Strategic Goal 1

Many more countries with effective and funded hepatitis plans in place or at least in development

Action 1.1
When no patient groups exist, respond to requests from national governments to support them in the development of effective and funded national plans

Action 1.3
Work with WHO to develop a monitoring mechanism in line with WHA Resolution 67.6

Action 1.5
Deliver, in partnership with WHO and in collaboration with the Government of Brazil and partners, the second World Hepatitis Summit

Action 1.7
In partnership with WHO and the Scottish Government, establish a baseline for countries with effective national strategies either in place or in development

Action 1.9
Support the policy work focused on the elimination of viral hepatitis in Egypt, Scotland, Mongolia, and Georgia

Action 1.11
Support WHO with the production, update and dissemination of guidelines, in particular on hepatitis testing and treatment

Action 1.2
Upon request, work directly with our members to support them in their collaboration with national governments in the development of effective and funded national plans

Action 1.4
Continue to ensure the voice of patients are at the forefront of high level policy discussions (i.e. address WHO Executive Board and the World Health Assembly, contribute to WHO regional committee meetings, participate in STAC and civil society reference groups, and other key meetings)

Action 1.6
Encourage and promote research into effective scale up interventions through a variety of methods, including the World Hepatitis Summit programme, our affiliation to the Hepatology, Medicine and Policy open access journal and the University of Deusto’s Hub

Action 1.8
Continue to second a technical officer to WHO EURO to support the development and implementation of a regional action plan

Action 1.10
Promote the inclusion of civil society in the development of effective and funded plans

How we’ve progressed this quarter

- Action 1.2
- Action 1.3
- Action 1.4
- Action 1.5
- Action 1.6
- Action 1.7
- Action 1.8
- Action 1.9
- Action 1.10
- Action 1.11

How we’ve done this:

Letter to Peruvian Ministry of Health (Actions 1.2, 1.10)

In August the World Hepatitis Alliance (WHA) supported the Peruvian member group, Asociación Ciudadana de Lucha contra la Hepatitis, by writing a letter to their new Minister of Health calling for an increased government focus on viral hepatitis. They also called for greater inclusion of civil society during consultations. The letter resulted in a positive response and commitment to include civil society in conversations relating to viral hepatitis. WHA supports their members in their collaboration with governments in the development of national plans.

World Hepatitis Day (Actions 1.2, 1.10, 1.4, 4.3)

The sixth official WHD took place on July 28 2016 bringing the world together to raise awareness of the global burden of viral hepatitis and to influence real change in disease prevention and access to testing, treatment and care. Aside from being the core of our awareness efforts (see more under Strategic Goal 4) WHD is used as an advocacy lever to call for robust responses to viral hepatitis.

WHD in China: Beijing, China (Actions 1.2, 1.4, 4.3)

On 26 July WHA member Wu Jieping Medical Foundation and the World Health Organization (WHO) Country Office for China held a hepatitis C forum and press conference in Beijing to commemorate World Hepatitis Day (WHD). WHA joined government representatives, liver experts, patient advocates and civil society to discuss how to achieve the elimination targets set out in WHO’s Global Health Sector Strategy for Viral Hepatitis (GHSS) which was adopted in May. The event was also...
used to announce the launch of a patient-centric communication program, with the objective to raise public awareness on hepatitis C diagnosis and treatment as well as highlight the importance of life quality improvement in treatment. At the event WHA launched the NOhep movement in China. The event resulted in coverage in more than 30 mainstream news outlets.

**WHD in India: New Delhi, India (Actions 1.2, 1.4, 4.1, 4.3)**

On 28 July WHA supported the official WHO event in New Delhi, India. WHO and the Ministry of Health and Family Welfare organised an event to raise awareness among the general public as well as health care providers and policymakers. At the event WHO launched its Injection Safety Project in India and Bollywood star Amitabh Bachchan gave a speech highlighting the importance of hepatitis awareness. WHA supported the event by sharing a personalised video message which was played in front of an audience of 300 people.

