

World Hepatitis Alliance

The Alliance's new Board meets in London

Following our board elections in December last year, the new board held their first meeting last month in London to discuss the Alliance's direction and next steps.

Amongst many of the decisions which were taken during the meeting, we would like to highlight that the board agreed that the Alliance will continue to focus on its three main areas of work: advocacy, awareness-raising and capacity building. Broadly, this means that:

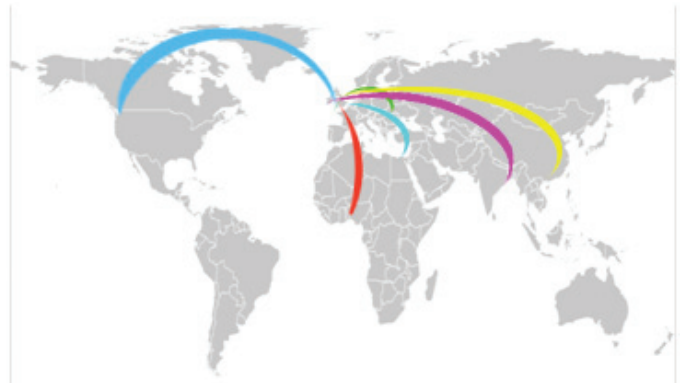
1. The Alliance will work with the WHO to develop a global strategy for viral hepatitis. The first major meeting took place in January and addressed the subject under the following five headings: surveillance, prevention, identification and treatment, integration and innovation. The Alliance will continue to work hard to ensure that the global strategy is robust and that the patient is at the centre of it.

2. The Alliance will work with the WHO to co-ordinate World Hepatitis Day (WHD) 2011. As you know, we are currently devising customisable campaign materials which will be available for anyone that wants to take part.

We are happy to inform you that we met with WHO last month to agree on an overarching message for this year's campaign and that the construction of the tool which will allow you to customise your materials in our website is now under way. (For more updates on WHO, WHD and campaign materials, see "World Hepatitis Day 2011" section below).

3. The Alliance will continue its work of supporting patient group members to work with national governments to develop national strategies. We have devised and will be sending you a toolkit which explains how to use the 2010 report *Viral Hepatitis: Global Policy*, the WHO resolution and the 12 Asks to ensure that national strategies are achievable and effective. We hope you find it useful. The Alliance will also continue to work to establish new patient groups in countries that lack them.

We truly believe that getting the community to work together is vital to make a real difference and we hope that, by concentrating on these three areas of work, we can continue to show what a collective effort can achieve (following the success with the adoption of the resolution).



The World Hepatitis Alliance is revamping its website, creating a more interactive and dynamic platform to support our members and the hepatitis community at large.

The changes will take place gradually and they will focus on improving existing tools as well as the community aspects of the website. As part of this project, we will create a new blog page that will develop into a compilation of the best work done by hepatitis patient bloggers around the world.

We want to bring the hepatitis community around the world closer together, providing the best support tools and creating a vast community channel.



Find us at

www.facebook.com/worldhepatitisalliance

This is hepatitis...



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

Let's Find a Way Society of British Columbia
Canada
eor@shaw.ca
Voting Member (Americas Region)

Patient Welfare Foundation
Malawi
lodzeni@yahoo.co.uk
Non-voting Member (Africa Region)

Inno Community Development Organisation
China
dee.lee@theinno.org
Voting Member (Western Pacific Region)

Grupo Direito de Viver de Apoio a Portadores de Hepatites Virais
Brazil
direitoviver@ig.com.br
Non-voting Member (Americas Region)



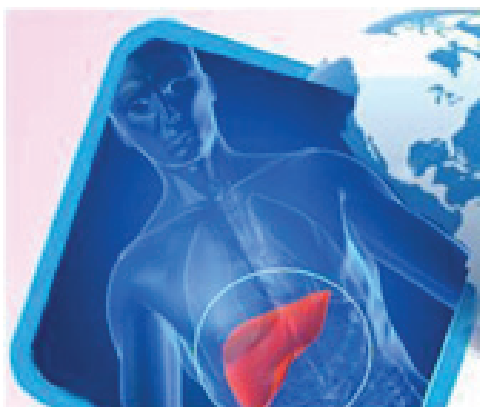
World Hepatitis Day 2011

With a little over five months to go until July 28 the Alliance has been working at full speed to prepare for the big day and ensure that this year's World Hepatitis Day is the most successful to date.

