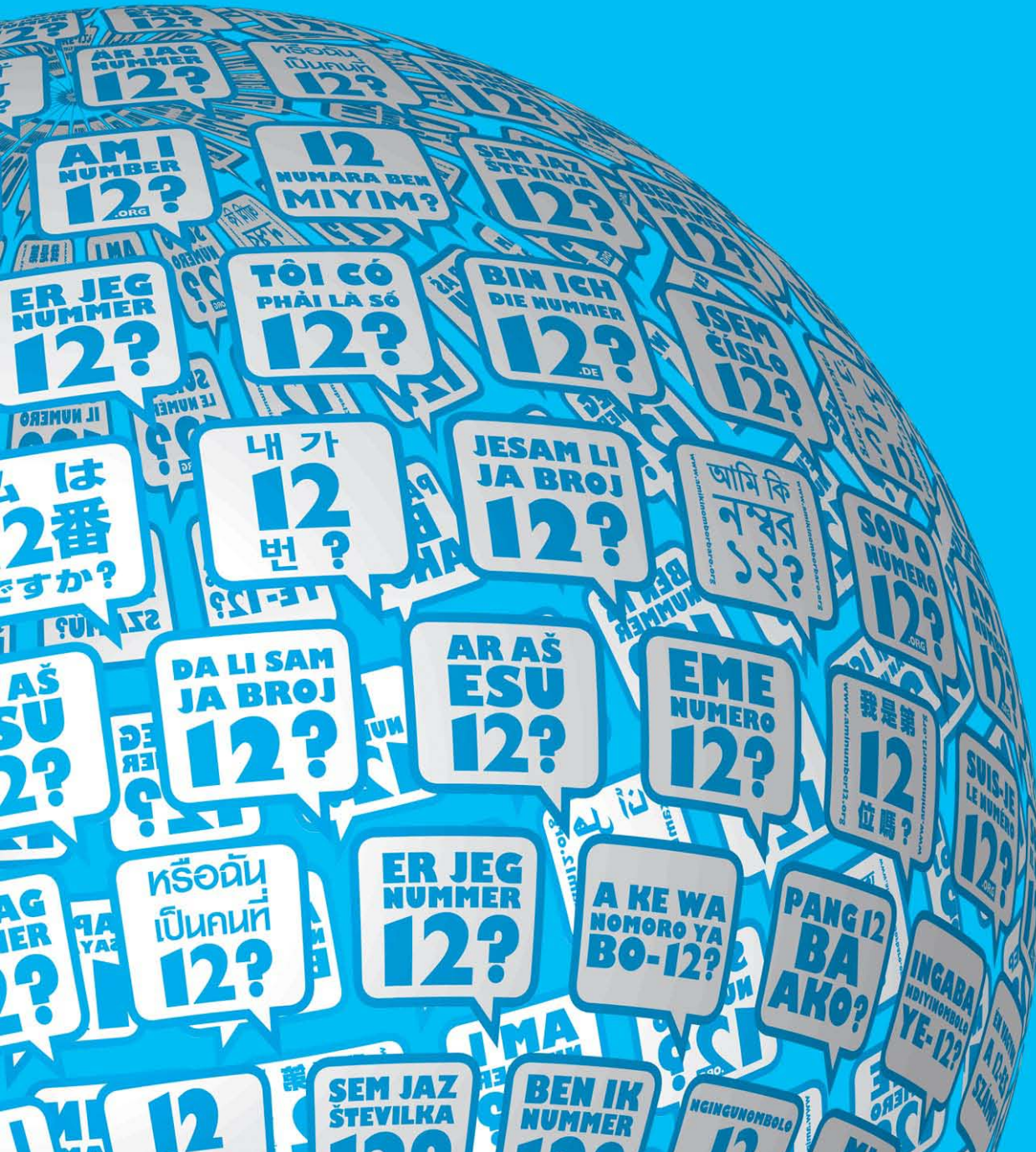


This is **hepatitis...**

Toolkit
05

World Hepatitis Day 2010

Disease Awareness Toolkit



This is hepatitis...



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This is hepatitis...

World Hepatitis Day: Year Three

World Hepatitis Day is an annual event that each year provides international focus for patient groups and people living with hepatitis B and C. It is an opportunity around which interested groups can raise awareness and influence real change in disease prevention and access to testing and treatment.

The World Hepatitis Alliance (WHA) first launched World Hepatitis Day in 2008, and since then over 600 events have taken place around the world, generating massive public and media interest. The WHA has also received support from governments worldwide, high-profile Non-Governmental Organisations (NGOs) and supranational bodies, such as Médecins Sans Frontières. To date, the campaign has reached an estimated one billion people through over 3,000 pieces of media coverage.

World Hepatitis Day has laid the foundation for sustained global disease awareness and in 2010 the WHA is launching a new theme to take the campaign to new audiences in new ways, aiming to reach more people than ever before. This year's new campaign theme 'This is hepatitis...' is designed to convey through real-life stories what it is like to be one of 500 million people living with hepatitis B or C and what it feels like for the many millions more that these diseases affect worldwide.

With three months to go to World Hepatitis Day 2010, this toolkit has been developed to help you plan for and implement your own awareness-raising campaigns. In the first instance these might coincide with World Hepatitis Day on 19 May, but the ideas could work equally well at other points through the year. The toolkit includes ideas for events, guidance on online activities and tips on how to work with the media. Please use it as a guide and if you have any questions please get in touch: contact@worldhepatitisalliance.org. Don't forget to share with us your plans for World Hepatitis Day and any feedback on how this toolkit can be improved for future editions.

Together we can all make a difference.

Good luck for World Hepatitis Day!

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This is hepatitis...

