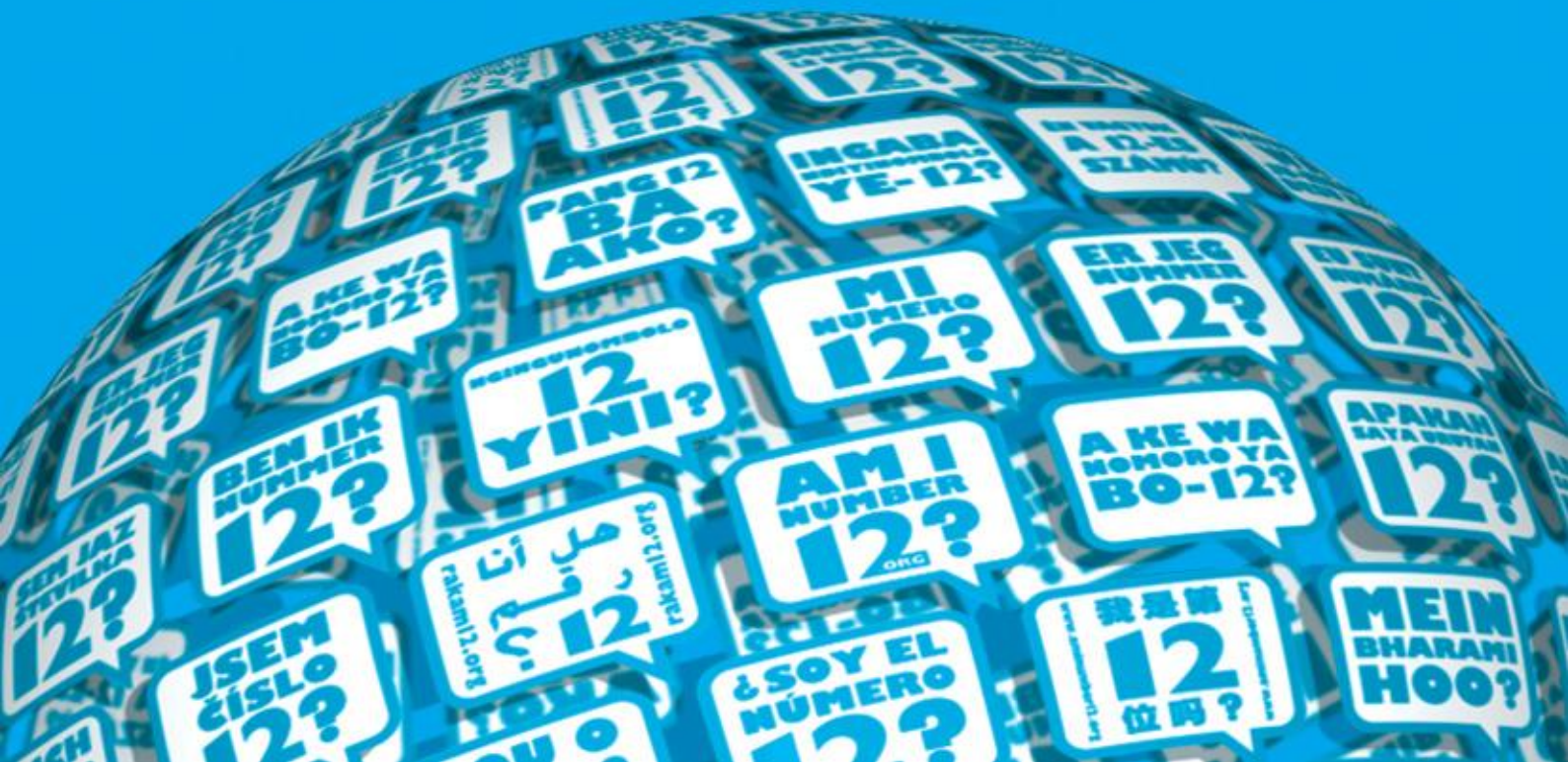


World Hepatitis Day 2008/2009

Disease Awareness Toolkit





Disease Awareness Toolkit

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1. Planning Your Disease Awareness Campaign

World Hepatitis Day is an international focus point for patient groups and people living with hepatitis B and C. It is an annual milestone around which interest groups can raise awareness and influence real change in disease prevention and access to testing and treatment. It is the key day in the global calendar for campaigns and activities within the hepatitis world to come together as one voice with a mutual objective.

The World Hepatitis Alliance (WHA) is a global alliance of over 200 patient groups providing global leadership and supporting action that will halt the death toll and improve the lives of people living with chronic viral hepatitis B and C. Through better awareness, prevention, care, support and access to treatment, our ultimate goal is to work with governments to eradicate these diseases from the planet. **World Hepatitis Alliance** – seeking a world without viral hepatitis B & C.

The WHA established the first World Hepatitis Day (WHD) in 2008 and in 2009 the WHA will coordinate the second annual World Hepatitis Day.

The 2008 WHD campaign platform was built on the theme of “Am I Number 12?” This simple message was designed to communicate the fact that one in 12 people worldwide have viral hepatitis B or C – prevalence far higher than HIV or any cancer. It was also intended to encourage people to question themselves (rather than stigmatise others) and to get tested. The campaign was a huge success and this theme will continue to be used in 2009.



The Global Objective

Our objective for 2009 is to continue communicating a simple message that aims to combat stigma and improve understanding of hepatitis B and C by highlighting the extent of hepatitis infection across the world in a way that grabs public, media and political attention. While we as campaigners may now be familiar with ‘Am I Number 12?’ the vast majority of people out there are not - we need to continue repeating our simple message time and time again until we have reached the broadest audience possible. It is the hope of the WHA that sustained use of the Am I Number 12? brand will help it to become a globally recognisable image and umbrella theme for hepatitis.

The ‘Am I Number 12?’ campaign impacts both the public and policy initiatives of the World Hepatitis Alliance and we encourage you to consult the ‘12 Asks’ policy toolkit that we have developed to identify ways of supporting your disease awareness campaign with activities aimed at shaping policy. If you do not currently have a copy, this and all of the materials discussed in this toolkit, can be downloaded from the following site: <http://portal.fleishman.com>. Please click on ‘World Hepatitis Day’ and use the following login details:

- username: worldhepatitisday
- password: 2^hdjQ4k

If you experience any problems accessing this information please email worldhepday@fleishman.com

Setting Your Own Objectives

Disease awareness is about more than just one day and we hope that the 'Am I Number 12?' campaign is something that you will use throughout the year as you build awareness of hepatitis B and C in your own countries.

The 'Am I Number 12?' theme has been adopted by countries all over the world, but each country has unique needs and therefore unique approaches must be taken to make the most of the uniting global theme. The role of the WHA is to provide a framework for the 2009 WHD campaign offering guidance, advice and core materials. It is up to you to develop messaging and local activities that work in your country / region. You are encouraged to think about your local objectives i.e. what you want to achieve in your country through using and adapting the 'Am I Number 12?' campaign. It may be easiest to think of these in terms of long-term and short term goals. A long-term goal might be to increase access to testing by 50% whilst a short term goal might be to increase awareness of lack of testing through the media and political activities.