Last month, we sat down with WHO's communications department to develop a broad message for this year's campaign, which falls under the 'This is hepatitis...' platform. While we wait to receive WHO's final approval on it, we can confirm that:

Once the topline message is approved, WHO will produce a poster which will be shared with their regional and country offices, together with a toolkit explaining how their country offices should engage with Governments and the civil society to mark and promote World Hepatitis Day.

These posters will be available for everyone to use and in addition we, the Alliance, will in turn create a range of designs based on this topline message which you will be able to customise for more specific messaging in your own campaign. The designs are likely to be for posters, postcards, web banner ads, T-shirts,



stickers and mugs at least, although this is still to be confirmed. As you know, we are currently building a tool in our website that will make it really easy for you to customise and create your own posters and campaign materials. Given that we are dealing with different diseases and that the hepatitis situation is different in different countries, the idea is that you can add specific messages relevant to your country's reality to a poster while still being part of

of the global WHD movement since all the materials will have the same basic template and all be clearly part of the same campaign. Hence, while WHO agrees on a topline campaign message and we devise this website tool, you need to be thinking of the messages you'd like to use (for instance: Get Tested or Get Vaccinated) so when the tool is ready you can quickly slot them in and download your materials.

Also, if there are other hepatitis groups in your country, we advise you to contact them in order to agree on these messages and maximise leverage. Consistency and repetition is important when delivering information to an audience so it is worth getting together to discuss your WHD approach. We will be sending you more updates on this over the coming weeks.

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:

GERMANY

The idea:

It's only one more question for physicians to ask their patients during a blood test and it could really make an impact "Can we also check your liver enzymes?" We want to convince physicians to join in and ask this question with our high-profile "One more question!" awareness campaign.

The campaign:

"We will initiate the campaign with strong partners: prominent medical specialists and well-known actors who play the role of doctors in TV series, medical newspapers and publishing houses, and sponsors. During the course of the campaign targeted

information materials and modules will be given out to doctors, patients and politicians. Newspaper advertisements and media announcements will ask physicians and medical staff all over Germany to stand up and join the "one more question" campaign! Doctors and their teams can do this by posing for a



photo where they hold a "We ask the question!" sign in front of the camera. They can send their digital photos to the campaign website at www.einefragemehr.de. In addition, camera teams will visit medical congresses, clinics and doctors' offices individually to take more photos.

TURKEY



The campaign:

"We were in contact with the Taxi Drivers Association that agreed on making a demonstration at 13.00 on July 28, when all taxi drivers will bip their horns for one minute.

Young members of our group will be wearing "World Hepatitis Day" t-shirts on main streets of Istanbul on WHD.

We will prepare and hand out small "World Hepatitis Day" balloons in red and white (the colours of the Turkish Flag). At the moment, we are searching for donations to hand out brochures and balloons at Izmir.

Finally, we will provide HBs Ag blood control test for about 2000 people as well as organise conferences in several cultural centres".

The media:

"National media groups have been contacted to release relevant articles around July 28. At the same time, radio programs will broadcast promote the campaign.

Also, the national channel Kanal B TV agreed to broadcast a 30 minutes talk with the president the Turk Karaciger Vakfi on July 28".

This is hepatitis...



Contact your local WHO office

The approval of a hepatitis resolution by the World Health Assembly in 2010 was a very important step in securing government support to tackle viral hepatitis but we need to continue to advocate for action and make sure national governments engage with civil society as they signed up to do in the resolution.



World Health Organization

You can 'encourage' your government to play a full part in World Hepatitis Day by contacting your local World Health Organisation (WHO) country office and asking them what they are planning for World Hepatitis Day.

Because this is now an official day, they will contact your Ministry of Health with whom they have very close top-level relations and this will ensure your government meets its commitments – the WHO Director General told countries in the debate about the resolution that, if they adopted it, they had to support World Hepatitis Day.

You can find a complete list of the contacts for all WHO offices around the world on our website at: <http://worldhepatitisalliance.org/TheWHA/Partners.aspx>



We 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 newsletter,
please email

contact@worldhepatitisalliance.org

World Hepatitis Alliance

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