

Welcome to our monthly newsletter issue 01 / Nov'09 World Hepatitis Day 2010

This is hepatitis...

1 billion people		61 countries
	400 events	

'This is hepatitis...' - a new theme for World Hepatitis Day

The 'Am I Number 12?' theme has allowed WHA members to communicate with a broad audience in a simple way to generate mass awareness around hepatitis B and C.

Aimed at destigmatising viral hepatitis and focusing on the real impact of these diseases, the WHA hopes this new campaign will allow patient groups to develop their own national and local programmes to create unity, engage policy makers and reinforce the scale of the problem. We hope patients will feel empowered to speak out about their own experiences and to help educate and support others. As part of this sharing of experience and uniting patients with hepatitis B and C, the WHA will be creating a community website in which groups and individuals from around the world can talk to one another.

New campaign materials feature the 'This is hepatitis...' theme and will this year be translated into seven languages; Arabic, English, French, Chinese, Portuguese, Russian and Spanish.

World Hepatitis Day 2010 - building on the 2009 campaign

Only six and a half months to go until 19 May 2010 and the World Hepatitis Alliance (WHA) is pleased to welcome everyone back to the World Hepatitis Day newsletter.

The WHA is also delighted to announce the launch of 'This is hepatitis...' a new campaign theme for World Hepatitis Day 2010 and 2011 which aims to tell the human story of viral hepatitis and continue the battle of raising awareness of hepatitis B and C around the world.

Thanks to the commitment and passion of the hundreds of patient groups and individuals, the 2009 campaign produced massive results. Over 400 events took place across 61 countries with over 2,500 pieces of global coverage reaching an estimated 1 billion people. These results continue to show what a collective effort can achieve and how, when we work together, we can make a real difference.

New for the World Hepatitis Day newsletter series this year are the global and national news sections. From December, each monthly newsletter will feature global updates from the WHA, as well as regional updates from each of the WHA board members. We also are launching a new section called 'Under the Spotlight' which will be passed among different groups across the world to allow them to share their updates, successes and plans for 19 May 2010.

Just as we did in 2008 and 2009 the WHA will provide you with new campaign materials, an updated campaign toolkit and branding guidance, regular e-Alerts with the latest news and tips as well as hosting occasional webinars (online educational teleconferences) on Public Relations, Public Affairs and Fundraising.

Engaging with Governments

At the 62nd World Health Assembly, discussion of the scheduled viral hepatitis resolution was postponed because of concerns around the H1N1 influenza pandemic. The resolution will now be discussed at the World Health Organization (WHO) Executive Board meeting in January 2010.

To prepare for the Executive Board meeting in January the WHA over the past few months has been building more support to ensure the strongest possible resolution is passed. As part of building this support, we have provided key Executive Board members with a detailed briefing and are in discussions with a number of governments to receive their support.

In this month's issue...



World Health Organization



Under the Spotlight



Become an official member of the WHA

Get Protected
Know the risk factors for hepatitis B and C

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AM I NUMBER 12?
This is hepatitis...





World Hepatitis Day 2010

This is hepatitis...

'This is hepatitis...' Media Bureau – read all about it!

Over the last two years the WHA has increasingly been asked to comment on and contribute to stories in the media. To support this, the WHA has launched a Media Bureau that will provide support for board members to react and contribute to the news as it happens. However, we need your help too. If you hear of a story that you think the WHA should be commenting on, please email WHAMediaBureau@fleishman.com with the details.

We still want to hear from you

We want to know what you are doing, from events to news and awareness raising activities. If you would like details of your campaign included on the new global website please email worldhepday@fleishman.com with the details.

Become an official member of the World Hepatitis Alliance

As an existing supporter of the WHA we would like to invite you to register for official membership, as part of a new formalised membership structure.

There are two types of membership – **full membership** and **associate membership**. A full member organisation needs to be patient-driven, meaning that the needs and views of patients drive its strategy, policies and activities in a significant way and that the organisation is capable of representing the needs and views of these patients. Associate membership is for



healthcare-related organisations that are not eligible to become full members.

All members will have access to campaign materials, contact details of other groups, newsletters, e-Alerts and toolkits, but only full members will have the right to elect their regional WHA board member.

If you are interested in becoming a member, please contact your Regional Support Coordinator (see page 3 for details) for further information and application forms.

Under the Spotlight:

One of the main aims of the WHA is to bring patient groups from around the world to work together and share best practices. To bring us closer to this goal, we will be launching a new section in the newsletter called 'Under the Spotlight.' Each month a representative from the WHA membership will be asked to contribute and then 'pass it on' to another group in a different country. This month Samantha May, The Hepatitis C Trust, shares with us what she has been doing recently.

1. What have you been doing recently?

In England we have just heard that our long-running campaign for a new hepatitis-centered liver strategy to replace the very weak hepatitis C action plan has been successful and we will be helping select the 'liver czar' to run it. In Wales we have been campaigning hard for the launch of the blood-borne virus strategy, which has been inexcusably delayed. We now expect it before Christmas. In Scotland we are just opening a new office and have our first member of staff in place. We are just finishing assessing the results of a pilot scheme we launched on World Hepatitis Day to offer free hepatitis B and C testing in pharmacies to try to encourage more diagnoses.

