

Guidelines: Guinness World Record™ World Hepatitis Day 2012

On July 28th our global hepatitis community will unite around the world to raise awareness and fight stigma.

This is our chance to shine a spotlight on hepatitis, our opportunity to gain recognition for the disease on a global level. And what better way to do this than by setting a Guinness World Record™ for hepatitis?

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. We've already shown we can do this with the WHO resolution.

It is also about mobilising our community and showing our governments that we are a powerful voice that cannot be ignored. It is therefore extremely important that as many people as possible take part. Because, if we can't be bothered to take part in a simple action, our governments may feel they cannot be bothered to devote the resources to tackling hepatitis in the way we want.

If we are to draw attention and make a change, we must be united in our actions. Please join us in creating an unforgettable global event and help hepatitis achieve a permanent place in the record books!

Charles Gore

President

World Hepatitis Alliance

Did you know?

- 98% of people recognise the Guinness World Record™ brand in the English speaking world
- The Guinness World Record™ book is the world's best selling copy righted book
- Guinness World Records™ has been in existence for 55 years

The World Hepatitis Alliance is planning a Guinness World Record™ attempt to celebrate World Hepatitis Day 2012. We expect that many organisations around the world will take part in the record on the same day, 28th July 2012. This document contains information on what you will need to do to take part.

Record title: the most people performing the “see no evil, hear no evil, speak no evil” actions in 24 hours at multiple venues around the world.

Record theme [box out]:

These actions relate to a proverb known as the three wise monkeys. These monkeys are Mizaru, covering his eyes, who sees no evil; Kikazaru, covering his ears, who hears no evil; and Iwazaru, covering his mouth, who speaks no evil. 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. Through publicity around the event we hope to encourage people to confront hepatitis.



Don't ignore it. Hepatitis is a potentially fatal disease that affects 1 in 12 people worldwide, but there are rarely obvious symptoms.

This is hepatitis...

Know it. Confront it. Get tested.

World Hepatitis Day: 28 July
www.worldhepatitisday.info



One of the 2012 campaign posters uses the three monkeys images to communicate the need to confront the disease.

Record attempt:

What?

- Repetition of the three monkeys actions (see below)

When?

- 28th July 2012
- Your record event must take place within 12 hours either side of 12.00 UCT+1 (London UK time)
- If possible, hold the record at 12.00 midday local time to tie in with the fact that hepatitis affects 1 in 12 people

Minimum requirements

Guinness World Records™ has strict requirements about things you must do to make sure the attempt qualifies as a record. The **compulsory requirements** for your event are outlined in the box below:

- ✓ At least **25 people to take part** (excluding supervisors)
- ✓ **Two independent witnesses.** These need to be respected members of the community. This could include an MP, councillor, civil servant, teacher, policeman etc. Witnesses must be independent of each other. The witnesses' role is to personally count the participants and verify the record through a written statement for the World Hepatitis Alliance to submit to Guinness.
- ✓ One **supervisor** per every 50 participants. Supervisors support the witnesses in checking that everyone is fully and correctly participating in the event. Supervisors must not be employed by your organisation
- ✓ A venue that is **public** or open to public inspection and which has **controlled entrances and exits**, which are clearly marked, so that the number of people entering and exiting can be counted and controlled. If using an outdoor space, an area could be sectioned off using barriers or tape
- ✓ The **same sequence must be carried out by everyone at the same time** (see below for description)
- ✓ An **accurate counting method** to make sure you know how many people have taken part, which you must let the Alliance know in advance so Guinness World Records™ can approve it (see below)
- ✓ **Witness statements** – two supervisors must confirm the record through witness statements which must be returned to the World Hepatitis Alliance. A form will be provided at a later date
- ✓ A **high quality colour photograph** in digital format (taken at 300 dpi in a 15 cm x 15 cm size), or in traditional photographic print or slide format. Colour photocopies are not acceptable. You must demonstrate the scale of the attempt and include everyone taking part within the photo

More information

Venue

To hold your record attempt, you will need to find a local venue which could be a public building or an outdoor space, for example a school hall, playground, public building, gymnasium or sports ground.

