

World Hepatitis Day

28 July

Don't let hepatitis tear your life apart.



World Hepatitis Day 2011— Brief notes for collaborators requesting information

Background:

In 2010 the 63rd World Health Assembly (WHA) of WHO, called for a comprehensive response to viral hepatitis. As mandated by the WHA, from 2011 onwards, World Hepatitis Day is promoted on 28 July in order to provide an opportunity for awareness raising and greater understanding of viral hepatitis as a global public health problem, and to stimulate the strengthening of preventive and control measures of hepatitis-related morbidity and mortality in all Member States.

The World Hepatitis Alliance is a non-governmental organisation working in partnership with the WHO to coordinate World Hepatitis Day.

Strategic objective:

The overarching strategic objective of World Hepatitis Day is to convince key stakeholders of the urgency to take action to prevent, identify and treat viral hepatitis.

The primary audiences are:

- Ministries of Health and policy makers
- Medical and health practitioners
- The general public
- Existing advocacy groups and activists

Outreach to these groups in the Region can be achieved through:

- WHO Regional and Country Offices
- Civil society groups
- The media
- Professional associations
- Academia

This is **hepatitis...**

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

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- Institutions showing interest in supporting this initiative

Campaign Theme:

“Don’t let hepatitis tear your life apart...”

Slogan:

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

Outcomes:

Desired outcomes include increased awareness and understanding of hepatitis among the general public, ongoing support for the World Hepatitis Day cause and a sense of urgency amongst all stakeholders to prioritise action. Evaluation of the campaign’s success will be based on indicators including:

- Number of countries who participate in the World Hepatitis Day campaign
- Activities initiated by the country offices of PAHO/WHO
- Media impact—number of press articles and features
- World Hepatitis Day website usage—visits and downloads
- Support of the initiative by senior officials
- Increase in partners and quality of collaboration
- National strategies and allocation of resources

WHO products

- Technical fact sheets on viral hepatitis
- Fact files to "visualize" facts around hepatitis
- WHO web notifications and news updates (e.g. http://www.who.int/mediacentre/events/annual/world_hepatitis_day/en/)
- News in WHO Bulletin (June issue)
- Press release
- Statement by the Director General of WHO
- Campaign Poster
- Audio-visual materials
- Photo stories and first person accounts
- Toolkit for WHO country offices and event organizers
- Social media (twitter, Facebook and You Tube)

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PAHO products

- Technical fact sheets in Spanish on Viral Hepatitis;
- PAHO press release on the subject
- Letters to the Representative Offices in the countries requesting disseminating of information to health authorities and feedback from events and / or activities carried out.
- Set of technical references to be used by countries on Viral Hepatitis
- PowerPoint Presentation on the situation in LAC on Viral Hepatitis
- Regional website with World Hepatitis Day 2011 materials. www.paho.org/hepatitis

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