAP's symposium on viral hepatitis and the launch of the Chinese version of the interactive educational tool: "Path B" (<http://www.hepatitisinfo.org/managing-and-living-with-hepatitis-b/path-b>)

Furthermore, important news was announced, such as the APASL's launch of their own guidelines on HBV treatment. These guidelines are particularly important because they suggest the use of drugs with high barrier to resistance for the treatment of chronic hepatitis B in the whole region, enhancing the quality of care for patients.

This is hepatitis...

We are delighted to welcome the following new members to the Alliance:

SOS Hepatitis Guinea
thiernosaliou81@yahoo.fr;
Non-voting Member (Africa Region)

Giving Hope Foundation
nolbert@givinghope-foundation.org;
Non-voting Member (Africa Region)



Campaigns around the world

Argentina - 2011 saw really good advances for Argentina; the group Fundación HCV Sin Fronteras and the organisation Hepatitis 2000 were asked to represent the hepatitis community at the Ministry of Health Technical Committee for Viral Hepatitis alongside health workers as well as policy makers in the field of viral hepatitis and together they drafted a National Plan for Viral Hepatitis, which was officially launched and is now being disseminated in the country. Moreover, the Committee established chronic viral hepatitis guidelines for all health workers in the country.



The involvement of patient groups in the Committee was made possible due to a project carried out by them to outline the problems as well as possible solutions concerning hepatitis in each part of the country. The information gathered was delivered to the national authorities and as a result patient groups were invited to be part of the Committee.

This was the result of the amazing team work of patient groups in Argentina, with the support of medical associations, WHO country office and the World Hepatitis Alliance. By Eduardo Pérez Pegué - Executive Director of Fundación HCV Sin Fronteras and Director General of Hepatitis 2000.

Portugal - SOS Hepatitis Portugal has launched a new national campaign called 'Portugal Against Hepatitis' that will run throughout the year. Many projects are in development, including television broadcasts on one of the main channels in the country - RTP 1.

Daily spots will be aired three times during the day from February till August when patients will speak about viral hepatitis followed by comments from experts and data analysis by journalists.

All spots will be available at <http://vimeo.com/37320287>

Additionally, a call for screening will be broadcasted during the intervals in football games of one of the major national clubs (FC Porto).

This initiative will also be extended to RTP international and RTP Africa, reaching Portuguese speaking communities around the world.



Regional Board Members

Africa Region

Theobald Owusu-Ansah
Theobald Hepatitis B Foundation
(Ghana)
theobald2003@yahoo.com

Americas Region

Michael Ninburg
Hepatitis Education Project
(USA)
mhninburg@hepeducation.org

Eastern Mediterranean Region

Nady Chaïa
Hép Attitude Positive
(Lebanon)
nadychaia@positivehepatititude.org

Europe Region

Dalibor Ruzic
Hepatos
(Croatia)
dalibor@hepatos.hr

President

Charles Gore
The Hepatitis C Trust
(United Kingdom)
charles.gore@worldhepatitisalliance.org

Western Pacific Region

Anthong Tze Ching Wong
Asiahep Hong Kong Limited
(Hong Kong, China)
pepsiblue@gmail.com

South East Asia Region

Humayun Kabir, MD
Liver Foundation of Bangladesh
(Bangladesh)
dr.kabirhumayun@gmail.com