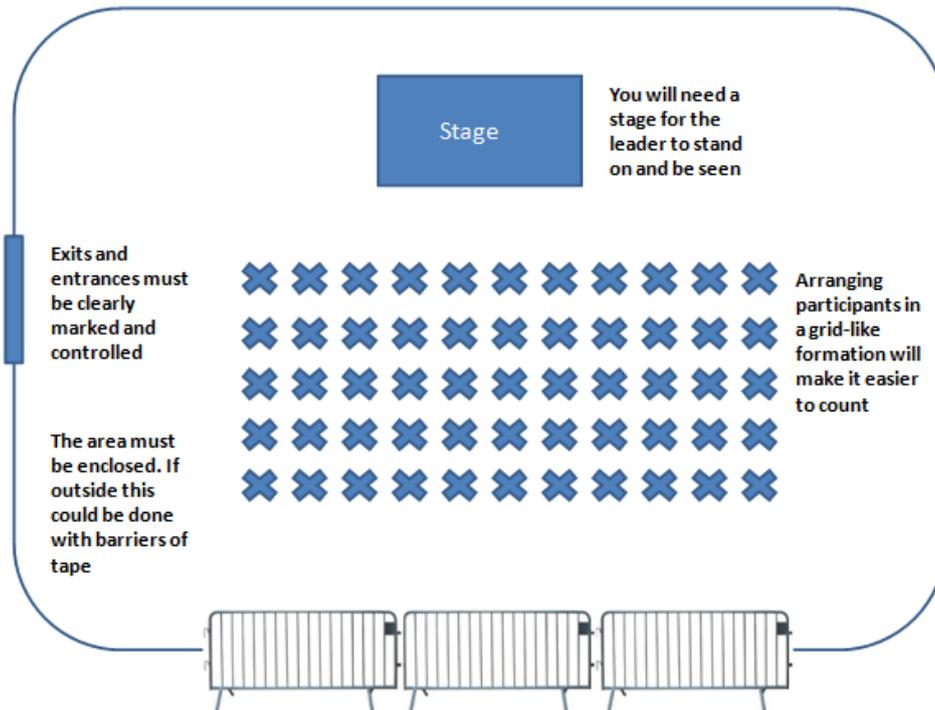
Handy tip

Choose a venue that is easy to access for those you want to take part. You might also want it to take place in a busy area to attract attention, or in an interesting or beautiful place, so that the event is as visually striking as possible

Set up

Things you need to consider are:

- Having a raised stage, for the people leading the sequence to stand on. They could use a microphone headset, if needed, so that everyone can hear instructions clearly
- A registration table at the entrance, where you will count people (see section below)



The record attempt sequence

The record attempt will aim to have the most people performing the actions to the three monkeys. The sequence must be carried out by everyone at the same time. Therefore, you might want to have a leader to direct the sequence from a stage visible to all participants.

The sequence of the actions will be as follows:



People cover their eyes with their hands – see no evil (hold for approximately 5 seconds)



People cover their ears with their hands – hear no evil (hold for approximately 5 seconds)



People cover their mouth with their hands (hold for approximately 5 seconds)
It is recommended that we repeat the sequence several times to make sure everyone has taken part.

Counting participants

All participants should be counted into the record attempt area and organisations need to provide evidence of counting methods. Here are some ways that this can be done that Guinness will accept:

- a. Grid-like distribution of participants – you can arrange participants in rows or squares so that each contains a certain number of people. These units can then be counted to record a final total
- b. Clickers: 2 at each entrance, operated by independent individuals
- c. Ticket stubs provided at the entrance
- d. Wristbands, bar coded or individually numbered and given out at the entrance

Anyone leaving the event area before the end of the record must be deducted by supervisors.

Judging the event

For your attempt to qualify as part of the global record, you will need to assemble evidence from your site and submit it to the World Hepatitis Alliance who will register for the World Record Attempt with Guinness on behalf of everyone taking part.

Remember the minimum requirement for evidence is **two witness statements** and a **high quality colour photograph**.

If you have them, you might also want to send:

- Media coverage cuttings from local or national newspapers, specialist or general interest magazines and recordings of television or radio news reports
- Video footage can be sent electronically, on VHS (PAL or NTSC), DVD or CD-ROM

Handy tip

The more information that can be provided, the higher chance that your entry will qualify for the record, so please send as much evidence as you have available.

The above evidence should be submitted by email, on the same day as the record to contact@worldhepatitisalliance.org. Should you wish to send video content to the Alliance on a DVD, this can be sent to:

Felipe Fouto
The World Hepatitis Alliance
1, Baden Place
London
SE1 1YW
United Kingdom

You will need to [contact@worldhepatitisalliance](mailto:contact@worldhepatitisalliance.org) with some details, by June 28th at the latest.

What the Alliance needs to know before the event:
✓ Your chosen venue to ensure it complies with guidelines
✓ The names and occupations of your two witnesses
✓ Your chosen counting method

Materials

You may want to think about developing the following materials for your event:

- Publicity – to recruit participants you will need to advertise the event ahead of time through posters, leaflets, e-alerts to your members etc.
- To gain people's commitment you may wish to provide a registration form, asking for people's details, so you can send them final information
- Nearer to the time, make and distribute a pack with all final information including instructions, venue, time etc.
- Signage on the day – ensure you have lots of visual branding around your organisation and the 'It's closer than you think' campaign

Making the most of your event

Aside from the official requirements, there are some things you may want to do to make the most of your event for your organisation's own publicity, for example:

- Including an educational element in the day: whilst the participants are together, you might want to hold a short speech about the day and why we need to come together to support hepatitis
- Providing food or other entertainment
- Inviting celebrities to join in and inviting journalists along to photograph the event
- Wearing t-shirts featuring campaign logos
- Exploring different shots with your photographer, e.g. a shot from above, to get maximum impact
- Uploading pictures to social media platforms such as facebook or twitter and encouraging participants to do the same

Disclaimer

Guinness World Records™ or the World Hepatitis Alliance will not accept responsibility for the safety of participants or bystanders in any record attempt. It is your sole responsibility to ensure that all necessary safety precautions are in place and that all equipment used is suitable and thoroughly checked prior to the record attempt taking place and in compliance with any and all local health and safety laws and regulations.

Good luck!