

World Hepatitis Alliance

WHD 2011: Campaign theme and materials

Campaign Theme and Slogan

Given that the hepatitis situation is different in different countries, we needed an overarching theme, broad enough to accommodate local messages developed by NGOs, governments and other participating organisations while at the same time clearly linking activities around the world as part of WHD.

This is **hepatitis...**

Thus, 'This is hepatitis ...' was chosen as the theme for this year's World Hepatitis Day. This theme allows us to focus on the many different aspects of hepatitis and their human impact. It is a development of the 'Am I number 12?' concept and it was introduced by the Alliance last year.

Furthermore, the slogan chosen to feature under the 'This is hepatitis ...' umbrella is:

Know it. Confront it. Hepatitis affects everyone, everywhere.



Campaign Materials

There will be two sets of materials. One will be the official WHO materials (e.g. poster) that will use the overarching theme and slogan. These materials will be available for anyone to download and use from the WHO website and will carry the WHO logo. The second set of materials will be produced by the Alliance and will

have exactly the same look as the WHO material so they will clearly be part of the same campaign but will be customisable. So, for example, you will be able to include your own local messages and your own contact details. These will have the Alliance logo on them rather than WHO's because they are customisable

and WHO doesn't want its logo used on anything it hasn't fully approved. You will be able to customise them online using a simple tool and then save them in a format to send to printers. They will be ready for you to customise and download from our website by the end of April.



BLOG

As part of the revamping project of the Alliance's website, we will create a new blog page that will develop into a showcase of hepatitis bloggers around the world.

New bloggers are very welcome to join us by linking their current blogs to our new page. This way, we will be able to promote their work.

If you know any bloggers from any country blogging in any language who would be interested to join this project, please send their contact details to contact@worldhepatitisalliance.org



Following the directions by the World Health Organization in Geneva, all country offices are supposed to participate on World Hepatitis Day.

In order to make sure this happens, we would like to remind you to contact your local WHO country office and ask them what they are planning for the Day. This may also help you engage with your Government as WHO offices typically have very close relations with Ministries of Health.

You can find the contact information for each country office at: http://worldhepatitisalliance.org/Libraries/2010_WHD_Postcards/WHO_Offices_contacts_1.sflb.ashx

This is hepatitis...



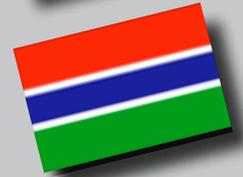
We are delighted to welcome the following new members to the Alliance:

Public Awareness for Healthful Approach for Living (PAHAL)
India
diwakartejaswi@yahoo.com
Non-voting Member (South East Asia Region)

Patient Welfare Foundation
Belgium
info@hepatitisc.be
Non-voting Member (Europe Region)

Hope Life Cooperation
Gambia
hlclife@yahoo.com
Non-voting Member (Africa Region)

Hep Help Klub
Slovakia
vesna@nexta.sk
Non-voting Member (Europe Region)



Discrimination in the Working Place (China)

There are 93 million living with hepatitis B and 40 million with hepatitis C in China. Despite the number of people, discrimination against hep B & C is common - 45% of those infected have been discriminated against in the workplace and 10.55% of them could not go to school or university. Many people, sacked simply for having hepatitis, have committed suicide (or even killed their employers). It is widely perceived that HBV or HCV can be transmitted by hugging, kissing or sharing utensils; this

distorted view is nourished by fake advertisements and poor public health knowledge. The government is trying to stop discrimination against hepatitis and has banned mandatory HBV testing by schools, universities and employers. Notwithstanding their efforts, public awareness and information accuracy about hepatitis are low.

On Inno's hotline we help people living with hepatitis to assert their rights and to cope with their psychological needs. At one time a factory worker called us asking

for advice on what she could do to protect herself from getting infected by her roommate, who has HBV and kissed her on the cheek. In another case a male worker called to ask how he could lie to his employer because they were going to do a blood test to make the factory 'Hepatitis Free'. In both cases we helped them to deal with the fear and the unfair treatment.

By Dee Lee, Director of the Inno Community Development Organisation.



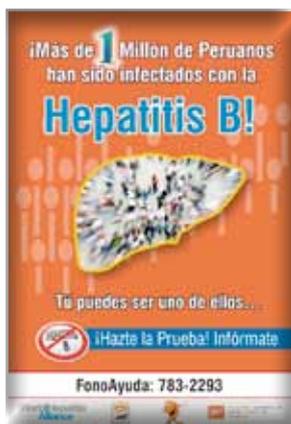
Raising Awareness: marathon in Hong Kong



In addition to competing for the best time in the race, competitors will also promote anti-discrimination - For the first time this year a group of runners will participate in the Hong Kong Marathon 2011 to promote hepatitis B knowledge to the world and help to eliminate discrimination. The spokesman Xiao Zhenhua said they had run in 13 cities in Mainland China, Hong Kong being the 14th. It's the first step: "discrimination cannot be eliminated overnight".

World Hepatitis Day events

World Hepatitis Day is now officially the focus for public awareness-raising and the opportunity to highlight the issues affecting 500 million people worldwide. There are many ways in which patient groups can do something to make a difference:



In Peru, the Asociación Ciudadana de lucha contra la Hepatitis and the Peruvian Ministry of Health are planning to deliver a comprehensive campaign which will target health professionals and the population at large. The national and local media will get involved and the

message about World Hepatitis Day will be also disseminated by radio DJs. Leaflets and fliers will be distributed and there will be a push for the vaccination and testing of hepatitis B. Additionally, the Asociación Ciudadana, together with the Alliance, is currently trying to secure billboard spaces to display posters carrying this year's campaign theme (This is hepatitis...) in Lima.



The 2011 European Association for the Study of the Liver (EASL*) meeting recently held in Berlin was the busiest ever bringing a wave of interesting data regarding the latest developments in the hepatitis field.

The congress had an attendance of over 8000 participants and the Alliance was invited to present in one of its symposiums: Viral Hepatitis, a Call for Action, and to speak at the official press conference which launched the event to give the patient perspective. Furthermore, over the course of four days, the Alliance held important meetings with European patient groups, leading experts and researchers, WHO HQ, CDC and current/potential sponsors.

For more information about the congress and a summary of the event, please follow this link: http://www.easl.eu/_the-international-liver-congress/general-information

* EASL is the largest societies of clinicians and scientists dedicated to liver diseases in Europe. We are happy to announce that last month, EASL renewed their commitment to partner the Alliance in the fight against viral hepatitis.



The World Hepatitis Alliance is deeply sorry to learn about the unexpected death of Professor Blumberg.

His work identifying the hepatitis B virus was crucial in the fight against chronic hepatitis. The decision by the 193 Member States of the World Health Organization in May last year to mark his birthday, July 28th, as World Hepatitis Day is a measure of the esteem in which he was universally held. The Alliance was extremely honoured to have had Professor Blumberg as a member of our Public Health Panel and would like to extend our sympathy to his family.

World Hepatitis Alliance

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