To commemorate WHD 2016, WHA and UK member, The Hepatitis C Trust, organised the first hepatitis ‘Die-In’ to send a powerful message to world leaders that there is no excuse not to eliminate viral hepatitis and there is no excuse for needless deaths and the stigma experienced by millions. Nearly 100 activists attended the ‘Die-In’ and joined in solidarity to launch NOhep. WHA also beamed a WHD video onto the iconic screens in Piccadilly Circus, London.

WHA also spoke at Addaction event which was called ‘Wiping out the Silent Killer – how drug services will eliminate viral hepatitis in the UK’. The event was used to bring together expertise from across the sector. Held at the British Medical Association’s BMA House in Central London, the sold-out conference heard from the worlds of peer support, commissioning, virology, epidemiology, psychiatry, sociology and more. WHA delivered a powerful speech about the key role drug services have to play in the elimination of viral hepatitis.

**Country Response Profile on hepatitis B and C (2016) (Action 1.3, 1.7, 1.10, 2.5, 3.3, 3.8, 3.9)**

WHO’s Global Health Sector Strategy for viral hepatitis (GHSS) sets out coverage and impact targets to be achieved by 2030. WHO is therefore working on a monitoring and evaluation framework for countries to keep track on developments. Before doing so, countries will need to build their response profile. As such, WHA is working with WHO and the Scottish Government to gauge the level of national responsiveness to viral hepatitis in terms of policy decisions and front-line processes. WHA met with WHO and Scottish Government in July to map out the questionnaire for governments. WHA will also be distributing a complementary questionnaire amongst civil society organisations to get their response on some of the same questions. The civil society questionnaire will be distributed in October.

**The Path to Zero: Fresh thinking on the road to elimination hepatitis C: New York, USA (Action 1.4, 2.6, 4.1)**

The Economist Intelligence Unit is currently running a HCV Change Makers recognition programme, in order to identify and celebrate individuals and organisations, as well as programmes and policies that are revolutionising the hepatitis C landscape and breaking new ground in combatting the disease. On 15 June WHA met with experts to vote on the nominees for awareness and to attend a roundtable event to discuss innovative strategies to raise the profile of hepatitis C. This was the first in a series of three theme-based discussions in a research, policy and advocacy initiative called The Path to Zero.

On 14 July WHA attended another Path to Zero roundtable event in Germany (second in the series) to discuss innovative financing mechanisms to fund countries’ elimination plans. The insights from the roundtable meetings will inform a white paper that will be published by the Economist Intelligence Unit.

**Women leading the fight against viral hepatitis: New York, USA (Action 1.4)**

On 7 – 8 September Su Wang, WHA Executive Board Member for Americas, attended the Women in High Places meeting in New York. She joined a number of influential women to speak about activities and initiatives to eliminate viral hepatitis and liver cancer. WHA’s Executive Board works to ensure the voice of patients are at the forefront of discussions in each region.

**For more information on WHD please check our World Hepatitis Day 2016 Global Summary Report.**
Adoption of WHO EURO Regional Action Plan: Copenhagen, Denmark (Action 1.4, 1.8, 4.1)

On 14 September WHA made an intervention at the 66th Regional Committee Meeting for Europe, urging European representatives to “leave no-one behind” by adopting the first-ever Action Plan for viral hepatitis. The Action Plan, which was subsequently adopted, comes in the wake of the recently adopted WHO’s Global Health Sector Strategy for viral hepatitis and will be an instrumental tool for the elimination of these diseases in the European Region by 2030. WHA ended the intervention by committing that civil society will do all it can to support Member States through initiatives like the global NOhep elimination movement and the European Hep–Core study. The process of drafting the regional plan and pushing for its adoption was led by WHO EURO’s focal point for hepatitis who’s been seconded from WHA.

International AIDS Conference: Durban, South Africa (Action 1.4, 3.4)

WHA member Kenneth Kabagambe of The National Organisation for People Living with Hepatitis B in Uganda and Dee Lee, WHA Executive Board Member for the Western Pacific Region, attended the International AIDS Conference in Durban, South Africa. On 21 July, Kenneth spoke at the WHO Satellite Meeting on Viral Hepatitis on the role of advocacy in the community. WHA members are the lifeblood of the organisation and are key to ensuring the patient voice is at the centre of conversations.