Section 1 - A New Theme

Since World Hepatitis Day was launched in 2008, the campaign platform **'Am I Number 12?'** has been adopted by countries all over the world. **'Am I Number 12?'** is a simple message designed to communicate the fact that one in 12 people worldwide is living with viral hepatitis B or C, prevalence far higher than HIV or any cancer. **'Am I Number 12?'** is intended to encourage people to question themselves (rather than stigmatise others) and, if someone thinks that they are at risk, to get tested. The campaign has so far proved a huge success and has allowed the WHA to communicate with a broad audience in a simple way to generate mass awareness around hepatitis B and C.

Introducing **'This is hepatitis...'**

In 2010 the **'Am I Number 12?'** campaign will be supported with a new communication theme, **'This is hepatitis...'**, which aims to tell the global human story of viral hepatitis, focusing on the real-life impact of these diseases to generate increased understanding among the general public.

'This is hepatitis...' has been created specifically to allow patient groups to develop their own national and local plans that realise the following ambitions:

This is hepatitis...

- Increase general awareness
- Increase pressure on governments to commit to policies that deliver real change
- Help people to understand the diseases, which will help reduce the stigma associated with them
- Boost high-profile support for the campaign
- Encourage fundraising, as the public and sponsors become more engaged in the cause

At a global level **'This is hepatitis...'** aims to:

- Create unity by empowering patients to speak out about their own experiences and play a role in educating and supporting others
- Reinforce the scale of the problem by telling as many personal stories as possible to translate global statistics into real life
- Destigmatise viral hepatitis so that it becomes acceptable to talk about, driving awareness through increased media and public interest
- Engage policy makers and supranational organisations at a global level to put patients at the heart of decision-making

This is hepatitis...

The **'This is hepatitis...'** theme supports both the public and policy initiatives of the WHA, and is intended to help the WHA and patient groups engage with politicians and government officials around the world to create change:

- Viral hepatitis, together with a draft resolution, has recently been placed on the agenda of the World Health Assembly in May 2010. If this resolution is passed, it will be the first time viral hepatitis has been tackled at an international level and will set a framework to drive forward global action to improve policy and practice on awareness, prevention, diagnosis and treatment of hepatitis B and C. The WHA is contacting the relevant governments to encourage them to support a resolution on viral hepatitis, and we will be in contact with you shortly to propose how you can support the resolution by contacting your national government.
- The WHA and World Health Organization (WHO) jointly developed an online survey designed to capture essential data on current policies and programmes for viral hepatitis, which was distributed globally at the end of 2009. The collated responses will be used to develop a report as part of the Hepatitis Atlas, providing country-by-country data and policy analyses. The report will be launched at the European Association for the Study of the Liver (EASL) congress in April 2010. Using the theme of 'One Year. One Opportunity for Change', this report will aim to bolster support from Health Ministers for the agreement of the WHO resolution on viral hepatitis.



We encourage you to consult the 2009 '12 Asks' policy toolkit to identify ways to support your disease awareness campaign and the WHA's global policy initiatives with activities aimed at shaping your national policy. If you do not currently have a copy of the policy toolkit or any of the materials discussed in this toolkit, you can request them from contact@worldhepatitisalliance.org.

How do 'This is hepatitis...' and 'Am I Number 12?' work together?

'This is hepatitis...' forms part of the overall **'Am I Number 12?'** campaign and we encourage you to continue using **'Am I Number 12?'** not only as an awareness raising platform but also as a way of expressing your global support for the World Hepatitis Day campaign. Together with the World Hepatitis Day logo we suggest you use the campaign visuals and logos in the following way:

This is **hepatitis...**

- **'This is hepatitis...'** is the 2010 campaign theme for World Hepatitis Day. The campaign aims to tell the global human story of what viral hepatitis really means. If you are planning any campaigns that do this, we encourage you to use this theme

This is hepatitis...



- **'Am I Number 12?'** is the ongoing, global campaign platform for World Hepatitis Day and ties all elements of the disease awareness campaign together. Similar to the red ribbon used to raise awareness of HIV and AIDS, **'Am I Number 12?'** is the WHO's global symbol of disease awareness for viral hepatitis. You can use **'Am I Number 12?'** alongside both the World Hepatitis Day logo and **'This is hepatitis...'** theme
- Reinforcing the importance of the **'Am I Number 12?'** campaign, the World Hepatitis Day logo includes a globe made up of the multi-language **'Am I Number 12?'** logos. If you are coordinating a campaign specifically around World Hepatitis Day, we encourage you to use this logo on your materials as well

New for 2010

As part of the new **'This is hepatitis...'** campaign, the WHO has developed a number of programmes and opportunities to help you to communicate this theme:

- **Campaign materials:** New posters, postcards and web banners will include the new theme. These materials also feature four educational messages - focusing on prevention, diagnosis, protection and treatment - and can be used alongside a range of 'high impact' visuals to help you generate increased awareness and understanding of viral hepatitis among the general public. For more detailed information, please see [Section 3](#)
- **Music album:** Over the last year, the WHO has been working with well-known musicians around the world to develop a global album of song tracks, which will be launched on World Hepatitis Day 2010. The album and associated artwork, as well as promotional materials will be made available to groups in April to either sell or promote as part of awareness raising activities. The album is intended to highlight the global nature of viral hepatitis and will include songs that have been recorded by artists of diverse nationalities in collaboration with musicians from other parts of the world – representing and reinforcing the importance of global co-operation in tackling hepatitis B and C. Further detailed information will be made available in the coming weeks.
- **Website:** The WHO is launching a new global website as part of the new **'This is hepatitis...'** campaign. The site will have a larger community focus, encouraging people around the world to communicate with each other online. New interactive tools include:
 - **'This is hepatitis...'** Wall of personal stories from those affected by hepatitis B and C. The wall of stories will present the many and varied 'faces' of viral hepatitis, motivating others to share their own stories, encouraging discussion and providing support to the many millions of people living

This is **hepatitis...**

with these diseases. If you would like to be involved, please do get in touch: contact@worldhepatitisalliance.org

- **'This is hepatitis...'** Blog provides a forum through which people around the world can come together and talk about their experiences of viral hepatitis. 12 people from 12 different countries will regularly post personal stories, news and information about viral hepatitis, in their own language, to educate people on what it means to live with hepatitis B and C and help change the way people think about the diseases. For more information please see [Section 4](#)

This is hepatitis...

