Awareness as a policy lever

Webinar 3
10.00 – 11:00 BST
4 April 2016

#ToolsForChange
WELCOME AND INTRODUCTIONS

Jeff Lazarus

Editor-in-Chief of *Hepatology, Medicine and Policy* & Professor, University of Copenhagen, Denmark

Raquel Peck
CEO, World Hepatitis Alliance
@RaqPeck

Tara Farrell
Communications Manager, World Hepatitis Alliance

Partha S Mukherjee, PhD (CU), PGDPHN (PHFI)
Project Director & Chief Functionary, Liver Foundation, West Bengal, India

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@JVLazarus
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Awareness as a policy lever

Raquel Peck
CEO, World Hepatitis Alliance

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WHA Member Case Study

Partha S Mukherjee, PhD (CU), PGDPHN (PHFI)
Project Director & Chief Functionary, Liver Foundation, West Bengal, India

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West Bengal

- West Bengal – India’s 4th-most populated state with over 91 million
- 40 million people are HBV carriers and 15-18 million are living with HCV

In India, anti-HCV sero-prevalence is 1-1.15% while in West Bengal it is 0.87%.
‘Pledge to prevent hepatitis’ activity for WHD 2014

ENGAGE...

EDUCATE...

EMPOWER...

‘PLEDGE TO PREVENT HEPATITIS’

Pledge-Instrument
Fig: ‘Sera Bangali’ recipient, renowned Actor Mr. Debshankar Haldar delivering his speech to encourage people on making a Hepatitis free World...
Creating awareness through social media

Raquel Peck
CEO, World Hepatitis Alliance

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@RaqPeck
Launch campaigns

Raquel Peck @RaqPeck  28 Jul 2015
4000 deaths a day is 4000 too many! Prevent hepatitis. It's up to you #4000voices #WorldHepatitisDay thndr.it/1d9eHvc

Raquel Peck @RaqPeck  28 Jul 2015
"Addressing hepatitis C is a priority for the Government", UK Minister of Health @JaneEllison #WorldHepatitisDay #4000voices

Raquel Peck @RaqPeck  18 Jun 2015
Join @stephenfry and @richardbranson; support #WorldHepatitisDay #4000voices campaign goo.gl/K1j5um
Reach more people

“4000 deaths a day is 4000 too many!
Prevent hepatitis: It's up to you #4000voices
#WorldHepatitisDay http://thndr.it/1KbrXg5”
Top tips for using social media to create awareness

- Use a set of common hashtags and promote it with your network e.g. #WHD2016 / #NOhep /#hepatitis
- Develop and localise materials e.g. infographics, images etc.
- Stay connected with similar organisations in your network
- Follow and connect with traditional media
- Share regular stories and updates
- Have conversations
DISCUSSION / QUESTIONS AND ANSWERS

How to ask a question

You can submit a question by typing it in the Questions section in your meeting control panel

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Introduction to the Global Elimination Movement

Tara Farrell

Communications Manager, World Hepatitis Alliance

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Why a movement & why now?

- World Hepatitis Day is the only unifying moment
- A strong call from the hepatitis community for a global movement
- 2016 is a critical opportunity – WHO Elimination Strategy & SDGs
- Movement needed to unify the community and beyond to ensure commitments are met and the elimination goal is achieved by 2030
A movement to eliminate viral hepatitis by 2030

Twitter: #NOhep
What does NOhep do?

• Connects people across the world who have a common goal of eliminating a global killer
• Lobbies governments and international organisations to make sure they drive action to eliminate viral hepatitis
• Inspires people and tells powerful stories of the achievements of people living with viral hepatitis
• Mobilises supporters across the globe to be part of the next greatest achievement
• Campaigns for a world where people have access to life saving interventions and do not suffer discrimination

#NOhep
How can you support?

- **Sign up** to NOhep *(you can sign up from the end of 25 April via the WHD website)*
- **Use the NOhep logo** on your website and on your materials
- **Use the #NOhep hashtag** on social media
- Join the NOhep **Facebook Page and follow us on Twitter** *(launched on 28 July)*
- Incorporate NOhep into your activities on **World Hepatitis Day 2016**
Next steps

- WHD website and materials launched: w/c 25 April
- Elimination infographic video launched to coincide with the World Health Assembly: 27 May (TBC)
- World Hepatitis Day and launch of NOhep website: 28 July
• Tune in to the 7pm BST webinar to hear from Elizabeth Nyamayaro, Senior Advisor to Under-Secretary-General of UN Women & Head of HeForShe Initiative
DISCUSSION / QUESTIONS AND ANSWERS

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SUMMARY AND CLOSE

Jeff Lazarus

Editor-in-Chief of *Hepatology, Medicine and Policy* & Professor, University of Copenhagen, Denmark

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THANK YOU FOR ATTENDING

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