2. How did you mark World Hepatitis Day 2009?

We supported dozens of other groups (patient led, hospitals, drug teams etc) in the UK to raise awareness. We went out on the streets with red double-decker testing buses in three cities – London, Glasgow and Cardiff. The event in London was attended by celebrities in the political arena as well as the entertainment industry.



3. What does viral hepatitis mean to you?

Both hepatitis B and C are frightening illnesses that can have a devastating impact on peoples' lives. It is ridiculous that awareness and understanding of both remains low-key as it means people are dying unnecessarily as a result.

4. How can the WHA help you?

By raising awareness of hepatitis B and C and publicising the work of all patient groups around the world and helping them to make links with each other.

5. What one piece of advice would you give other patient groups around the world?

Get involved and take action, whether it is locally or at a national level – together we can make a real difference.

6. What are your plans for May 19 2010?

We are planning to run another major poster campaign using the materials provided by the WHA. We are planning a campaign to raise awareness amongst GPs by visiting 5,000 GP surgeries and we plan to roll-out the pharmacy testing scheme nationally.

7. What awareness raising campaigns have really inspired you?

Anita Roddick's decision to speak out as a patient on behalf of The Hepatitis C Trust in the UK had a huge impact. It took away a lot of the stigma associated with hep C being a "drug users' disease" as she had contracted it by a blood transfusion.

8. Who would you like to invite to 'Under the Spotlight' for next month?

Grupo Optimismo

A NEW website and blog coming soon...

Over the past two years the WHA has listened carefully to the feedback you provided. As such, we have begun creating a brand-new global website that addresses usability concerns.



Launching in early 2010, the new site will incorporate the 'This is hepatitis...' campaign theme and include new features with a community focus, providing a forum in which people will be able to share photos and experiences and sign-up to an e-petition to express support for the WHO resolution.

Access to all campaign materials will be available through the new site, which will also host the new 'This is hepatitis...' blog.





World Hepatitis Day 2010

This is hepatitis...

Blogging Together 12 new additions

Following its successful launch in February 2009, the 'Am I Number 12? - Around the World' blog is now extending its contributors to include 12 bloggers from around the world. Each blogger will be charting their personal experiences of hepatitis B or C. Blog posts will be written in the native language of the blogger and the WHA hopes this will provide somewhere for you to come and learn about how viral hepatitis affects people worldwide. If you are interested in becoming one of the bloggers, or want to contribute a one-off post, please contact worldhepday@fleishman.com for more information.

Your '12 Asks' campaign

The '12 Asks for 2012' campaign was developed to provide and aid engagement with national governments and encourage the adoption of a comprehensive strategy for tackling viral hepatitis.

You recently received a short survey about the '12 Asks' campaign in your region via your Regional Support Coordinator. Please send your feedback to them as soon as possible.

We will be featuring the best examples of government engagement in future editions of this newsletter.

AASLD at a glance



This year the WHA will have a large presence at The American Association for the Study of Liver

Diseases (AASLD) with its own booth on 'Foundation Row'.

Highlights of the WHA at AASLD include an event to launch the 'This is hepatitis...' campaign to sponsors, physicians and patient groups. The launch also introduces the new WHA membership process. Further meetings include a meeting with sponsors and the Public Health Panel as well as a WHA board meeting.



Keep Up to Date with new World Hepatitis Day e-Alerts

This year the WHA has launched new 'This is hepatitis...' e-Alerts to provide patient groups and members with regular campaign developments, campaign materials, tips on fundraising and ideas on how to deliver effective local campaigns.

The WHA will also be hosting occasional webinars (online educational teleconferences) to offer guidance on Public Affairs, Public Relations and Fundraising. *Stay tuned...*

Regional support for you and the board

A new concept for 2010 is the Regional Support Coordinators who have been recently appointed to support the WHA and the regional board members located in each of the six regions. The coordinator for your region will be responsible for distributing global campaign materials and providing advice on regional activities. If you would like to get in touch with your Regional Support Coordinator please contact:

Africa/Eastern Mediterranean
africa@worldhepatitisalliance.org

Australasia
australasia@worldhepatitisalliance.org

Europe
europe@worldhepatitisalliance.org

Latin America
latinamerica@worldhepatitisalliance.org

North America
northamerica@worldhepatitisalliance.org

Western Pacific
westernpacific@worldhepatitisalliance.org

Not in your region? Please contact worldhepday@fleishman.com

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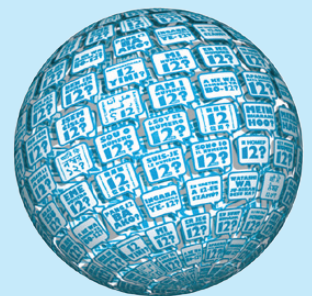
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World Hepatitis Day 2010: Introducing 'This is hepatitis...'

Please join the World Hepatitis Alliance as they announce an exciting new campaign theme for World Hepatitis Day 2010.

7pm - Saturday 31 October 2009
Sheraton Hotel, 39 Dalton Street, Boston, MA 02199, United States

Please RSVP to WorldHepDay@fleishman.com by 18th October 2009.