Section 2 - Planning Your Disease Awareness Campaign

Disease awareness is about more than just one day and we hope that the 'Am I Number 12?' campaign and 'This is hepatitis...' theme are something that you will use throughout the year as you build awareness of hepatitis B and C in your own countries. The WHA recognises that each country has unique needs and therefore requires different approaches to make the most of the campaign. The same applies to the new 'This is hepatitis...' theme and we encourage you to adapt the campaign to reach as wide an audience as possible in your country.

Setting your own objectives

The role of the WHA is to provide a framework for the World Hepatitis Day campaign, offering guidance, advice and core materials. You are encouraged to develop messaging and local activities that work in your country/region. You could think about your local objectives, i.e. what you want to achieve in your country through using and adapting the 'Am I Number 12?' campaign and 'This is hepatitis...' theme. It may be easiest to think of these in terms of long-term and short-term goals:

Objectives flow

1. Set your long-term objectives: What do you want to achieve by 2012?
For example 'increase access to testing by 50%'
2. Set your short-term objectives: What do you want to achieve in 2010 to realise your long-term objective?
For example 'increase awareness of lack of testing through the media and political awareness'
3. How can the 'Am I Number 12?' campaign and 'This is hepatitis...' theme help you reach your objectives?
For example adapt the 'This is hepatitis...' campaign materials to develop posters, postcards, T-shirts and other merchandise to support your messaging and suit your local country objectives.

Help is at hand! We encourage you to work with your regional WHA Board member and Regional Support Coordinator for any specific country or regional campaign questions that you might have. The contact details for the board can be found on the [first page](#) of this toolkit.

This is hepatitis...

Section 3 - 'This is hepatitis...' Campaign Materials

This year the WHA is once again providing new campaign materials for you to use and adapt for your local campaign. As outlined in Section 1, the theme for 2010 is 'This is hepatitis...' This campaign theme will be used throughout all of the WHA campaign materials, bringing a fresh approach to communicating and raising awareness of hepatitis B and C.

All campaign materials are translated into: Arabic, Chinese, English, French, Portuguese, Russian and Spanish.



Logos

The 'Am I Number 12?' logo is a powerful symbol of World Hepatitis Day and also the global patient group community. The logo can be used and adapted in many ways and we encourage you to continue to use this to signify your support for the global campaign. When developing your own materials, you might also like to include the World Hepatitis Day logo as well as the new 'This is hepatitis...' logo to reinforce the current campaign theme.

For further information on the logos please see [Section 7](#)