Objectives flow

1. What do you want to achieve by 2012?
2. What do you want to achieve in 2009?
3. How can the 'Am I Number 12?' theme and materials help you reach your objectives in 2009?
4. What do you need from your WHA representative?

Help is at Hand!



If you have any questions about the global materials or this toolkit, please get in touch at worldhepday@fleishman.com

We also encourage you to work with your regional World Hepatitis Alliance Board member, for any specific country or regional campaign questions that you might have. The contact details for the regional World Hepatitis Alliance Board are as follows:

Europe region: Achim Kautz

Deutsche Leberhilfe (Germany)

akautz@leberhilfe.org

Eastern Med / Africa region: Abdelhamid Bouallag

SOS Hepatites (Algeria)

hamidboualeg@yahoo.fr

North America region: Chris Taylor

NASTAD (USA)

ctaylor@nastad.org

South America region: Carlos Varaldo

Grupo Otimismo (Brazil)

hepato@hepato.com

Western Pacific region: Zhao Wang

Chinese Foundation for Hepatitis Prevention & Control (China)

lijinghua@cfhpc.com

Australasia region: Helen Tyrrell

Hepatitis Australia (Australia)

helen@hepatitisaustralia.com

NB If you are not sure which region you are in please email worldhepday@fleishman.com

2. Global 'Am I Number 12?' 2009 Campaign

Although the 'Am I Number 12?' awareness campaign is intended to be primarily driven by groups within each country in order to best reflect the awareness needs of that country, the World Hepatitis Alliance is co-ordinating four activities in order to increase international awareness – the 'Am I Number 12?' tour, a blog of the tour, a creative competition and our ongoing work towards the Hepatitis Atlas and liaison with the World Health Organization.

'Am I Number 12?' on tour

As part of the 2009 campaign, Raquel José of the World Hepatitis Alliance will be visiting countries around the world on the 'Am I Number 12?' tour. Raquel will be meeting with local patient groups, patients, health ministers and non-government organisations to showcase chronic viral hepatitis policy achievements, help increase awareness of 'Am I Number 12?' and secure commitment to the '12 Asks' campaign.

The tour will include the following countries: Argentina, Australia, Bangladesh, Brazil, China (including Hong Kong and Taiwan), Ghana, New Zealand, Poland, Scotland, USA and Vietnam. As the campaign evolves more countries may be added.

Launch of WHA blog: 'Am I Number 12?' Around the World



A blog is a website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Raquel José began the 'Am I Number 12?' tour earlier this year and will be reporting her experiences and encounters on a newly launched blog <http://blog.worldhepatitisday.org/>. The aim of the blog is to share best practice and experiences of how other countries are tackling hepatitis B and C.

There are also virtual, online 'badges' available to download to use on your own sites to show your support for World Hepatitis Day 2009.

WHD Creative Competition

January 2009 saw the launch of the World Hepatitis Day Creative Competition. The competition is open to all patient groups and individuals, amateur and professional artists, and entries can take the form of any visual media, be it a poster, video, creative writing or photograph. The competition will be judged by a panel including physicians and patient group representatives who will be looking for creativity and originality, as well as effectiveness in communicating one of two themes

1. 'World Hepatitis Day'
2. 'Am I Number 12?'

More details on how to enter, including competition rules and the nomination form, can be found at <http://www.aminumber12.org/Competition.aspx>. Shortlisted entries will be featured on the website in the run up to 19 May 2009 and winners will be announced on Friday 15 May 2009.

The success of this competition will rely heavily on involvement and support at a national level from people such as you. Please do promote the competition in your country and try to drive as many entries as possible. The more entries and noise, the bigger the impact the competition will have.

Submissions must be made by 17 April 2009. Entries must not be associated with any commercial interests.

Working with the World Health Organization

There are a number of activities which the global WHA team are working on that involves the WHO.

Firstly, the WHA have been actively working with governments and Health Ministers around the world to help engage the WHO with the aim of getting a resolution on the agenda at the 2009 World Health Assembly meeting in Geneva, Switzerland. As a result of the activities of patient groups in Brazil and China in particular and our ongoing discussions with Health Ministers we understand that viral hepatitis has indeed been put on the agenda for the World Health Assembly meeting, which will take place in Geneva from 18th to 27th May 2009. While we are unable to disclose further information at this stage, we will be making a media statement available in the weeks before the World Health Assembly, and its distribution (embargo date) will coincide with World Hepatitis Day on the 19th May.

Secondly, we are continuing to work closely with the research team involved in the Global Burden of Disease project (<http://globalburden.org/>) gathering and analysing key global data and to build a comprehensive picture of hepatitis B and C. We are not expecting to have this data in time for 19th May 2009, but we do anticipate having the first draft of the Hepatitis Atlas towards the end of 2009 / beginning of 2010.

3. 'Am I Number 12?' Campaign Materials & Messages

The success of the 'Am I number 12' theme last year and the need to strengthen it through repetition means we will be using it again this year. 'Am I Number 12?' highlights the fact that one in 12 people worldwide are living with either hepatitis B or C – and this is the focus of the WHA disease awareness programme. The logo is a powerful symbol of the WHD campaign, which encourages people to ask themselves whether they could be one of the 500 million people living with either hepatitis B or C.



In this section we have set out simple campaign messages to help you explain the 'Am I Number 12?' theme and included ideas of ways you can use the logo. We have also included **NEW** campaign materials, which we hope will help you when developing your campaign. All materials are available in Arabic, English, French, Mandarin, Portuguese, Russian and Spanish. Additional materials will be sent to you in the months leading up to WHD 2009.

There are simply hundreds of ways that you can promote 'Am I number 12?' to the public, media and politicians in your country – below are some suggestions. We encourage you to come up with your own creative ways to raise awareness of 'Am I Number 12?' and to make sure your campaign has the biggest impact possible in your country.

A Simple Message

The WHA is aware that the WHD campaign still has a large amount of work to do to ensure that awareness and empathy around hepatitis B and hepatitis C are as high as in other disease areas, such as HIV / AIDS, TB and malaria. The 2009 campaign has been designed to support this disease awareness effort by continuing to focus on the simple campaign message of 'Am I Number 12?'

Core global text has been developed to communicate our supporting campaign messages:

1. 500 million people (one in 12 people worldwide) are living with either chronic viral hepatitis B or hepatitis C
2. Hepatitis B and C do not discriminate - more than 1/3 of people on the planet have been exposed to one of the two viruses
3. Am I one of those infected, but unaware? – People should get tested and find out

Why are these messages so simple?

With any campaign (be it for a consumer brand like Coca-Cola, a politician like Barack Obama or a disease awareness campaign – such as World AIDS Day) it takes time for people to really engage with it, and understand why they need to be involved. History has shown that you stand a better chance of getting people to change their mind or react to a campaign by frequently and consistently repeating a message that is simple.

Recently elected President Barack Obama faced a huge number of hurdles to get elected as President of the United States of America. Central to the success of his election campaign was his message – which was simple, used consistently and relevant to the people he was talking to. "Change" is already one of the most recognisable messages of the 21st century, which because of its simplicity reached people in countries all around the world. President Obama repeated his message over and over again and in a very short space of time people began to 'hear' him.

