NOhep launched worldwide

Celebrities raise awareness of hepatitis

Countdown to elimination begins

World’s first hepatitis die in

Events all over the world

World Hepatitis Day
This year, World Hepatitis Day (WHD) marked a historic moment for the hepatitis community – the launch of NOhep, the first global movement to eliminate viral hepatitis. For so many years, viral hepatitis has been woefully neglected so awareness is still very low in almost every country. Yet awareness is an essential component of so much of what we need to do to make its elimination our next greatest achievement.

Hence, on 28 July we started something new, something that we believe will bring everyone together under one banner, under one voice, the NOhep voice, and will help elevate awareness of these diseases to a whole new level. Indeed, what we saw on WHD was incredible; in every corner of the globe, patient advocates, government officials, celebrities, healthcare professionals and the general public united to raise much needed awareness and launch the movement.

Here in London, we marked the launch with a die-in and an illuminated banner in Piccadilly Circus. Elsewhere hundreds of events took place all over the world – photos are already pouring in! Don’t forget to send us your pictures to be included in the WHD Global Summary Report.

We have taken the first step on the journey of elimination but this is just the beginning. Although we have commitment and a global strategy, it is only on paper – the hard work lies ahead. What we need to do now is to ensure that countries deliver on their promises. This is why we have NOhep.

We would like to thank you for supporting WHD and embracing NOhep. We hope you enjoy reading this special WHD edition of hepVoice!

Raquel Peck
Chief Executive Officer
World Hepatitis Alliance

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World Hepatitis Day 2016

World Hepatitis Day brings together people across the globe to raise awareness of viral hepatitis and influence real change and this year was extra special! 28 July 2016 was the first WHD since the historic adoption of WHO’s Global Hepatitis Strategy at the World Health Assembly.

To leverage this political commitment, this year’s theme was elimination. To achieve elimination, we must go beyond just one single day of awareness raising. So on WHD 2016, WHA and hundreds of other organisations launched the first ever global hepatitis movement, called NOhep.

NOhep

NOhep is a 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. In addition, NOhep provides a platform for the hepatitis community to share resources and materials so that actions can be taken to eliminate viral hepatitis at all levels.

- Sign up: Click here and sign up by simply entering your contact information. Once you sign up, you will receive breaking information on NOhep campaigns around the world and be able to take immediate action. You can unsubscribe at any time.
- Use NOhep logo and hashtag: Include the logo in your activities to show you are part of a global movement. On social platforms and materials, use #NOhep when discussing hepatitis. You can also follow our social platforms to stay connected.
- Share your content: We are always on the lookout for fresh content to upload on the website to share with our supporters. Find out more here.
- Become a NOheptivist: NOheptivists are NOhep’s most committed supporters and the foundation of all that we do. They are taking action all over the world at this moment to eliminate viral hepatitis. You can find out how to join this brigade of everyday heroes here!

By taking any of these steps, you become a NOhep supporter and will get updates on all future activities where your voice can make a difference to the lives of 7.1 million people by 2030.
World’s first die-in for viral hepatitis

Around 100 activists staged the world’s first ever ‘die-in’ for viral hepatitis in Piccadilly Circus, London, UK. WHA and one of its UK members, The Hepatitis C Trust, co-organised the event to send a powerful message to world leaders that there is no excuse for the 1.4m deaths attributed to viral hepatitis every year - and no excuse NOT to eliminate these diseases seeing we have all of the tools to do so. As part of the ‘die-in’, a NOhep digital billboard was displayed in the iconic Piccadilly Circus lights, creating awareness and calling on people to join together to make elimination a reality.

2030: A Year in Review

To create a buzz around the launch of NOhep, we created a video inspired by the Google 2015 Zeitgeist video. It takes a look ‘back’ at key achievements in 2030, the highlight being the elimination of viral hepatitis. The video concludes with a powerful call to action for people to join NOhep to make these achievements a reality. The video was shared widely on social media and played at many of the WHD events across the world.

Watch the video [here](#).
Raising awareness all over the world

Events took place all over the world to raise awareness and launch the global movement. Here’s just a snapshot of a few:

India

This year the World Health Organization’s official global event took place in Mumbai, 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.

China

On 26 July, WHA member Wu Jieping Medical Foundation and the WHO Country Office for China held a hepatitis C forum and press conference in Beijing to commemorate WHD. Government representatives, liver experts, patient advocates and civil society met to discuss how to achieve the elimination targets in China. At the event WHA President Charles Gore launched the NOhep movement in China. The event resulted in coverage in than more than 30 mainstream news outlets.
**Ghana**

Every year famous Ghanaian rapper Okyeame Kwame commemorates World Hepatitis Day and aims to screen 1000 people every year. This year he held a free medical screening and vaccination for hepatitis B in Ho. Ahead of WHD, Kwame asked supporters to make social media pledges to raise awareness and protect themselves against hepatitis B. Kwame also visited the Minister of Health Alex Segbefia who endorsed his campaign and made his own pledge video. To mark WHD, Kwame also released a *hepatitis B song* that raised awareness of symptoms and distilled myths around illness.

**Mexico**

In Mexico WHD was celebrated in a number of ways. To raise awareness of hepatitis C in Mexico, a press conference was held on 28 July and panellists included Dr Pablo Kuri, Undersecretary for Prevention and Promotion of Health and WHA members FundHepa, Fundación Hepatos Aion and Unidos por una Vida mejor. At the event, Dr Kuri presented the national hepatitis C action plan, which will be implemented in the coming weeks. Ahead of the press conference, dozens of patients took part in a demonstration outside the Ministry of Health, demanding adequate prioritisation of hepatitis C and universal access to treatment. To mark the day monuments on the Paseo de la Reforma, one of Mexico City’s principal thoroughfares, were illuminated, including the iconic Ángel de la Independencia.
New WHA Employees

Naomi Robertson, Project Assistant

Naomi joins the World Hepatitis Summit team as Project Assistant. Naomi studied International Relations at the London School of Economics (LSE). After taking a break to travel around South East Asia, she joined the LSE Careers team as their Events and Marketing Assistant, organising employer presentations and International Organisations Day so brings a wealth of event management experience.

Ben Murray, Office Manager

With a strong background in office and facilities management, Ben has joined the World Hepatitis Alliance as Office Manager. Previously he has been Office Manager at children’s charity the BB Group, growing within the organisation over three and a half years. He then joined BBC Studies & Post Production where he managed the day-to-day running of the TV studios’ hectic schedule.

Find a snapshot of key activities which took place around the world here.

The full WHD Global Summary Report will be released in September. Make sure your activities are included by completing this survey.