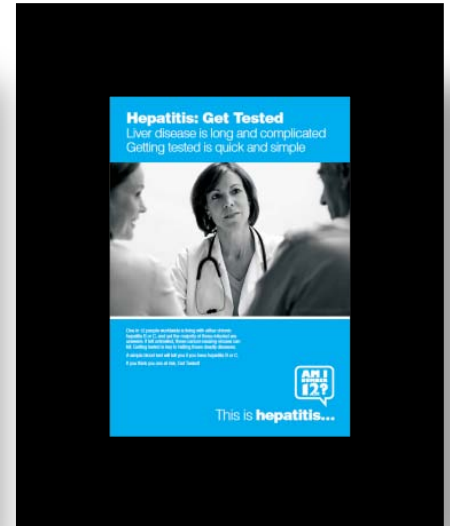
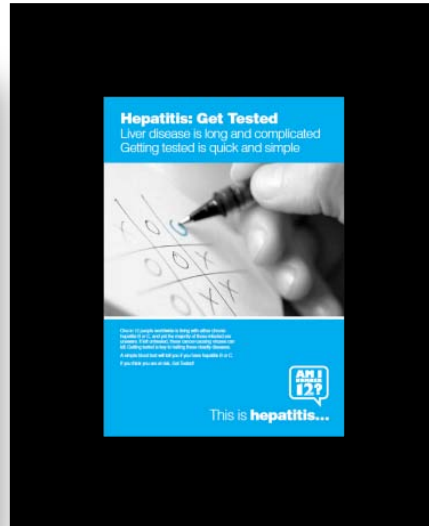
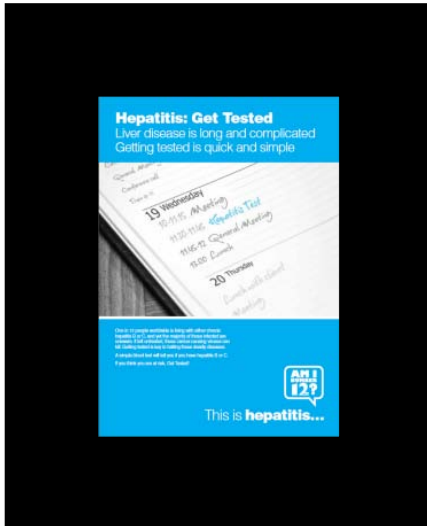
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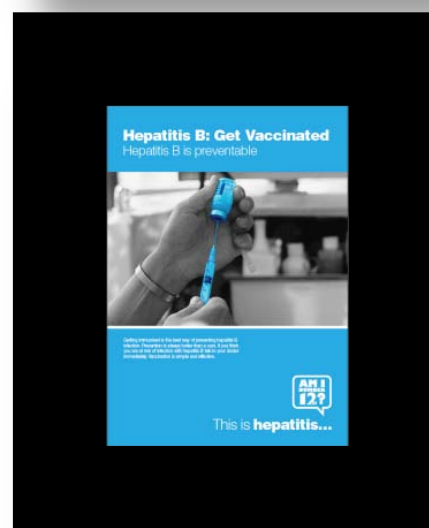
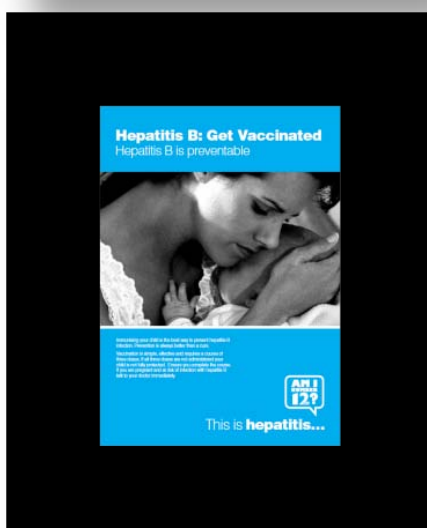
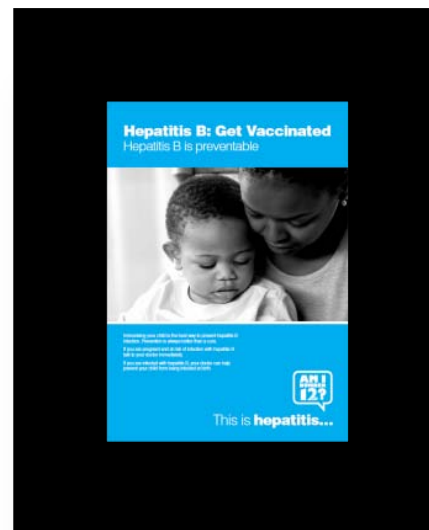
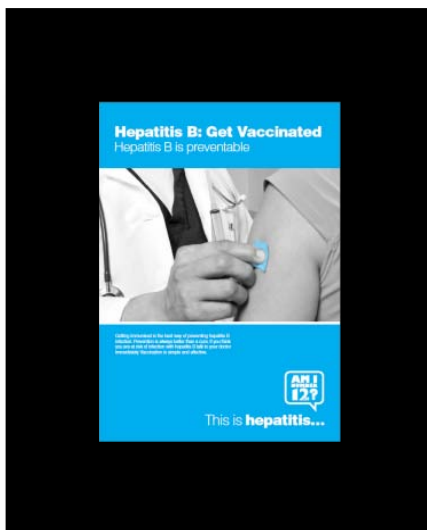
This is hepatitis...

This is hepatitis...

- **Diagnosis: 'Get Tested'** – getting tested for hepatitis B and C is quick and simple and, if people think that they might be at risk, they should get tested immediately

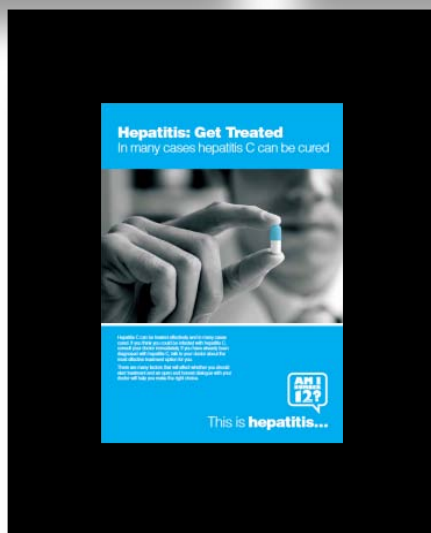
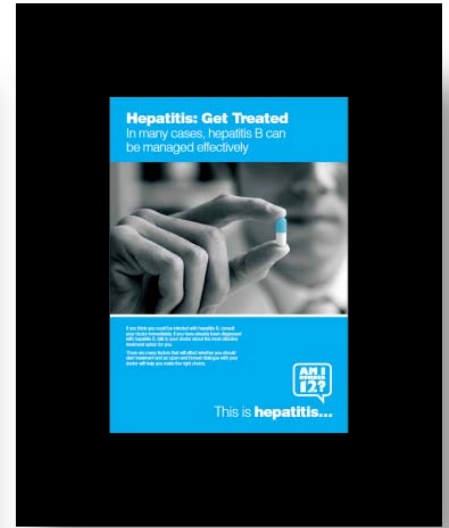
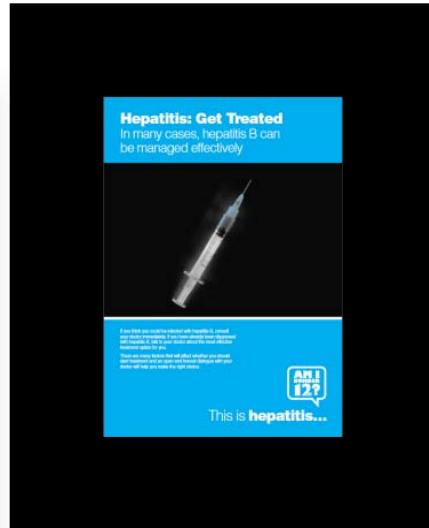
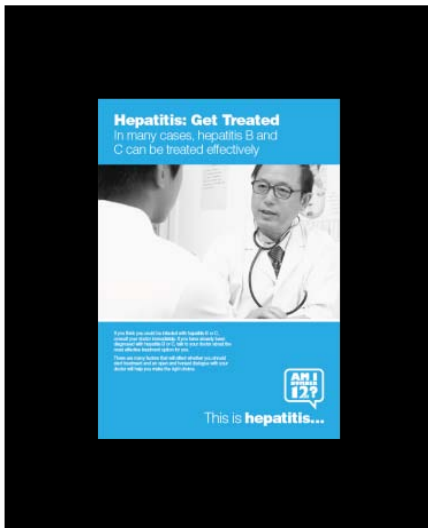