With 'Am I Number 12?' we have the opportunity to make a real difference. It is a simple message that works in all major languages of the world and is accompanied by a strong visual identity. As a global alliance of patient groups we really can reach the four corners of the world with our message – but we have only just begun and we need your help to continue to spread the 'Am I Number 12?' message.



New Campaign Materials

This year we have developed a range of new visuals which you can use and adapt as part of your awareness raising activities. All visuals are available on the FTP site (see section1) in .GIF and .PDF poster formats, and upon request we can also send you editable versions of the artwork so that you can adapt the materials.

Am I Number 12? Posters

We have developed six different poster concepts which have been translated into our seven languages and which are ready for you to use and adapt. We understand that the global messages we have developed will not work in all of your countries and as such we recommend that you:

1. Download the campaign visuals which you would like to use
2. Review the messages and wording that we have suggested and adapt these to make sure they work in your country
3. Adapt the artwork to include your messages as well as your patient group logo and any contact information, such as a telephone hotline or your own website

FOR ONE IN 12 PEOPLE THE BIGGEST RISK IS IGNORANCE

If you shared razors, toothbrushes or other household articles with someone infected you could be at risk.

One in 12 people worldwide are living with either chronic hepatitis B or C, and yet the majority of those infected are unaware. Many people have no symptoms and can transmit the viruses to others. If you think you could be infected with hepatitis B or C consult your physician immediately.

Visit www.amnumber12.org and find out if you're at risk.

FOR ONE IN 12 PEOPLE THE BIGGEST RISK IS IGNORANCE

If you shared razors, toothbrushes or other household articles with someone infected you could be at risk.

One in 12 people worldwide are living with either chronic hepatitis B or C, and yet the majority of those infected are unaware. Many people have no symptoms and can transmit the viruses to others. If you think you could be infected with hepatitis B or C consult your physician immediately.

Visit www.amnumber12.org and find out if you're at risk.

FOR ONE IN 12 PEOPLE THE BIGGEST RISK IS IGNORANCE

Being pregnant and infected with the hepatitis B virus poses a serious risk to your baby. Hepatitis C can also be transmitted from mother to baby.

Factors that may put you at risk of infecting your baby include the level of the virus, co-infection with HIV, birthing method and whether you breast feed. If you think you could be infected with hepatitis B or C consult your physician immediately.

Visit www.amnumber12.org and find out if you're at risk.

FOR ONE IN 12 PEOPLE THE BIGGEST RISK IS IGNORANCE

Being pregnant and infected with the hepatitis B virus, poses a serious risk to your baby. Hepatitis C can also be transmitted from mother to baby.

Factors that may put you at risk of infecting your baby include the level of the virus, co-infection with HIV, birthing method and whether you breast feed. If you think you could be infected with hepatitis B or C consult your physician immediately.

Visit www.amnumber12.org and find out if you're at risk.

HEPATITIS B OR C CAN KILL IF LEFT UNTREATED

Approximately 1 million people die every year from chronic viral hepatitis B or C. Yet the majority of those infected are unaware. If left untreated, these cancer-causing viruses can kill.

Don't leave it too late to find out if you're at risk. Visit www.amnumber12.org

Do you know?

One in 12 people worldwide are living with either chronic hepatitis B or C, and yet the majority of those infected are unaware. If left untreated, these cancer-causing viruses can kill.

Visit www.amnumber12.org and find out if you're at risk.

Do you know?

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Visit www.amnumber12.org and find out if you're at risk.

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Do you know?

One in 12 people worldwide are living with either chronic hepatitis B or C, and yet the majority of those infected are unaware. If left untreated, these cancer-causing viruses can kill.

Visit www.amnumber12.org and find out if you're at risk.

Web-banner Advertisement

We have developed a web-banner advertisement which you can use to drive traffic to the World Hepatitis Day website. The web-banner advertisement is available as a skyscraper in 600 x 120 format, and is a .SWF (flash) file. It can be downloaded very easily from the following site:

<http://portal.fleishman.com> using the login details outlined on page four of this document.

Your IT department should be able to help you upload the web-banner advertisement onto your website and we encourage you to add a hyperlink to the banner ad that links to the global campaign website at www.aminumber12.org.

Please note: The role of the WHA is to provide a framework for raising awareness of hepatitis B and C. It is up to you to adapt the core materials and messages to communicate 'Am I Number 12?' in a way that makes sense in your country and will make the biggest impact possible.

Using the 'Am I Number 12?' logo

There are many ways you can use the logo – and patient groups have already demonstrated the flexibility and adaptability of the logo with some fantastic campaigns. We appreciate you may have limited funds and resources and so have included a range of ideas of how you might use 'Am I Number 12?' in your country. Remember – we are trying to raise awareness of hepatitis B and C by reaching as many people as possible. Don't be afraid to think big!



Giveaways – people always like free things. A great way to get 'Am I Number 12?' out into the public is to give it away on objects that people routinely use, such as mugs, drinks coasters, car bumper stickers, ponchos, umbrellas and balloons.



Getting the logo embossed on these items can often be relatively cheap and by doing it in bulk you can often negotiate a discount with the supplier. Once you have had the items made all you need to do is give them away. For this you need volunteers and helpers to hand them out at popular places such as the beach, a train station, shopping centre or in a park.



Think about who might help you out. For example, could you get local shop workers to put on 'Am I Number 12?' T-shirts for the day? Or will a coffee shop chain, such as Starbucks, let you put 'Am I Number 12?' drinks coasters' in their coffee shops for the day? If you get materials made you'll need to find lots of ways of getting them out there so people use them and more importantly see them.



Branding – getting 'Am I Number 12?' on someone else's product is a good way to get the logo out there without needing large numbers of volunteers and helpers. If you've got a small team this could be the way for you!



There are so many different and creative ways in which you can do this: you could get 'Am I Number 12?' on till receipts at local businesses, on bus and rail tickets, on bookmarks given out at bookshops or on franking machines provided by your national postal system.



For many of these ideas you will need to get the support of companies and approaching them early will help in getting their agreement.

Product Placement – is a type of advertising where you place a 'product' (in this case the 'Am I Number 12?' logo) in the media but not as an advert. Also known as a 'plug', you could try to get the 'Am I Number 12?' logo in plays, a film, on a television series, in a music video, as part of a video game, on a reality TV show or in the plot of a book.



Most major film releases today contain product placements – think about the use of Aston Martin cars or Sony Ericsson phones in James Bond movies. To get 'Am I Number 12?' onto a TV show or play first think about which show or production you want the logo to appear in and then come up with ideas of how you could weave it into the story line. Then, get in contact with the script writer of the production and 'sell' the idea to them. This is a great way for them to be seen supporting an important health campaign but at no cost to them!

Getting Creative – why not see if you can get 'Am I Number 12?' on prominent buildings through posters or see if you can recruit local street artists to stencil the logo onto pavements and walls (please be careful not to do anything illegal, always check with your local authorities to see what you can and cannot do!).



You could aim really big and see if an outdoor marketing company will provide you with free advertising space for 'Am I Number 12?' billboards. In 2008, the global team secured billboards in over 300 locations worldwide, as did groups in Bangladesh, Pakistan and the USA.

As a result of the economic downturn there could be a large amount of advertising space unsold and most

advertising companies would prefer to have something up rather than a blank space. You may need to pay for the printing of your posters, but ask for the advertising space for free.