World Hepatitis Summit: São Paulo, Brazil (Action 1.5, 1.6, 2.3, 3.7)

This quarter an announcement was made around the deferral of the World Hepatitis Summit (WHS). The Committee of the WHS, comprising WHA, WHO and the Government of Brazil, decided to change the dates of next year’s event (originally scheduled for March 2017) due to unforeseen circumstances. WHS will now be held from 1–3 November 2017. The event will remain at the World Trade Center, São Paulo, Brazil. WHA members will also be invited to the pre–Summit, which will be taking place immediately before the main Summit: 30 – 31 October 2017.

Despite the Summit being deferred, preparations continued this quarter. The programme is currently in development and seeks to promote advocacy, encourage the exchange of ideas and facilitate learning to use in the fight against viral hepatitis. The programme has been formed by a Programme Committee and five sub-committees made up of experts in the field of hepatitis and civil society groups. Sub-committees will focus on each strategic direction of the GHSS, including a sub-committee who specifically will look at how effective scale–up interventions can be encouraged through the programme. The website will be updated with WHS programme at the beginning of 2017.

Preparations for the WHA Member pre–Summit are also underway. This quarter WHA have been scoping the agenda for the two day event, which will include workshops and activities to help strengthen the global patient voice and to help improve the skills of WHA members. For more information, visit the World Hepatitis Summit website.

Financing meeting with Polaris Observatory (Action 1.6)

On 13 September WHA attended a financing meeting convened by Polaris Observatory to discuss the viability and mechanisms needed to establish a Hepatitis Global Fund to help drive action towards the elimination of viral hepatitis. Conversations are still ongoing.

Hepatitis C to be eliminated in Georgia by 2020 (Action 1.9)

In the August edition of hepVoice, the WHA monthly magazine, WHA profiled the Georgian government’s commitment to eliminate viral hepatitis when they approved their 2016–2020 National Strategy on Elimination of Hepatitis C and announced that the disease will be ‘virtually eliminated’ by 2020 in the country. WHA supports and highlights policy work focused on the elimination of viral hepatitis.

High-level meeting to discuss a strategic approach to elimination in Scotland (Action 1.9)

The WHA President has been actively involved in the national hepatitis C Treatment and Therapies Advisory Group that advises the Minister of Health on who to treat and what treatments to use, a critical part of the elimination programme. However, this is more about the tactical approach and, although Scotland committed in 2015 to the elimination of hepatitis C, there was no timeframe or broad strategy. Therefore, WHA have asked the Scottish Government for a high–level meeting to discuss a strategic approach to elimination. They have accepted and the meeting is planned for December 2016. We will be able to bring our experience of what is happening in other countries like Mongolia and Georgia to inform Scotland’s approach.
Inclusion of civil society in development of effective funded plans (Action 1.10, 3.8)

In each edition of our e-magazine, hepVoice, WHA profiles members from across the world who are working to eliminate viral hepatitis. In this quarter, WHA put a spotlight on Bulgarian member HepActive, who organised a protest in front of the National Health Insurance Fund (NHF) on World Hepatitis Day over the government’s delay in providing access to interferon free treatment to people living with hepatitis C. Similarly, WHA highlighted Dr. Gamal Shiha’s vision to help Egypt reach the goal of eliminating viral hepatitis. Devoting the scientific and medical resources of the Association of liver patients care (ALPC) to an innovative new project, Dr. Shiha helped create the first hepatitis-free village. The project ran awareness campaigns to reduce transmission, screened all the residents in the village and treated all those living with hepatitis C, providing free treatment to those most in need and who could least afford the drugs. Based on the success of the first village, ALPC created a model that other villages could replicate. The project has now been carried out in 48 villages.