- **Protection: 'Get Vaccinated'** – in the case of hepatitis B there is a vaccine and the disease is preventable through immunisation

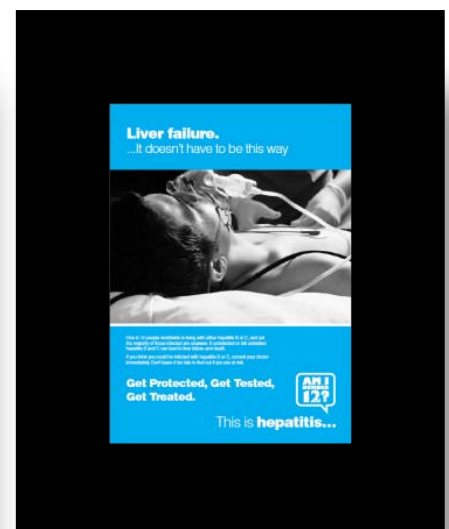
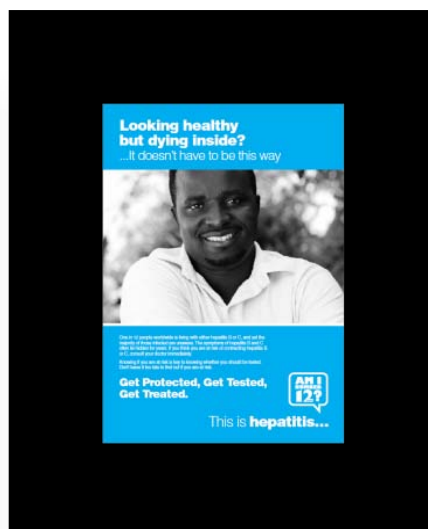


This is hepatitis...

- **Treatment: 'Get Treated'** – in many cases, treatment for hepatitis B and C is effective

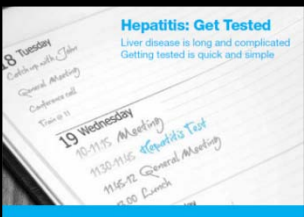


High impact visuals: The WHA has also developed a number of high impact visuals, which, when used alongside the educational campaign materials, are aimed at encouraging the public to take note of viral hepatitis – to explain the unfortunate real-life impact of these diseases, while reminding people that ‘it does not need to be this way.’ We appreciate that not all images and messages will work in all countries and we encourage you to use and adapt the materials that best suit your local campaign requirements.



This is hepatitis...

Additional materials: The WHA has again developed campaign **postcards** for you to adapt, which are based on the campaign visuals shown above:



This is hepatitis...

Web banner adverts will also be sent to you and will be available on the website post launch.

Banner:



Skyscraper:



This is **hepatitis...**

All materials can be found on the World Hepatitis Alliance website:

<http://www.aminumber12.org/Electronicpress.aspx>

Or can be downloaded from the following site: <https://portal.fleishman.com/private/>

Please click on 'World Hepatitis Day' and use the following login details:

- username: worldhepatitisday
- password: 2^hdjQ4k

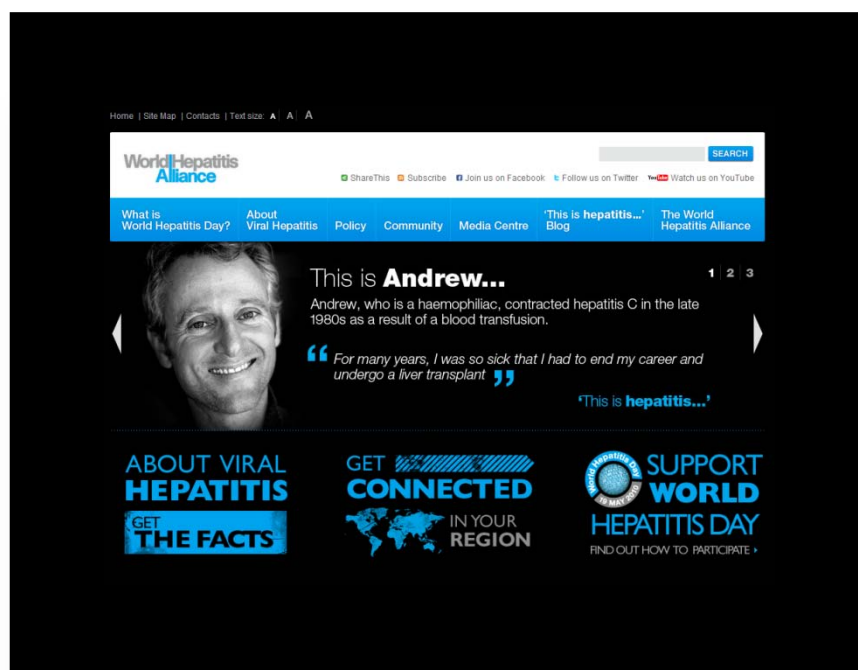
If you experience any problems accessing this information, please email contact@worldhepatitisalliance.org.

This is hepatitis...

Section 4 - 'This is hepatitis...' a New Global Website

The WHA is launching a new website (www.worldhepatitisalliance.org) incorporating the 'This is hepatitis...' theme with a community focus, where people around the world can meet and contact others. Lots of new features will also be available and previous campaign materials will all be available in an online archive.

- **Creating an online community:** sharing knowledge and connecting people are two of the major aims of the WHA. That's why this year we have dedicated a large section of the new global website to just that. The online community will allow you to share information and personal stories and to find out what is going on in your local community and in other communities worldwide.