Celebrity Endorsement – it is always difficult to get celebrities to endorse campaigns, but it never hurts to ask. Celebrities can be hugely valuable in bringing attention to a campaign – and they don't have to be globally recognisable people. 'Celebrities' could be international superstars, but could also be well-known local artists or well known regional politicians (for example).



You will stand a better chance of getting celebrity support if the individual has a personal connection to hepatitis B or C. Sports stars, musicians, chefs, clothes designers, actors, news readers and TV presenters are examples of 'celebrities' who could help.

It may also help to think about the sort of celebrities who might help – those with a social conscience, those who have shown an interest in health or those who have had bad press recently and might be looking for something 'good' to do, for example

There are so many ways in which celebrities can help promote 'Am I Number 12?' A football team could pose in 'Am I Number 12?' t-shirts or a news reader could wear a tie with the logo while reading a news bulletin.

In 2008, Bengali rock band ArtCell wore 'Am I Number 12?' t-shirts at a concert - getting some fantastic coverage in newspapers and on TV.

If you would like an 'Am I Number 12?' t-shirt for a celebrity, contact us at worldhepday@fleishman.com.

The Sky's the Limit – when it comes to raising awareness the bigger the idea the bigger chance of success. The sky really can be the limit for 'Am I Number 12?' - why not see if your national airline will put 'Am I Number 12?' in its in-flight magazine or work with an aerial advertising company to fly an 'Am I Number 12?' banner over your city?



Partner with the Media – there are lots of ways that you can work with the media to raise awareness of 'Am I Number 12?' Most importantly, if you secure in-kind support, a lot of this could be free!

For example, newspapers, magazines and TV stations could help you in running 'Am I Number 12?' adverts for free. If there is a magazine for doctors or nurses in your country, you could ask the editor to write an editorial (lead article) that discusses World Hepatitis Day and your 'Am I Number 12?' campaign. The global team did this in 2008, with the Editor of The Lancet.

You may already have an existing relationship with a journalist or someone who works for a media company (like a publishing house, communications agency or a television station) – why not ask if they would be willing to give you support. If you do not have any contacts, speak to your local newspaper or national television station to see if they can help.



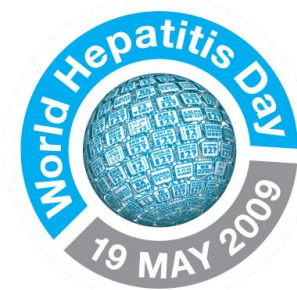
Shock Tactics – if people knew what hepatitis B & C could do to their liver and general health, they may be more inclined to get tested and seek treatment as soon as possible. There have been a number of campaigns over the years that have used shocking images and visuals to raise awareness of hepatitis.

If you think this could work in your country, the following are examples of how you could use ‘shock tactics’ to raise awareness:

Develop posters that use the ‘Am I Number 12?’ logo alongside an image of what a cirrhotic liver would look like? Alternatively, you could use an image of someone with a bruised face and the tag-line “If hepatitis B and C was attacking your face instead of your liver, would you do something about it?” Below is an example of a poster from a previous campaign used in the U.S.

Develop postcards that use the logo alongside an image of someone ‘out of control’ with the tagline ‘If you don’t know then you’re not in control!’

For further ideas on how to raise awareness of ‘Am I Number 21?’ see the ‘running your own event’ section.



Using the World Hepatitis Day 2009 logo

You might also want to use the newly launched World Hepatitis Day 2009 logo in the ways described above, independent from or together with the ‘Am I number 12?’ logo. The logo is available in our seven languages and the technical specification can be found in section 7.

What if I need money for a campaign?

By now you should have received the fundraising toolkit for suggestions about how you can work with companies as partners. The more partners you work with the more opportunities you have to promote ‘Am I Number 12?’ We understand that you may not have large amounts of funding for your campaign and so we encourage you to seek ‘in kind’ support as well as financial help. Start with big companies such as coffee shop chains, national airlines, television stations and banks, but also try some of the more local, smaller companies who may be more willing and able to help.

4. Raising Awareness Online

Approximately 1.5 billion people use the internet every day – so what we do online is as important as what we do ‘offline’. With a smart web campaign we have a great opportunity to reach millions of people. In 2008, the World Hepatitis Alliance launched the global World Hepatitis Day website (www.worldhepatitisday.org) as well as groups on the social networking sites *Bebo* and *Facebook*. In 2009, the World Hepatitis Day online campaign will be extended to include:

- Translation of the global website into six additional languages: Arabic, French, Portuguese, Mandarin, Russian and Spanish
- Launch of the ‘Am I Number 12?’ Around the World blog: blog.worldhepatitisday.org
- Launch of a twitter site to accompany the new blog: <http://twitter.com/worldhepday>
- New ‘Am I Number 12?’ banner adverts available for download and placement on your own websites
- Online ‘badges’ to show your support - for use on websites and blogs

Most importantly, we have included new ideas for how to raise awareness online. If you have ideas for additional ways to raise awareness online let us know and we will be happy to include them in an upcoming edition of the World Hepatitis Day newsletter.

‘Am I Number 12?’ Around the World Blog

What is a blog? – A blog is a journal-style website on which an individual or group enters text (called ‘posts’), resulting in a running conversation displayed in reverse-chronological order.

What does the ‘Am I Number 12?’ blog aim to achieve? – As part of the global ‘Am I Number 12?’ tour (see section 2), the blog will chart the journey of World Hepatitis Alliance representative Raquel Jose, providing a platform for her to share her experiences and learnings as she meets community groups, politicians, doctors and health ministers around the world.



The ‘Am I Number 12?’ Around the World blog will feature a direct link to the homepage of the World Hepatitis Day website and aims to:

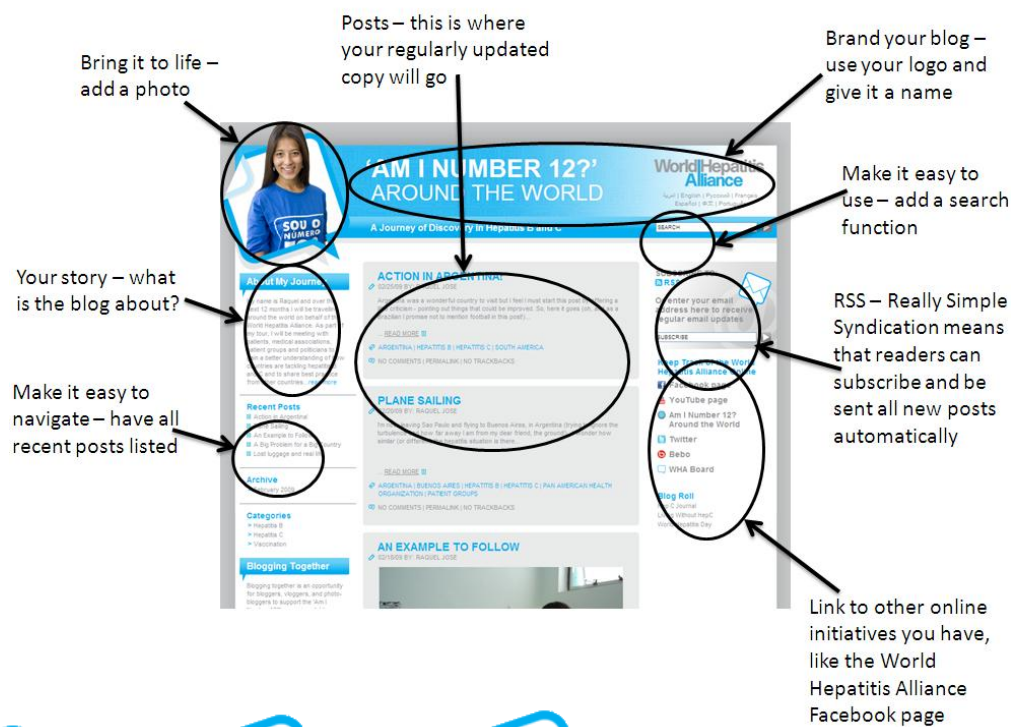
- Share best practice in health policy & community action
- Use a personal perspective of hepatitis around the world to give patients a sense of belonging to a global community
- Promote and drive traffic to the global website