Eastern Europe/Central Asia – Dissemination of WHO guidelines on HIV and Viral Hepatitis: Minsk, Belarus (Action 1.11)

WHA participated at a WHO Regional Technical Consultation in Belarus on 26 – 29 September to discuss the dissemination of guidelines in 12 Eastern European and Central Asian countries. The viral hepatitis part of the programme first discussed the new guidelines on strategic information including the monitoring and evaluation framework to which countries will be expected to report, as well as the draft hepatitis B and C testing guidelines. The next session, co-chaired by WHA President, Charles Gore and Anara Djumagulova, Chief Infectionist at the Kyrgyzstan Ministry of Health, discussed the hepatitis B and C treatment guidelines, which inevitably elicited discussion of generics and access. During the session the Georgian delegation reported on Georgia’s progress towards its extraordinarily ambitious programme to have diagnosed 90% of those living with hepatitis C, have treated 95% of the diagnosed and cured 95% of those treated – all by 2020. As the only hepatitis organisation in official relations with WHO, we use this relationship to provide our expert opinion on matters related to viral hepatitis and we work to support WHO with the production, update and dissemination of guidelines.
Knowledge for Change webinar series (Action 2.1, 2.4, 2.9)

In September WHA announced the third webinar in the Knowledge for Change webinar series, which is aimed at educating patient representatives and members about relevant topics in the area of viral hepatitis. The webinar entitled, ‘An Introduction to Accessing Generic Hepatitis C Medicines’, will explore the generics landscape for hepatitis C with presentations on, and discussions around, the legalities, quality and performance of generic medicines and the ways in which people are accessing them. It’s scheduled for 1 November at 14:00 GMT. Not only are WHA increasing knowledge of generics, they are also compiling a list of generic manufacturers to ensure that their membership can access new technologies and medicines.

WHA continued to profile our second webinar in the series, which focused on access to diagnostics in the viral hepatitis landscape. The webinar featured presentations from experts from WHO, Clinton Health Access Initiative (CHAI) and FIND. To date, the webinar has been watched 261 times on YouTube.

In collaborating with such organisations, WHA are able to further strengthen partnerships with key stakeholders working within the access landscape.

Innovative funding solutions for hepatitis (Action 2.6)

Following the Innovative Financing Dialogue for Viral Hepatitis meeting WHA convened in Mongolia on 4 – 5 May, WHA are currently working with WHO to develop a report with key recommendations on the next steps for each of the innovative financing options, which will be shared and discussed with the newly elected Mongolian government. This first pilot meeting provided a number of useful lessons and in examining these; we have determined that a different approach to financing may be required to ensure it is replicable globally. As such, WHA are now re-examining how best to assist countries to finance their viral hepatitis plans.

Press release on access to hepatitis C treatment distributed to global media (Action 2.9)

On WHD WHA issued a press release to global media highlighting the fact that 99% of people who have been diagnosed with hepatitis C don’t have access to treatment. The press release illustrated new research from Polaris Observatory, which showed that although treatment rates have doubled since 2013, less than 1% receive treatment. The release also compared treatment rates across countries. You can read it here.

WHA further elevated the access issue by promoting the Knowledge for Change webinar series through e-magazine hepVoice, and the WHA website.
Strategic Goal 3

Increased influence of the World Hepatitis Alliance and its members through capability building programmes

**Action 3.1**
Create a capacity/capability building hub initially in the areas of advocacy, access to medicines and diagnostics and communications to be hosted on our website

**Action 3.3**
Make the outcomes from the WHO/WHA monitoring mechanism available to members to inform their advocacy efforts

**Action 3.5**
Connect our members with strategic partners such as WHO country and regional offices and equip them to build a strong advocacy voice at a national level

**Action 3.7**
Deliver capacity/capability building workshops for our members during the second World Hepatitis Summit in Brazil

**Action 3.9**
Establish a baseline for members that are involved in the development of effective and funding hepatitis plans

**Action 3.2**
Produce an advocacy webinar series and a user guide and tools that focus on developing advocacy capacity to effectively engage policy makers, share policy developments and opportunities, share/ train advocates on new surveys, tools etc

**Action 3.4**
Strengthen the visibility and influence of our member groups at high profile conferences such as EASL and AASLD

**Action 3.6**
Partner with professional medical societies to set up new patient groups in target countries using our Patient Advocacy Creation Tool (PACT)

