

World Hepatitis Alliance

Moving towards regional strategies

With the Global Strategy on Viral Hepatitis out for final consultation and subsequent publication, the Alliance has been working with WHO regional offices in their adaptation of the Global Strategy. After meeting with PAHO in early March, the Alliance has attended meetings in Europe and South East Asia:

During our meeting with the European Regional Office (EURO) we discussed their HIV/AIDS 2012-2015 Action Plan, which acts as a framework for action with well defined priorities, indicators and timelines. They intend to create a European Action Plan for Viral Hepatitis in line with WHO's Global Strategy but following the format of their HIV Action Plan.

We spent two days with South East Asia Regional Office (SEARO) discussing a draft regional strategy with the staff from both the Regional Office and WHO HQ as well as countries from the region. The draft will now be revised and presented to a follow-up meeting in early July with a view to presenting it to the Regional Committee meeting in September for adoption as a regional resolution. This should ensure that countries in the region begin the process of developing their own national strategies. SEARO is also extremely keen to support our upcoming Viral Hepatitis: Global Prevention & Control survey and has offered to help us to pilot it in the region.



We are delighted to welcome Dr. Sylvie Briand to the Executive Board of the Alliance as an observer from WHO. Dr Briand is the coordinator of the Influenza, Respiratory Diseases, Hepatitis and PIP framework Unit (HIP) at WHO Headquarter in Geneva and the Global Hepatitis Programme sits within that unit. Her knowledge and experience with hepatitis will support our work and we are very happy to have her on board.

Guinness world record attempt

Absolutely everyone can identify with a record attempt, no matter where you're from, what language you speak, or how old you are. A record attempt is about setting ourselves a seemingly impossible goal and showing the determination to achieve it. Hence, the Alliance is planning a Guinness World Record attempt to celebrate WHD 2012 by having the most people performing the "see no evil, hear no evil, speak no evil" actions in 24 hours at multiple venues around the world. These actions relate to a proverb known as the three wise monkeys covering their eyes, ears and mouth.



There are many meanings attached to the proverb, but mostly it is used to refer to those who deal with problems by refusing to acknowledge them. This theme has been chosen to highlight that, around the world, hepatitis is being ignored. We need as many organisations as possible to take part in the record on the same day, 28th July 2012, and encourage people to confront hepatitis. If we can't mobilize ourselves, how can we expect Governments to mobilize resources to help us?

If you would like to join us in this amazing global event and help hepatitis achieve a place in the record books, please contact us contact@worldhepatitisalliance and we will send you guidelines for the event!

Gearing up to WHD 2012

As in previous years, we have produced a set of awareness-raising toolkits that provide ideas and tips for campaigns; these include 'WHD 2012', 'working with the media', 'organising events', 'working with social media and online audiences' as well as 'working with business' and 'reaching audiences through SMS messaging'. All toolkits are available in 7 languages at: <http://www.worldhepatitisalliance.org/WorldHepatitisDay/AwarenessRaisingToolkits.aspx>

Moreover, the new posters, postcards and banners have been included in the online customisable tool that allows anyone to tailor the materials according to their preferences, adding information in different languages or changing images. Please see <http://www.worldhepatitisalliance.org/WorldHepatitisDay/CampaignMaterials/ChooseYourMaterial.aspx> where a step by step video will guide you through the process.

This is hepatitis...

The 2012 European Association for the Study of the Liver (EASL) meeting recently held in Barcelona brought together over 9,000 experts from around the world. This was a great opportunity for the Alliance team to catch up with all of the recent scientific developments in the field of viral hepatitis as well as meet with many of our European members and learn more about their plans for WHD.



The conference was dominated by the news of interferon-free regimens for the treatment of hepatitis C. We are now starting to see cure rates in all-oral shorter term combinations of up to 95-100%! However, despite the good news, we need to have in mind that these results come from small trials where the drugs were given to selected populations. Also, it is likely that treatment duration will vary according to patient groups so the 12 week treatments won't fit everyone. Nevertheless, lots of research exploring potent combinations is under way, so hopefully we'll have even better news for you at the end of the year when new results are expected to come out.

Aside from this news, we also heard about Telaprevir and Boceprevir and their impact in real world practice. For instance, it was clear from the CUPIC study that cirrhotic patients need to be treated very cautiously due to the significantly higher rates of serious adverse effects compared to those previously shown in clinical trials.