- Give the World Hepatitis Alliance a 'voice' online

The blog will be available in English and translated into Arabic, French, Portuguese, Mandarin, Russian and Spanish. Due to the nature of blogging, posts and comments will only appear in English at present.

Who is the blog aimed at? – We hope that the blog will reach as many people online as possible. At first, we hope that patient groups and fellow bloggers will interact with the blog, but in time we hope that the global media and the general public will find it a useful and insightful tool.

What will the blog have on it? – The blog will appear on one page and we have included a diagram below that explains how it works should you want to create your own.



World Hepatitis Day Badges – We have developed virtual 'badges' to download from the 'Am I Number 12?' blog for you to use on your own websites and blogs. Be sure to include the badges on your own site and show your support for the World Hepatitis Day campaign.

What can I do to help? – The success of a blog relies on lots of people reading and commenting on it. This helps make the blog interactive and brings it to ‘life.’ Below are ways in which you can become involved in the blog:

- **Read it** – visit the blog daily to keep up to date with how the tour is progressing, who Raquel is meeting and where you can help the World Hepatitis Day campaign
- **Comment on it** – if you read something you think is interesting tell us why, write a comment for others to read and comment on. Alternative you could ask a question - chances are other people will be thinking the same and your question might stimulate an interesting debate
- **Link to it** – add the blog as a link on your own website, and add a badge too. If you have your own blog, add it in your ‘blog roll’ and let the blogging community know about it
- **Talk about it** – let as many people know about the blog as possible – tell friends, family, the people you work with and think about letting your local media know about it

Creating your own blog – Creating your own blog is simple and there are various tools available online to help you do this. Launching a blog is a great way of talking to other people online and giving your perspective on hepatitis. The diagram in ‘what will the blog have on it’ section will help you identify what to include and how to design your own blog, but here are some simple tips to get you started:

Tips for setting up your own blog:

- First of all you need to decide on the blogging ‘platform’ you wish to use. This ‘platform’ will ‘host’ your blog and you will build it from this. There are many blogging platforms: the two most popular are www.blogger.com and www.wordpress.org. The simplest of these is www.blogger.com although there are many other options out there
- Simply sign up with your chosen ‘platform’ and follow their registration instructions. You will choose a name, a design template and features that you want for your blog
- Once registered you can make use of their support services if you have questions
- Now all that is left is to start writing your blog!

Online Activities in Australia

In 2008 Hepatitis Australia launched a range of online applications to raise awareness on World Hepatitis Day.

Hepatitis Australia coordinated the launch of the official

'Am I Number 12?' Facebook and Bebo groups, allowing users to show their support for the campaign and to upload their photos to a special group pages. The Facebook and Bebo groups also have discussion boards.



<http://www.facebook.com/pages/Am-I-Number-12/15824376185>

<http://www.bebo.com/Profile.jsp?MemberId=6528922593>

Further Online Ideas for you to use

There are many other ways to encourage support for World Hepatitis Day 2009 online. Below are some ideas for you to use. If you have any questions regarding these and your online campaign, ask us a question at worldhepday@fleishman.com

'Am I Number 12?' Online

- **Your own website** – if you have one, are there are ways you can use the space you have to show support for World Hepatitis Day? Upload the 'Am I Number 12?' badges from the blog, or upload the new web banner ads on your homepage (see section 3)
- **Charitable advertising on consumer websites** – have you approached local online companies to see if they would consider providing free advertising space in the lead up to May 19th? In return for acknowledging their support on your own website, companies may be willing to provide 'support in kind' and give you free advertising space on their own websites
- **Develop a video** – People love watching new and creative videos – part of the reason why YouTube is so successful. They can also be a great way of raising awareness and driving people to your own website. In 2008, we launched a World Hepatitis Day channel on YouTube, which



features the global 'sizzle reel' of activities from around the world as well as a number of other creative videos including the infamous 'liver slapping' video:
<http://uk.youtube.com/user/worldhepday>

- **Tag your photos** – www.Flickr.com is a website designed to help users share photos with their friends but also the wider world. You can use Flickr to raise awareness of 'Am I Number 12?' or 'World Hepatitis Day' by tagging (naming) your photos as 'Am I Number 12?' or 'World Hepatitis Day'. Then, when people google 'Am I Number 12?' or 'World Hepatitis Day' our logo will appear...
- **Twitter** – www.Twitter.com allows you to connect to a wide range of people through the social networking site Twitter. By creating a profile you can keep fellow users up to date with what you are doing for World Hepatitis Day 2009. Simple!
- **12 Seconds TV** – www.12Seconds.tv is a quick video-logging (vlogging) platform in which users can create and share 12 second videos. These are then shared with the '12 Second' community and also a wider network of video sites – and you could use it to generate interest with your local media



5. Organising Events

Organising an event can help make World Hepatitis Day really stand out and draw attention to the 'Am I Number 12?' campaign. In 2008, 160 events were organised worldwide, and provided an opportunity to bring people together to talk about hepatitis B and C.

As part of your 2009 campaign you might want to hold one or a series of events either in the run up to or on May 19th itself. There are many different types of events that you can hold, depending on the size of your budget and the number of volunteers and team members you have.

Why hold events?

Events can be both informative and fun for everyone involved, and are key to ensuring that World Hepatitis Day and all our important messages reach as many people as possible. Your event can help with the following:

- Securing media coverage
- Creating awareness of hepatitis B and C among the general public, media and politicians
- Building support for the Day, your organization as well as the campaign
- Engaging politicians by offering them a platform to help them promote their own activity

Always think about the media

The media are key to promoting World Hepatitis Day and are an important target audience when organizing events. When planning your event(s) think about how you can get media to attend: invite journalists to take part, get photographers on board, encourage your local radio and TV stations to come and film and commentate or cover events, and issue press releases announcing your event to let them know how successful it is. You can also interest the media by doing something newsworthy, either spectacular or shocking or both – a 'stunt.'

Types of Events

We have set out a number of ideas below, which you can use or adapt for your country. Of course these are just our ideas and you will no doubt have many of your own.

Press conference/briefing – these are simple, easy to organize, fairly cheap and can be very effective. On World Hepatitis Day host a press briefing inviting journalists along to cover the event.