- 'This is hepatitis...' will also feature a 'wall' of patient stories on the site. This provides an opportunity for people to share their story and help demystify and educate others about viral hepatitis. If you would like to contribute a personal story, please get in touch: contact@worldhepatitisalliance.org
- **Hepatitis B and C around the world:** the internet is a big place and, while the WHA keeps informed on what people are saying about viral hepatitis most of the time, sometimes it's a challenge. So, this year we have created a tool for the global website to help capture everything that is being said about hepatitis B and C, as well as World Hepatitis Day, the 'Am I Number 12?' campaign and 'This is hepatitis...' theme. The 'online scrapbook' will collect everything that is 'tagged' on the internet with 'Am I Number 12?', 'This is hepatitis...' or 'World Hepatitis Day', so if you upload something online that you would like to share, please use these terms whenever you are 'tagging' items. This will enable us to collect your contributions and direct them to the global site automatically. For further information please see the glossary of online terms [below](#)

This is hepatitis...

'This is hepatitis...' - A New Blog, Join Us!

'Am I Number 12?' - Around the World' blog

In February 2009 the WHA launched a blog to chart the journey of WHA representative Raquel José. The blog provided a platform for Raquel to share her experiences as she met community groups, politicians, doctors and health ministers around the world. In the year since Raquel started the 'Am I Number 12?' tour, her blog has been read by people from over 80 different countries. In 2010 the WHA is expanding the blog to widen its appeal and reach a larger audience.

'This is hepatitis...' blog

The new campaign blog will soon be launched on the WHA website and will feature 12 new bloggers from 12 different countries. The blog aims to provide a forum through which people around the world can come together and talk about their experiences of viral hepatitis to help increase awareness, improve understanding and empower patients to speak out about their own experiences. Participants will regularly post stories and information in their own language about relevant and interesting issues on viral hepatitis. Topics will be wide-ranging and will include anything from personal experiences of living with viral hepatitis to thoughts on how people can make a difference in educating and supporting others.



As well as encouraging more blog posts, the new blog format will provide 12 different voices and varying opinions, all of which will support us in raising awareness and sharing best practice from different world regions. Multiple authors will improve the blog's potential and ensure that it represents different people's experiences of viral hepatitis. We hope that you will get involved with the new blog, and encourage your members to read it regularly and post comments.

This is hepatitis...

Reaching Online Audiences with 'This is hepatitis...'

Using online tools is a quick and cost effective way to boost the reach of your World Hepatitis Day campaign; from adding the new [World Hepatitis Day materials](#) to your website, to sharing videos and messages on the [WHA YouTube channel](#), there is something for everyone, regardless of your level of experience in the online world.

A glossary of online terms: You may have heard of some of these terms already but, if not, the following is intended to provide brief definitions of a few key words in social media:



What is social media? These are the online tools that enable social interaction, such as every day communication with friends, family and colleagues; they can be websites, blogs, video sharing sites like [YouTube](#) or social networking sites such as [Facebook](#) and [Twitter](#).

What is microblogging? Microblogging is a form of multimedia blogging that allows users to send and publish brief text updates or micromedia, such as photos or audio clips. You can see the WHA microblogging on [Twitter](#).

What is a podcast? A podcast is audio or visual (known as a vodcast) media that is downloaded via the internet. These can be saved for listening at a later date. Creating podcasts is simple at [Mypodcast.com](#). The new 'This is hepatitis...' blog, will include pod and vodcasts, but in the meantime, you can see examples at <http://www.hepctrust.org.uk/treatment/Podcasts>.

What is tagging and bookmarking? Adding tags and bookmarks to online content enables the collection of material that has similar features. By 'tagging' (naming) files that you upload, aggregators (online collectors) can pull the information together in one place. You will be able to see WHA tagging and bookmarking on the new global website.



How to make a difference through social media: As you will have realised, the new communication theme, 'This is hepatitis...', focuses on the real life impact of hepatitis B and C by telling the human story of viral hepatitis through the experiences of both patients and those whose lives have been affected. The easiest and most effective way of sharing these experiences and encouraging discussion is through social media.

You can maximise your own online presence by:

A: Using the existing online tools developed by the WHA - Since the first World Hepatitis Day in 2008 the WHA has been extending its online reach to raise awareness of viral hepatitis to an ever-increasing audience. Use these tools to highlight your own patient group within the global hepatitis arena, link to the WHA sites or post your own videos and comments on them:

- [WHA website](#), launched 2008



This is hepatitis...

- [WHA Facebook group](#), launched 2008
- [WHA YouTube channel](#), launched 2008
- [‘Am I Number 12 – Around the World’ blog](#), launched 2009
- [‘WHA’ Twitter page](#), launched 2009



B: Using what’s out there - Make the most of the wealth of opportunities on other existing social media sites:

- Blogs - post news and topical stories through blog sites, such as [blogger.com](#). Use these to share reciprocal website links
- Tagging and bookmarking key words such as ‘hepatitis’, so that you feature on aggregator sites, such as [delicious.com](#) and, more importantly, so that your news and updates feature on the WHA global website
- Photos - show the world what you are up to through photosharing sites, for example [Flickr](#)
- Familiarise yourself with various social networking sites - see what [YouTube](#), [Facebook](#), [Twitter](#), [My Space](#), [Orkut](#), [Hi5](#), and [V Kontakte](#) have to offer and consider ways to implement them in your campaign



C: Building on it: refresh and update your online activities regularly

- Build in the new **‘This is hepatitis...’** campaign theme to your existing online tools - with images, badges and campaign materials on your homepage
- Look at ways to maximise your social networking - can you join other groups and networks? Can you share materials with other patient groups or include their materials on your site? The more links you have to groups and sites other than your own, the more traffic you will see directed to your site. If you have something you would like to feature on the WHA global website, please send it to us at contact@worldhepatitisalliance.org
- Make sure that your website is easy to navigate, so that visitors can find the information that they require easily and recommend it to others
- And don’t forget to update your content regularly, giving visitors a reason to keep coming back

Don’t forget to share your plans, website links and updates with the WHA at

contact@worldhepatitisalliance.org so that people visiting the WHA website can get to your site easily.