Finally, there were also some news regarding hepatitis B, such as Entecavir preventing recurrence after liver transplant and the association between viral load levels and the incidence of cancer and cirrhosis.

More detailed information about the conference and trials can be found in the treatment section of our website: http://www.worldhepatitisalliance.org/AboutViralHepatitis/Prevention_Diagnosis_Treatment/NewsFromLiverMeetings.aspx

Getting it out there: Campaign Video

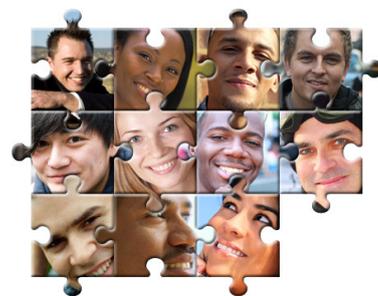
Like last year, we will produce a campaign video to raise awareness in the run-up to World Hepatitis Day that will be available in two versions – one of 30 seconds and one of over a minute – and in several languages.

Visuals for the video will be based on the metaphor of a falling piano, highlighting that around the world hepatitis is being ignored, playing with the theme 'It's closer than you think' and encouraging everyone to confront it.



To make this video a success we need everyone to play a role disseminating it through social or traditional media channels in their communities and have as many people as possible watching it! We'll be updating you about its development; in the meantime, we ask everyone to think how to promote the video and make some noise.

Getting it out there: Facebook app



Social media has been on the rise for quite some time and the fact that everyone can easily interact with their friends and communities makes social media channels a perfect tool to raise awareness on World Hepatitis Day. That is why we are developing a facebook application to support our worldwide campaign. The app will be found on our facebook page from July 1st at <http://www.facebook.com/worldhepalliance>

The app will gather photos of the 10 people the user most interacts with, plus himself or herself, to form a 12 piece jigsaw with a missing piece, which illustrates that 1 in 12 people around the world is living with hepatitis B or C and consequently that hepatitis is closer than they think.

The jigsaw can be modified by the user to change the preselected photos and include in the jigsaw any person they want from their list of friends. There is also an option that allows people included in the jigsaw to remove themselves from the app.

Once the jigsaw has been created, it will be posted on the wall of the user together with a message raising awareness of viral hepatitis. It is a great way to show your support on World Hepatitis Day and get the message out there.

This is hepatitis...

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

United Against Hepatitis - Russia
Non-voting Member (Europe Region)
u-a-h@mail.ru

Liver Care Foundation of Northeast of Thailand
Non-voting Member (South East Asia Region)
isanlivercare@gmail.com

American Liver Foundation - USA
Voting Member (Americas Region)
PKuchaculla@liverfoundation.org



Campaigns around the world



France - SOS Hépatites Fédération successfully ran a 5-day radio campaign in February, when approximately 200 ten-second radio spots were broadcasted on five popular radio stations across the country under the wordplay slogan "Hépatite C: plus vite on C, mieux C" (the faster you know the better). The message highlighted the fact that figures have shown that in France hepatitis C kills as many as road accidents and also criticised the fact that the national plan to fight the viral hepatitis epidemic is largely under-funded when compared to what is needed to efficiently tackle it.

This was followed by the launch of a citizens' campaign under the slogan "in doubt, do not abstain!" in the run up to the first round of the presidential elections, which took place on April 22. More than 30,000 postcards featuring this slogan were distributed across Paris aiming to warn the public about the risk of abstention whether it is from voting or from getting tested. This campaign was also a warning message to the future government about its responsibility in tackling this major public health issue.

India - The Hepatitis Foundation of Tripura (HFT) together with the Agartala Municipal Council (AMC) and the Tripura health department launched an ambitious programme to make the capital of the Indian state of Tripura, Agartala, a hepatitis free city. According to the HFT president, Pradip Bhowmik, this is the first programme of its kind in India. Around 50,000 people from all ages will receive the three doses of the vaccines against hepatitis B.



HFT has been actively working in the north-eastern state of Tripura since 2002 and from January last year they started a 'At birth hepatitis vaccination' programme. Their efforts conducting mass vaccination against Hepatitis B attracted national attention for its unique battle against the disease in the region



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