Firstly, you will need something to say. If you have survey results for example, why not organise a press conference to announce the results. Find an interesting hook to make sure the journalists have something newsworthy to write about and invite a range of speakers who can provide expert knowledge on the subject. Speakers could include a Government Health Minister, a doctor or nurse who specialises in hepatitis, a member of your patient group or even a celebrity.

In some countries journalists are becoming less willing to travel to press events – preferring to receive information directly without the need to attend. Please bear this in mind if this is the situation in your country. It is always worth speaking to a few journalists before organising a media event to see if there would be interest.

For further information on working with the media see section 6.

Remember to think about setting-up a photo opportunity for journalists to ensure they have a picture to accompany their story. In 2008, patient groups in Hong Kong had ‘Am I Number 12?’ gingerbread men to give to journalists. They also included the logo on microphones, on t-shirts that were worn by all of the speakers and also printed a giant ‘Am I Number 12?’ globe as a backdrop to the event.



Music concert – Concerts are a great way of drawing attention to your campaign and can be as large or small as you like. If you have contacts with well known musicians you could invite them along to ‘headline’ at a concert in aid of World Hepatitis Day. Alternatively, you could invite local unsigned groups and singers to take part in smaller, local events. In 2008 Hep C Canda did just that when they hosted a concert in Vancouver with local band DayJob: <http://www.hepccanada.com/dayjob/>

Concerts take a lot of planning and you need to start soon in order to make it a success. Find a good location, like a community park or beach, and once you have confirmed who will be performing (hopefully for free) print posters or banners to advertise the event.

You should ensure you have volunteers available to give out ‘Am I Number 12?’ t-shirts and leaflets to people at the concert. Fill the stage with banners carrying the ‘Am I Number 12?’ logo. Local music shops, nightclub and concert halls may all be willing to support you, so approach them and see how you can work together.

If you don’t have the resources to organise a full-scale concert, why not see if you can partner with someone that is already organising one? A local concert or event around the time of World Hepatitis Day might let you put posters and displays up at the venue and let volunteers on site to give out information and giveaways. You might even be able to persuade the performers to wear t-shirts.



On Screen at the Cinema – Partnering with a local cinema chain could give you a fantastic opportunity to reach thousands of people on World Hepatitis Day.

You could develop a short educational film or documentary about hepatitis B and C, and ask your local cinema if they would run your film for free in the trailers before they play their movies or at a special screening.

Showing the video during the week of World Hepatitis Day, as well as making materials and information available to cinema goers would get key messages to a large number of people. As part of the week of activities you could invite journalists and politicians to a special screening of your film and perhaps have a talk from the chair of your group to promote World Hepatitis Day at that screening.

In 2008, the UK patient group The Hepatitis C Trust launched a documentary ('Louie, Me and Hepatitis C') charting the hardship and struggle of undergoing treatment for hepatitis C, which featured at special screenings in cinemas across the UK and on a community TV channel. If you do produce a film – make the most of it and upload it to YouTube www.youtube.com

Testing Day – A great way of making a real difference on World Hepatitis Day is to organise a testing day, where together with a medical support team (nurses and doctors) you provide counselling and testing facilities for people who think they may be at risk of hepatitis B or C.

In 2008, patient groups in Brazil organised a week-long hepatitis testing and information campaign in Rio, resulting in a high number of people being diagnosed with one of the two viruses. In the UK, patient groups arranged for 12 well-known Members of Parliament to be tested and generated a great deal of media interest as a result.

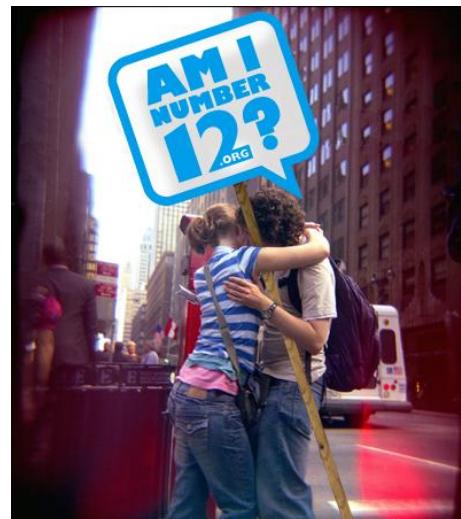


Silent Disco – The silent disco concept has become increasingly popular in recent years. These are parties where those attending are provided with either personal wireless headphones or they can bring their own wireless headphones and radios to listen to a DJ who is playing music. To anyone without headphones the event would look like a ‘silent disco’ (because they cannot hear the music) and this would tie in well with the nature of hepatitis B and C – both being viruses that are considered ‘silent’ in the way they attack the body slowly over a long period of time.



Why not organise the silent disco outside your national parliament and invite journalists along to cover the event?

Go on! Give someone a hug... Despite a large amount of information being out there, many people are still ignorant of what hepatitis B and C are, and a lot of myths are still considered true. One such myth is that hepatitis B and C are spread through casual contact such as touching, sneezing or even hugging someone living with the disease.



Students from China's Henan Province decided to publicly dismiss the myth that hepatitis B and C can be spread by hugging – by doing just that – providing people with hugs in the middle of the street. Interestingly, of 101 people, 82 accepted their offer of a hug, and they generated masses of media interest.

Spectacular event – A great way to create a buzz and get World Hepatitis Day noticed is to do something spectacular that lots of people can see. There are a number of ways that you can do this using the ‘Am I Number 12?’ logo, such as organising a smoke plane to write the logo across the sky, getting 12 parachutists to jump with the logo on their parachutes and land at a major sporting event, projecting the symbol on to buildings or in a public place would also draw attention.



The key to making this type of event successful is getting the media to attend and publicise the event, so make sure you let them know early, encourage them to come along and bring photographers and TV crews to capture the event. At the site of the event have volunteers on hand to give our information to those people watching.

Shock event – People remember ‘shock events.’ For example you could borrow coffins from undertakers, lay them out in a big public space with the following messaging, ‘Coffins provided by ABC Undertakers, dead people provided by an inadequate healthcare system.’



Comedy Night – In partnership with a local theatre or comedy club you could host an ‘Am I Number 12?’ Comedy Night. With four or five comedians interspersed with representatives from your group it would be a fun evening supporting a serious cause.



The comedians could wear ‘Am I Number 12?’ t-shirts and would carry out their normal routine, but at some point in the evening a representative of your group would make a small speech about World Hepatitis Day. You could give the audience a ‘goody bag’ as they arrive, with information, leaflets and materials would be available throughout the venue. The stage could have an ‘Am I Number 12?’ banner on it, and in addition to inviting members of the public you might want to invite politicians and the media.

To promote 'Am I Number 12' you could leave the 12th row empty and the event could be recorded and made available as a podcast or video to download for those who couldn't attend.

Sporting events – people love to play sport and love to watch it as well! Football is one of the world's most popular sports and could be the focus of a novelty 12-a-side football tournament in your capital city.

Encourage as many teams as possible to enter and give each team a different colour 'Am I Number 12?' t-shirt to wear during their games. The logo could also be branded on the footballs or stencilled on to the playing surface, and posters could be placed around the pitch.

As games are played supporters can hand out information leaflets to those people watching the game. There are also a number of potential partners that you should approach to support this type of event, including teams, sports shops and sport magazines.