This is hepatitis...

Section 5 - Organising 'This is hepatitis...' Events

Organising an event is an effective and enjoyable way to ensure that World Hepatitis Day and its global messages reach as many people as possible. Since 2008 over 600 events have taken place worldwide, bringing thousands of people together to raise awareness about hepatitis B and C.

You may wish to organise one event or a series of related events in the run up to, or on, World Hepatitis Day 2010 to help with the following:

- Raise funds to help support your organisation
- Secure media coverage
- Create awareness among the general public, media and politicians
- Build support for World Hepatitis Day, your organisation and the campaign
- Engage politicians by offering them a platform to promote their own activity



Argentina

Always think about the media: The media are key to promoting World Hepatitis Day. Ways in which you can encourage them to attend are:

- Inviting journalists to take part; target them as soon as the event is organised
- Get photographers on board or set up a photo opportunity for journalists; ensure that they have a picture to accompany their story
- Encourage local radio and TV stations to come and cover events; local news programmes may be particularly interested if you have local celebrities on board and local medical professionals or case studies available for interviews
- Issue press releases announcing your event; let them know what will be happening and who is involved
- A good way of grabbing the media's attention is by doing something newsworthy: either spectacular or shocking or both; announcing new information; or by recruiting local celebrities to come along



Colombia



Bangladesh

This is hepatitis...

Events ideas: Organising events that people will be willing to pay to attend, or sponsor, are effective and popular ways to raise both awareness and funds. To get you started, we have suggested below a range of event ideas for you to use or adapt for your country:

Keep it simple: You can hold many different types of events, which can be both informative and simple to organise:

- Recruit volunteers to hand out leaflets and raise money at train/bus stations, shopping centres or local places of interest
- Ask volunteers to cook or bake produce to sell on stalls or in local retailers
- Hold a bring-and-buy sale, auction or raffle with donated clothes, toys, furniture
- Organise a quiz night



Ghana

Mix and match these ideas to create a 'World Hepatitis Day Fair' in a local park or community hall, housing various stalls, speakers and games to increase awareness of viral hepatitis and World Hepatitis Day either in advance of, or on, 19 May.

Concerts: In 2009 the [Liver Foundation of Bangladesh](#) held a concert in Dhaka city with leading rock band [Artcell](#). Concerts are a great way to reach the general public and can be as large or small as you like:

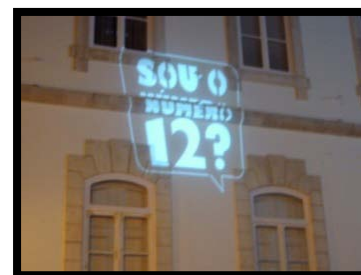
- Utilise contacts with any well known musicians and invite them to 'headline' at a concert in aid of World Hepatitis Day 2010
- Invite local unsigned groups and singers to take part in smaller, local events
- If your resources are limited, you could partner with organisations already arranging a concert
- Record the event and sell CDs, DVDs, or music and video downloads after the event



Bangladesh

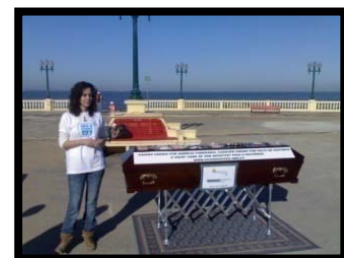
Spectacular event: Create a buzz to get World Hepatitis Day and your organisation noticed. Use the 'Am I Number 12?' or 'This is hepatitis...' logo:

- Arrange for logos or key messages to be written in the sky
- Organise for 12 parachutists, with the logo on their parachutes, to land at a major sporting event
- Project the logos on to buildings, just like SOS Hepatites Portugal did in Portugal
- Get permission to paint a local landmark blue, change the floodlights to blue at night or fill a famous square with 'Am I Number 12?' people wearing t-shirts



Portugal

Shock event: Create an event that evokes a public reaction and will be remembered for a long time: For example, in 2009 SOS Hepatites Portugal 'unveiled' coffins in the main squares to demonstrate the devastating impact of the viruses



This is hepatitis...



Comedy night: In partnership with a local theatre or comedy club you could host a dedicated comedy night to create an enjoyable evening, supporting a serious cause:

- Intersperse comedians with representatives from your group to relay the important messages relating to viral hepatitis
- Record the event and make it available as a podcast or video to download online



Sporting events: People love to play or watch sport. Get people together to take part in a game or support a team or individual:

- Football is popular and attracts the media. Organise a novelty 12-a-side football tournament in your city. Give each team a different '**Am I Number 12?**' or '**This is hepatitis...**' t-shirt to wear and brand the logos on footballs and on and around the pitch. Involve a local professional footballer to launch the tournament and give out the prizes
- A 5-kilometre sponsored fun run around your city
- A sponsored bungee jump or abseil from a local landmark or building
- Arrange a fun sports day with 12 different games and '**Am I Number 12?**' and '**This is hepatitis...**' branding on the equipment

Fashion show: Many people love fashion. This is a good way to bring World Hepatitis Day branding to the general public. You could:

- Utilise current annual fashion shows in your city such as the Fashion Weeks that take place in Spring and Autumn across Europe
- Work with celebrities to design various items of clothing or hold a fashion show with celebrities wearing the '**Am I Number 12?**' t-shirts
- Ask 'up and coming' designers to design an item to feature in the fashion show
- Partner with leading retailers to sell items from the fashion show in-store for a limited time