**Action 3.8**
Build member’s capability to promote their inclusion in the development of effective and funded national plans in line with resolution WHA67.6

**Action 3.10**
Conduct a survey to identify the levels of stigma and discrimination in different countries

---

**Strategic Goal 3**

How we’ve progressed this quarter

- Action 3.1
- Action 3.3
- Action 3.4
- Action 3.8
- Action 3.9

How we’ve done this:

**Capability Building Hub (Action 3.1)**

Within WHA’s strategic plan, WHA set a target of building a capability hub on the WHA website where members will be able to access materials and resources to help build their capabilities. While scoping this project, WHA identified a number of similar resources and a mechanism that already exists, in particular the ‘Resources’ section on the NOhep website. Rather than duplicate what has already been done it was decided that a Capacity Building Programme would be more beneficial. The programme will enable us to focus on creating content in areas such as access, advocacy and awareness which can be used by members to build their capacity. The programme will be launched in 2017.

**ELPA University IMPACT Programme: Lisbon, Portugal (Action 3.8, 4.5)**

The overwhelming stigma attached to viral hepatitis remains one of the most significant barriers to raising mass public awareness and as patient advocates we must find innovative ways to overcome the discrimination and shame that surrounds the disease. The ELPA University is a year-long module-based training programme combining theoretical learning and skills-based training run by the European Liver Patients Association (ELPA). On 7 September, WHA participated at the ELPA University IMPACT Programme in Lisbon, delivering a workshop addressing both the causes and effects of stigma and discrimination and highlighting examples of campaigns that have addressed this issue. By tapping into emotion, such as by using personal stories to humanise the disease, by ridiculing those fearful of the disease or by normalising the disease, such campaigns can significantly alter people’s misconceptions and encourage far greater public awareness of hepatitis.
Strategic Goal 4

Greatly increased profile and priority of viral hepatitis

**Action 4.1**
Run a consultation with the community and develop, launch and host a global hepatitis movement with elimination as the theme

**Action 4.2**
Ensure that the WHO Global Health Sector Strategy for viral hepatitis, together with its targets on diagnosis and treatment, is adopted at the World Health Assembly 2016

**Action 4.3**
Continue to support our members’ efforts to raise awareness of hepatitis through the promotion of World Hepatitis Day

**Action 4.4**
Work with healthcare professionals to strengthen their partnerships with patient groups and to further the SDGs and GHSS agenda

**Action 4.5**
Continue to fight stigma through our work with the media

**Action 4.6**
Utilise the findings of our HCV Quest to educate the hepatitis community, healthcare professionals and the general public about the impact of hepatitis C

**Action 4.7**
Examine replicating the concept of the HCV Quest by undertaking a survey on the impact of hepatitis B on patients

**Action 4.8**
Hold a World Indigenous Peoples meeting at APASL to promote engagement in the region ahead of the second World Indigenous Peoples Conference on hepatitis to be held in Brazil, September 2017

**Action 4.9**
Work to raise the profile of hepatitis within the field of global health through our ECOSOC consultative status, participation on NCD Consultation and UNGASS events

**Action 4.10**
Highlight the inclusion of hepatitis in the SDGs to the wider global health community

**Action 4.11**
Engage non-traditional supporters through strategic corporate partnerships

**Action 4.12**
Elevate the profile viral hepatitis by systematically reviewing and creating new website content and collaterals

Celebration of World Hepatitis Day and the launch of NOhep

The sixth official WHD took place on July 28 2016, bringing the world together to raise awareness of the global burden of viral hepatitis and to influence real change in disease prevention and access to testing, treatment and care.

In order to support efforts throughout the world, WHA created a global campaign to assist individuals to raise mass public awareness. The theme of WHD 2016 was ELIMINATION to coincide with adoption of WHO’s GHSS, which set a goal of eliminating hepatitis B and C as a public health threat by 2030.

Once again the impact of WHD grew substantially this year, with 174 countries taking part across the globe and 105 national governments commemorating the day. WHD 2016 was marked with screening and vaccination drives, public seminars, press briefings, marches, health fairs as well as more unusual events such as awareness-raising pop songs and the illumination of well-known landmarks.