Approaching a local professional footballer to launch the tournament and give out the prizes would give the event 'star' quality and likely generate significant media interest.

12K Fun Run – If team sports are not your thing, then why not organise a World Hepatitis Day 12K fun run around your city? All competitors could be given 'Am I Number 12?' t-shirts to run in and a 'goody bag' at the end of the race with lots of 'Am I Number 12' giveaways such as pens, leaflets, badges and stickers.

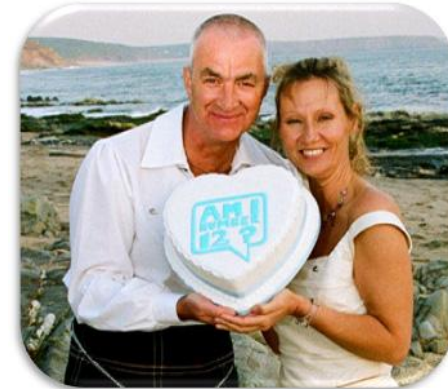
Competitors could also be encouraged to get personal sponsorship and fundraise for your local charity. Information banners can be placed around the course raising awareness of the issues to both runners and supporters.



Fundraising – As well as raising awareness, World Hepatitis Day is a good opportunity for you to raise much needed funds to help support your organisation. As such, why not recruit volunteers to give out information leaflets and raise money for your local patient group at a local train station or outside a shopping centre?



Be creative – the above ideas are only a few of the many different events that you could organise. The more creative and 'different' your event is the greater the chance people (and the media) will find it interesting. Be open to people's suggestions and always be on the lookout for new ideas.



For example, in 2008, The Hepatitis C Trust were approached by a couple who had both been affected by hepatitis C, and who had decided to get married on World Hepatitis Day. Not only did they have an 'Am I Number 12?' wedding cake, but they also invited journalists to their wedding and afterwards handed out leaflets to raise awareness.

6. Working with the Media

Generating media coverage is a key element to the success of your campaign. In addition to the campaign and event ideas, this section we will give you advice on how to work with the media to ensure that you get some great coverage on World Hepatitis Day.



Global Media Materials

There are already a range of media materials available on the World Hepatitis Day website and in the months leading up to 19th May, we will be sending you additional materials to help support your media campaign. These will include:

- **Global Press Release** – This will focus on the major policy and awareness initiatives happening around the world, including an update on our engagement of the WHO. We encourage you to use this press release, but adapt it with your local news (the government may be supporting your campaign, you might have a national testing programme you want to launch or may have a local celebrity spokesperson)
- **World Hepatitis Alliance & World Hepatitis Day Boilerplates** – These are easy to use paragraphs that you can add to the end of your own press releases or media alerts. The boiler plates will help make sure that all your releases carry the key messages, World Hepatitis Alliance mission statement as well as branding of the campaign
- **Facts Sheets** – The media love simple fact sheets that they can use as the basis of a story. We will be updating our global fact sheets to cover information about ‘Am I Number 12?’, the Hepatitis Atlas, World Hepatitis Alliance, World Hepatitis Day as well as disease information relating to hepatitis B and C.
- **Questions & Answers Document** – This helpful resource will be available for you to use when speaking to the media and will help you answer questions and inquires from journalists about World Hepatitis Day

All of our media materials will be available online at: <http://www.aminumber12.org/Pressreleases.aspx>

Making it national!

We hope the template material listed above will be useful for you, but to really make the most of them please adapt them to make them as relevant to your country as possible as this is what will capture journalists' interest. By taking the template and adding key local information you will improve the chances of journalists covering your story. Local information can include:

- Facts about your country's prevalence of hepatitis B and C
- Details of local initiatives and organisations
- Quotes from local spokespeople, doctors and especially celebrities who are supporting you
- Local patient case studies (see below) which have not been used before
- Contact details – in case they have questions for you
- Invitations to local events

Selling a story to the media

Before contacting a journalist you should be clear about what your story is. For a journalist to cover the story you will need to be either saying something new or something that is relevant to an existing story that they are writing. There are many different types of stories which journalists write, including:

- News story – covering 'breaking news' which might be new research, the launch of a new campaign, a change in a government's position on hepatitis for example
- Feature story – a story that is not necessarily driven by news but which goes into more detail on a topic. It could be the 'day in the life' story of someone living with hepatitis or could be the story of how a patient group was started
- Editorial profile – similar to a news story, but different in that a journalist gives their personal opinion on current events or public controversies
- Picture essays – collection of photos which cover a specific story

Who are you contacting?

You should also be clear who you are contacting in the media. You might want to contact a journalist, but equally you might want to contact a 'planner' who decides what journalists will be covering on any given day. Planners often work on the newsdesk and if you do not have the name of a specific journalist, you might like to contact them first. That said, to stand the best chance of getting coverage, you should identify journalists who have already written about hepatitis and who are interested in the topic.

When should you contact them?

Firstly, be aware of what is going on at any given time – if a national disaster has just happened you may be unlikely to get coverage as the media will be busy covering the disaster story. You should also be aware of what deadlines journalists work to – if they are writing for a national newspaper they will be submitting their stories mid-afternoon and unless you have a massive story they will not appreciate you interrupting them.

When you do call the journalist make sure that you have what you need – if you have a press release, you might want to send it to the journalist before you call them. Alternatively, you might like to ‘sell’ them the idea of the story and then send the press release afterwards.

When calling journalists:

- Be brief, clear and relevant
- Try to persuade them but do accept when ‘no’ means ‘no’
- Be confident but remember that you are selling a story and there is no moral right for a journalists to put your story in their paper
- Don’t worry if you are nervous before you make your call – it means you are fired up and excited about your story

If the journalist has said they will look at your story, you might like to ask them when they would cover the story and if you can send them any additional information. You may also like to follow-up with another call later to see if they need anything else – but be careful not to annoy them!

Writing a press release

When writing a press release you should make sure that your story is included in the first sentence – and is approximately 30 words maximum. The first paragraph is the most important and you should write no more than five paragraphs covering the following elements of the story:

1. Who?
2. Why?
3. What?
4. Where?
5. When?

Adapt the global press release that we will be sending you to include the following sections:

- **Headline:** Be bold, informative and tell your story. Keep it short and simple – often journalists won’t read past the headline

- **First paragraph:** Start with the 'dateline' of when the news will be distributed (this is the embargo). Then answer the following questions: Who? Why? What? Where? When?
- **Additional paragraphs:** Answer the questions, provide background information and quotations – keep it simple and use short sentences. Give the facts and explain any acronyms. Try not to be poetic or use flowery language and avoid analogies and clichés. Quotes should add value and add perspective to the story - not repeat what has already been said.
- **For further information:** Add contact details in case the journalist wants further information

Top Tips for Dealing with the Media

1. **Know your journalists.** Make sure you have up-to-date media lists of journalists and publications. This makes sure that the people with the greatest interest are reading your press releases and therefore most likely to cover the story. Build relationships with those journalists in the run up to World Hepatitis Day to let journalists know what you're planning and how they can be involved in the run up to events and activities. This allows journalists to plan and gives you a better chance of making headlines.
2. **Be ready!** Make sure all your press materials are ready on the big day. Get your press release prepared, translated and ready to go before the day of the release. Make sure you have prepared case studies and any additional briefing materials that you might need for dealing with journalists as requests come in.
3. **Make it local.** Use statistics from your country or area, use local case studies and make sure journalists can contact somebody from your group. Highlight local events and activities that you are organising and invite them along to participate or see. The more local and relevant your release and case studies the more interest it will provide for your journalists and news outlets.
4. **Explore all the possibilities.** Consider different story angles to offer daily news outlets as well as looking at offering feature articles. Look to get stories in magazines and journals as well as newspapers. Features, trade and journals generally look to develop longer and more detailed stories, so be prepared to help journalists out if they are interested.
5. **Be early.** Get your release to the journalist as early as possible on the day of your release so that they have time to read and consider it and you have time to follow-up with them before they hit their deadlines.
6. **Follow-up.** Once you have sent a journalist your press release, follow-up by giving them a call. Make sure they've got the release and ask if they want or need any more information from you. This is your chance to really sell the story to journalists and encourage them to cover World Hepatitis Day, as well as all your activities and events.

