

World Hepatitis Day

28th July 2013

Awareness Campaign Toolkit

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Section A – Campaign Message 2013

The campaign messaging below can be used throughout your activities on World Hepatitis Day 2013.

Phrase	Use
This is hepatitis...	Launched in 2010, 'This is hepatitis...' remains the overarching campaign name. This should be used across all communications where possible, in conjunction with the "Know it. Confront it." message.
Know it. Confront it.	Messaging that has been used as sub-messaging in previous years has now been elevated to the main campaign strapline. This embodies the campaign ethos: "You cannot change what you refuse to confront"

Section B – Planning

Before you begin planning your World Hepatitis Day 2013 campaign, consider reading the World Hepatitis Alliance's [Global Policy Report](#). It is useful to know the prevalence statistics of viral hepatitis in your country as this will help you set your objectives for the campaign. The policy report can be found on our website at:

<http://www.worldhepatitisalliance.org/Policy/2010PolicyReport.aspx>.

Setting Your Own Objectives

The Alliance can provide a framework for World Hepatitis Day, and we offer advice and core materials for your own use. However, we encourage you to develop messaging and local activities that work in your country/region. You could think about your local objectives, and add additional messaging to the 'This is hepatitis...' theme. It may be easiest to think of these local objectives in terms of long-term and short-term goals.

1. Set your long-term objectives: What do you want to achieve by 2015? For example 'increase access to testing by 50%'
2. Set your short-term objectives: What do you want to achieve in 2013 to realise your long-term objective? For example 'increase awareness of the number of people still undiagnosed through the media and political awareness'
3. How can the 'This is hepatitis...' theme and 'Know it. Confront it.' 2013 campaign messaging help you reach your objectives? For example adapt the campaign materials to create posters, postcards, T-shirts and other merchandise by adding your own messaging to suit your local country objectives (Please see Section C)

There are loads of activities you can get involved with for World Hepatitis Day 2013. Refer to the Annual Report from 2012 for inspiration.

- Think of prominent ways to get **visibility** for messages such as creating bumper stickers, pavement art, illuminate the posters onto a public building
- Engage in **TV and radio** - aim to get viral hepatitis included as a story line on a soap opera, create a TV adverts, contact cinema advertising companies, include the day as an item on your radio's news programme
- Use the **arts** to raise awareness. You could write folk songs, put on puppet shows or create a short film
- Work with your country's **SMS** providers to distribute messages about the day at a charitable rate
- Recruit **high-profile spokespeople**, such as celebrities and prominent religious leaders

Section C – Campaign Materials

Posters

The following posters are the official posters for the 2013 campaign. These can be downloaded directly from the [website](http://www.worldhepatitisday.org).



Web Banners

Static and animated digital adverts for the 2013 campaign have also been developed for use on your own online resources. These can also be downloaded from the [website](#).




Logos

Two logos are available from our [website](#). Both are translated into 39 languages, including the core Alliance languages of Arabic, Chinese, English, French, Portuguese, Russian and Spanish.

- **'This is hepatitis...'** - a universal logo, for use in your awareness campaigns throughout the year.
- **World Hepatitis Day** globe logo - for use specifically around the day.

Using the Materials

When using the Alliance campaign logos and materials, please note that the original proportions should be maintained where possible. We would encourage you to use the logo files available on the [website](#) where possible, to ensure quality and consistency.

	<ul style="list-style-type: none">• Font: Helvetica Neue, standard and bold• Colour: 100% Cyan
	<ul style="list-style-type: none">• Font: Helvetica Neue, bold• Colour: 100% Cyan
	<ul style="list-style-type: none">• Font: Helvetica• Colour: 100% Cyan on white Black on white White on black

Section D – Customisable Tool

In order to adapt these materials to suit your local awareness-raising campaigns, you can use the [Customisable Tool](#). This tool allows you to create your own campaign materials, creating posters, postcards and web banners. When printed, it is easy to use these to create mugs, t-shirts, stickers, or other campaign materials. Please note: this tool will be live in May and you can access it from our [website](#).

When you click on the tool, you will find all of our 2013 posters. You can then add or replace images and logos, and even change the content and language of the text. This means you can create a fully customised poster and use images and text that best suit your local campaign.

Languages supported: Arabic, Azerbaijani, Bengali, Bosnian, Bulgarian, Burmese, Chinese, Croatian, Danish, Dutch, English, Filipino, Finnish, French, German, Georgian, Hebrew, Hindi, Hungarian, Indonesian, Italian, Japanese, Korean, Lithuanian, Macedonian, Malaysian, Nepali, Polish, Portuguese, Romanian, Russian, Serbian, Slovak, Spanish, Swedish, Thai, Turkish, Ukrainian and Urdu.

If your own language does not appear in this list, please email contact@worldhepatitisalliance.org and we will try to accommodate your requirements for future campaigns.

QR Code

You can create a QR code to put on your campaign materials. People with a smart phone and a QR scanning 'app' will be able to scan the code and it will take them to a specified webpage.

The code below is a link to the World Hepatitis Alliance website:



You can create your own code by using a QR code generator such as the following: <http://qrcode.kaywa.com/>. Paste your desired URL into the box provided and click 'Generate'. You can then 'save' or 'copy' the image. You can use the customisation tool to include this code on your campaign materials.

Section E – Global WHD Campaigns: Get Involved

The World Hepatitis Alliance is organising two global events for World Hepatitis Day this year – why not get involved?

Three Wise Monkeys

We are sending out sets of our very own three wise monkey soft toys. As they are doing the 'see no evil, hear no evil, speak no evil' actions, we hope they highlight how viral hepatitis is being ignored across the world. We are sending monkeys free to our members, and ask for a small donation from non-members.



The monkeys come customised with t-shirts including the logos 'This is hepatitis...', the World Hepatitis Day Globe and your country flag. They also have their very own website housing a photo gallery and world map, which will display photos that users have uploaded from all over the world. The aim of the campaign is to get pictures of the monkeys in as many countries as possible.

If you would like to take part in the campaign, email contact@worldhepatitisalliance.org to find out about how to order monkeys or even make your own. A guide is available which outlines how to implement the campaign and lots of great ideas for using the monkeys to get the most visibility for viral hepatitis!

Access the website from the World Hepatitis Alliance website, by visiting:
<http://www.worldhepatitisalliance.org/WorldHepatitisDay/3wisemonkeys.aspx>.

The Guinness World Record™ Attempt

The Guinness World Record™ attempt aims to celebrate World Hepatitis Day 2013 by bringing people around the world together in unified action against viral hepatitis. Many organisations around the world will take part on the same day, 28th July 2013 to break the same record that was set in 2012.



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.

Taking part in the record is easy to do and requires little resource but can have a big impact in uniting your communities locally and globally. Events can be as simple or as extravagant as you wish, you only need a minimum of 25 people to take part, so have a go!

To register for the record email contact@worldhepatitisalliance.org. Full guidelines, advice and template witness statements are available for you to use.

World Hepatitis Day 2013

Don't forget to share with us details of your awareness campaigns throughout the year, as well as plans, coverage and photos from World Hepatitis Day. Please also remember, we are active on Facebook (<http://www.facebook.com/worldhepatitisalliance>) and Twitter (@WorldHepAlliance). Tell us about your preparations, share photos and tweet us to help us build anticipation and excitement for the day. Let's make World Hepatitis Day 2013 the biggest success yet!

Questions? Get in touch: contact@worldhepatitisalliance.org