Whatever the event make sure you:

- **Partner** with appropriate organisations to help to organise or sponsor the event; for example, get local sports stores, magazines and teams involved in a sporting event; or music stores, clubs, bars or shopping centres in an entertainment event
- **Promote** the event through media relations and promotional items such as posters and banners
- **Encourage** volunteers and performers to wear '**Am I Number 12?**' t-shirts
- **Hand out** '**Am I Number 12?**' and '**This is hepatitis...**' give-aways, such as t-shirts, leaflets, pens, badges and stickers
- **Decorate** the venue with banners carrying the '**Am I Number 12?**' and '**This is hepatitis...**' logo

This is **hepatitis...**

- **Engage** the audience with branded information points - even if it's just a table - filled with detailed information about viral hepatitis and World Hepatitis Day 2010, as well as a representative from your organisation to answer any questions
- **Leverage** any celebrity contacts to add 'star quality' to the event, as they can draw significant crowds and attract media attention

This is hepatitis...

Section 6 - Working with the Media

Raising awareness of hepatitis B and C would not be possible without the media. An online or print article can reach a far wider audience than any of us could alone. This is why generating media coverage is a key element to the success of the 'This is hepatitis...' campaign.

Below are some tips to help you achieve media coverage not only for World Hepatitis Day but for key events leading up to 19 May.

Use the global media materials available:

- **Hepatitis Atlas** - the collated results of the policy audit will be launched at EASL in April, and made available to you immediately afterwards. You will be sent an e-Alert announcing the launch with details of how to access the report. A global press release will accompany the launch of the policy report and will be made available to you two weeks prior to the launch event at EASL
- **Global World Hepatitis Day press release** - the focus of the 2010 release will be on the importance of Health Ministers supporting the adoption of the WHO resolution on viral hepatitis at the World Health Assembly. The press release will be embargoed to 18 May 2010 and again will be made available to you two weeks before its distribution. A second press release will be issued to discuss the outcome of the World Health Assembly
- **Campaign materials** - generated to help you raise awareness of World Hepatitis Day, these materials can be used as advertisements in magazines or images in media articles
- **Fact sheets** - leaflets on hepatitis B and C, the WHA, World Hepatitis Day and the Hepatitis Atlas will be made available to you. Journalists also like to receive local statistics on prevalence and local case studies of people they can talk to
- **WHA and World Hepatitis Day boiler plates** - these short paragraphs, containing key messages of the WHA and 'This is hepatitis...', can be adapted and used in your local materials, ensuring that the messages communicated to the media are consistent with the global campaign and the mission statement of the WHA

Talking to the media – it's simple!

These quick and easy steps can help you to develop important relations with key journalists:

- Call - it's quicker than email, and it will help you to build your relationship with them
- Check who you should call first - the health or political writer/editor is usually the best person to start with
- Be clear on what your story is about - give them a short summary and ask them if they are interested. Tell them you have a good case study, if you do
- Follow up with an email - include relevant information like the fact sheets, which may encourage the journalists to write about your story



This is hepatitis...

- Monitoring the publications - the journalist won't necessarily tell you that they are printing your story, plus reading the publication regularly also gives you the knowledge required to know what types of articles the publication is likely to cover



Top Tips!

Know your journalists – the key is to build a relationship, not just call them once a year. Try to meet the most important ones regularly

Be prepared – make sure that you have all the necessary information for the journalist. It will make their lives easier and they will appreciate this

Local is good – journalists like to be able to tailor the information that you provide them with to fit the audience of the publication. Think about a creative angle that you could suggest to them. Also include local statistics, for example how many people have hepatitis B or C in your region

Keep in contact – but don't annoy them. If they don't pick up the phone right away, call back. Also know when their deadlines are so that you don't call them at the wrong time

Countdown checklist

Please see below for a checklist of some of the materials and updates you can expect from the WHA over the coming months.

Please note that this list is not exhaustive and the dates are *guideline* delivery times, so please do keep a careful eye on your inbox between now and 19 May!

You should have already received:	<ul style="list-style-type: none">• WHA '12 Asks' Survey• Announcement of WHO outcome following the Executive Board meeting in January – a press release for distribution• 'This is hepatitis...' campaign posters• 'This is hepatitis...' campaign postcards• World Hepatitis Day 2010 logos
March	<ul style="list-style-type: none">• Launch of new global WHA Website• Launch of 'This is hepatitis...' blog• 'This is hepatitis...' web banners
April	<ul style="list-style-type: none">• Launch of Hepatitis Atlas policy report• Album made available
May	<ul style="list-style-type: none">• World Hepatitis Day press release announcing upcoming World Health Assembly and asking Health Ministers to support the planned resolution on viral hepatitis• Post World Hepatitis Day: Press release announcing the outcome of the World Health Assembly and the resolution on viral hepatitis

This is hepatitis...

Section 7 - Design guidelines

When creating a brand or a message, consistency is key. Logos play a fundamental part in creating a brand and therefore their consistent use is vital in ensuring that the message has maximum impact.

When using the WHA campaign logos and materials, please note that the original proportions should be maintained where possible – you can scale the logos up or down to suit your materials, but stretching or distorting it will result in a low quality image.

Specifications for the individual logos:

This is hepatitis...



- Font **Helvetica Neue LT Std** a mixture of a light and bold
- Colour **100% Cyan**
- White version also available

- Font **Gill Sans Ultra Bold**
- Colour **100% Cyan**
- Available in additional languages, please email if you require other versions contact@worldhepatitisalliance.org

- Font **Helvetica Neue Std - Bold**
- Colour **100% Cyan, 50% Black**