Working with Case Studies

Case studies are extremely important and sometimes the media will not run a story without one. Case studies are patients or relatives of people who have been affected by hepatitis B or C and can help bring your story to life by giving real life experiences of what it is like to live with the diseases.

Getting Consent

Hepatitis B and C continue to be stigmatised diseases and it can be a big step for a person to discuss their story in the media or in public. It is really important to ensure that the case study understands not just how much help they can be as a case study but also the implications for them.

Once you have identified a suitable case study and secured their agreement, check whether the spokesperson is willing to be interviewed on TV or radio, be photographed and / or be named, as journalists will generally prefer to print real names and photographs for the story. To make sure you have their agreement we would recommend asking the person to sign a consent form (see below).

Preparing the Case Study

In order to determine whether a patient will make a good case study to offer to the media, it is recommended that they are asked the following questions to assess their suitability:

1. Patient History / Diagnosis

- A. Can they tell you a little about themselves? Their age, occupation (if any) or past career, family details – any children, hobbies and interests?
- B. What is their connection with hepatitis B or C?
- C. If they are living with hepatitis B or C, how long ago were they diagnosed?
- D. How long do they think they were living with hepatitis before they were diagnosed?
- E. How did they discover they had the disease?
- F. Can they describe what hepatitis is from a patient's perspective?
- G. What were / are their symptoms (if any)?

2. Impact on Lifestyle

- H. What changes did they have to make to their lifestyle since they were diagnosed with hepatitis?
- I. Has their condition had an impact on their career or led to any negative financial implications?
- J. What emotional impact has their condition had on their life?
- K. How has it affected their family and friends / social interaction?

L. Have they experienced any social stigma as a result of having hepatitis B or C?

3. Treatment

M. Are they currently or have they previously received treatment? If so, what kind of treatment?

N. Does their medication give them any side effects? If so, please describe.

O. How has their quality of life been since taking their medication?

4. Self Help

P. Are they a member of a patient group? Which one(s)?

Q. How have they coped with living with the disease?

R. Do they have any advice for people newly diagnosed?

S. What are their greatest concerns about their condition?

The media will be interested in the person if they have something 'different' to say, or have an interesting story – if they mention something that you think is unusual (a hobby, career or life story) ask them additional questions about it and include it in the information you send to journalists.

Once you have interviewed the patient, you should write up the interview into a summary that can be shared with the media when trying to gauge their interest in preparing a story. The media will also like to see a photograph if possible. Below is an outline to help you write up the key points:

- What is their association with hepatitis B or C? If they are a patient, how and when were they diagnosed – did they experience any symptoms before their diagnosis?
- Provide a summary of their personal situation (are they working, do they have a family, how old are they?)
- Explain how hepatitis B or C has affected their daily life
- Include a quote from the case study, which reinforces the lack of awareness and information available on hepatitis B or C and whether they have experienced any stigma
- Conclude with the hopes and fears for people living with hepatitis B or C in the future

Once you have developed this summary you should check that the case study is happy with the way that it is written. You are then ready to speak to the media.

Supporting your case study

Before you put your case study in front of the media, you might want to conduct a practice interview to assess how they react when being interviewed. This will be a great opportunity for you to give them advice on how to speak to the media.

If a journalist is interested in speaking to your case study make sure you check with them first that they are happy to speak to the publication or TV / radio station, and that you can pass their personal contact details to the journalist.

Preparing for interviews

Be ready to help your case study prepare for an interview. Since the media often like to talk to both a case study and an 'expert', this also applies to the 'expert', who might be someone from your organisation or a doctor

- Try to get media training for the case study or 'expert' – this is something your sponsors might be able to support you with. Alternatively a media training company might offer this as a way of supporting the campaign
- Practise, particularly ways to turn questions from something you don't want to talk about to something you do – e.g. 'That is an interesting question but more importantly...'
- Have no more than three clear messages. It's fine to repeat them. If you have more than four, the audience may get confused
- Stay on message
- Think up some catchy phrases in advance (e.g. Inadequate blood screening has infected them: inadequate treatment is now killing them)

Publicity Consent Form

I understand that:

1. The <<insert the name of your organisation>> may use my information and / or photograph as part of media activity to coincide with World Hepatitis Day
2. If the <<insert the name of your organisation>> wants to use my information / photograph for any other purpose, that <<insert the name of your organisation>> will obtain my consent first

NAME (in capitals) _____

SIGNATURE: _____

ADDRESS: _____

DATE: _____

7. Design Guidelines for Using ‘Am I Number 12?’ and World Hepatitis Day Logos

When creating a brand or a message, one of the ‘rules’ is that it should be consistent. Otherwise it can create confusion and lose impact and power. For that reason it is important that everyone using the ‘Am I Number 12?’ theme / logo should keep within specific guidelines. The logo’s original proportions should always be maintained. You may scale them up or down in size, but you should not stretch or distort the image. Please do not create your own variation of ‘Am I Number 12?’ or ‘World Hepatitis Day’ text as there must only be one official version of each logo per country.

You can download the “Am I Number 12?” and World Hepatitis Day logos in your preferred language, or the speech bubble graphic, in .ESP or .JPEG format from our FTP site (see section 1).

‘Am I Number 12?’ Logo

The colour/blue version of the logo should be the first to be used. The white version should only be used when circumstances prevent the use of this version, such as when printing onto a Cyan background or you would like to use it on an item on which the readability of the colour version will be affected. No other colour version of the logo should be created or used.

The logo colour is 100 per cent Cyan to allow for easy and consistent reproduction. Its font is **Gill Sans Ultra Bold** so, if possible, it is recommended to use other fonts within the Gill Sans family for additional text used on materials. If this is not available, then a similar san serif font is also acceptable (e.g Helvetica or Arial).

The speech bubble frame can also be used without the logo text as a graphic symbol or holding frame for other information or imagery.

World Hepatitis Day Logo

The WHD logo is available in seven languages, all of which conform with the following technical specification:

Colour references

- 100% Cyan (Blue);
- 50% Black (Grey)

Font

- Helvetica Neue Bold and Helvetica Neue Regular

AaBbCcDdEeFf

GgHhIiJjKkLlMm

NnOoPpQqRrSs

TtUuVvWwXxYy

Zz 1 2 3 4 5 6 7 8 9 0