Throughout the world the day was supported by heads of state, ministers, celebrities, private corporations, civil society organisations, the media and the general public. On social media, the WHD hashtag trended and WHD posts were viewed 396 million times.

WHD was particularly important this year because WHA and activists across the world supported the launch of the first global movement to eliminate viral hepatitis: NOhep. This was a phenomenal success with the movement being celebrated in 77 countries across the globe. In only two months after the launch NOhep gained over 1,000 supporters in 104 countries worldwide. You can find out more about the launch of NOhep and its development by watching this short video.

The WHD2016 Summary Report, detailing the day’s successes and highlighting WHO, government and WHA members’ WHD events and activities, will soon be available to download from our website.
Supporting WHA members on World Hepatitis Day (Action 4.3, 4.6, 4.12)

To encourage individuals across the globe to take action on WHD and beyond, WHA launched NOhep, a social justice global movement aimed at uniting people from across the world to take action, to speak out and to be engaged to ensure viral hepatitis is eliminated by 2030.

WHA supported the launch of NOhep by providing a range of translated resources including posters, postcards, infographics, videos and toolkits. The materials included vibrant imagery and messaging and a NOhep merchandise package was also sent to all WHA members to help support national events and activities.

WHA also delivered personalised videos highlighting the importance of WHD. These videos were shown at high-profile policy events. Additionally, WHA profiled WHD member activities on their social media platforms and through e-magazine hepVoice. WHA are also collating a WHD2016 Summary Report, detailing WHA members’ WHD events and activities. It will soon be available to download from the WHA website.

Engaging strategic corporate partnerships (Action 4.11)

Building relationships with new partners will be key to achieving our goals. Despite the significant progress in raising the profile of hepatitis politically, general awareness of the disease remains incredibly low so the area remains vastly neglected and unfunded. This quarter we have been working with Slingshot, an external agency who is providing expertise and assistance in approaching corporates.

Profiling hepatitis in the Sustainable Development Goals (Action 4.12)

In 2015, more than 160 global leaders signed up to 17 Sustainable Development Goals (SDGs), a set of targets to protect the planet and ensure prosperity for all as part of a new sustainable agenda. For the first time, viral hepatitis was included (under goal 3), cementing its place in this important agenda, so WHA has undertaken a number of activities this quarter to highlight the global recognition of hepatitis as a development priority.

To leverage the #GlobalGoals week, a week focused on SDGs, WHA implemented a Twitter campaign from 18th – 25th September showcasing the importance of eliminating hepatitis to reach the goals by 2030. The Twitter campaign was an effective way to increase our social media presence in SDG conversations. Throughout the quarter, we also profiled the SDGs within the NOhep campaign and through the hepVoice e-magazine. We’re doing everything we can to make sure they deliver on the goals by 2030.
Organisational updates

Additional WHA members

In this quarter, WHA welcomed five new members. WHA’s membership is now composed of 241 members in 82 countries across the world. WHA is always actively looking for new members, as further expanding this network helps to create greater unity and cooperation among the global hepatitis community, which is fundamental to efforts in tackling the global hepatitis epidemic.

View all WHA member organisations here and find out how you can become a member on the WHA website.

Three new employees join WHA

As WHA’s work evolves, the organisation is also growing and in the past quarter, WHA has recruited three new members of staff.

In July, Ben Murray joined the team as WHA’s Office Manager. Ben is responsible for the day-to-day office management and coordinates membership enquiries. Naomi Robertson also joined the organisation in July as the World Hepatitis Summit Project Assistant. She assists the Summit Project Manager with the coordination and development of the Summit. In September, Georgia Hyland joined the communications team as the Communications/Campaign intern. Georgia will support the team in the delivery of the communications plan and NOhep.
UK and mailing address:
1 Baden Place
London
SE1 1YW
UK

Swiss address:
86bis, route de Frontenex
Case Postale 6364
1211 Genève 6
Switzerland

Telephone: +41 (0) 22 518 06 16
Email: Contact@worldhepatitisalliance.org

www.worldhepatitisalliance.org