



COUNTDOWN

Attention turns to 2009 as World Hepatitis Alliance looks to build on huge success of World Hepatitis Day 2008

May 19 2008 was a massive success and in the space of six short months the World Hepatitis Alliance coordinated the largest ever global, hepatitis awareness campaign.

With less than 170 days to go until World Hepatitis Day 2009, the World Hepatitis Alliance is pleased to announce its plans for the year ahead. In this edition you will find important information on the global campaign and how you can get involved.

You have asked us to keep it, so 'Am I Number 12?' will remain the awareness-raising theme for 2009 and will continue to be developed.

Since World Hepatitis Day is about more than just awareness-raising, we are very happy that over the summer Scotland became the first government to support our public policy initiative - '12 Asks for 2012'. We hope that this will encourage other governments to follow suit.

The success of World Hepatitis Day relies on everyone's participation. By working together we can make policy change happen and make hepatitis B and hepatitis C the national and global priority they must be.



World Hepatitis Alliance strengthens partnerships at AASLD

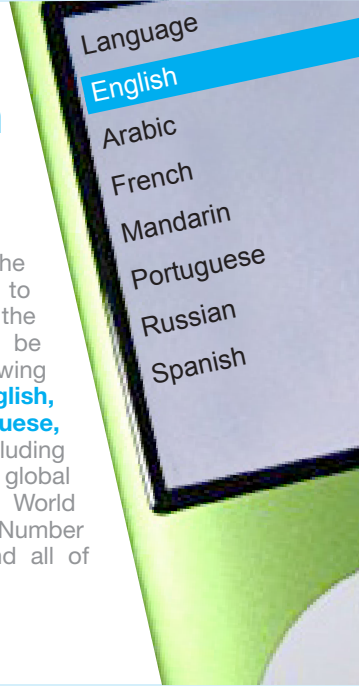
Earlier this month the World Hepatitis Alliance met with the global sponsors of World Hepatitis Day at the American Association for the Study of Liver Diseases (AASLD) annual meeting in San Francisco.

We are delighted to announce that at a global level the following companies have agreed to support us in 2009: Bristol-Myers Squibb, Gilead, GSK, Novartis, Roche, Schering-Plough and Tibotec/Janssen-Cilag. As important partners of the World Hepatitis Alliance, these companies will be briefing their affiliate offices around the world.

You should have received a practical guide to help you secure local sponsorship. If you would like a copy of this emailed to you please contact worldhepday@fleishman.com

Better communication through more translation

To help spread the work of the Alliance we are pleased to announce that in 2009 the majority of materials will be translated into the following languages - **Arabic, English, French, Mandarin, Portuguese, Russian and Spanish** - including newsletters, media materials, global website (to be updated on World Hepatitis Day) as well as 'Am I Number 12?' campaign materials and all of our toolkits.



'Am I Number 12?' & '12 Asks' toolkits coming soon

You will receive two toolkits over the coming months:

This year we will be developing a '12 Asks for 2012' toolkit, giving you detailed suggestions on how to approach your government and health department for support.

We will also provide you with an 'Am I Number 12?' toolkit, with guidance on how to implement awareness-raising activities in your country and including new creative materials with the 'Am I Number 12?' theme.

Dates for your diary

NOW:
Ask your government to sign-up to 12 Asks

NOW:
Fundraising

December:
12 Asks Toolkit

January:
Am I Number 12? Toolkit




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What to expect in 2009

1. World Hepatitis Day 2008 has provided us with an excellent foundation on which to start building this year's campaign.

Looking ahead - In the next few weeks you will be receiving a toolkit to help you talk to your government – we hope that over the next six months you will be able to start an active dialogue with your city, state, regional or country health department and government to secure support for the '12 Asks for 2012' campaign.



2. The Hepatitis Atlas was launched in 2008 as a resource that will become the first global compendium of statistics on hepatitis B and C.

Looking ahead

- The Alliance, with help from the WHO, will be adding more data to the Hepatitis Atlas in 2009 and to support this is planning a survey of government health priorities. The findings of this survey will be launched on May 19 2009, and will help inform policy makers on the importance of adopting the '12 Asks'



3. The 'Am I number 12?' logo was a central part of the 2008 campaign and was translated into 40 languages, ensuring our message reached as wide an audience as possible.

Looking ahead - This year, in addition to continuing to spread the 'Am I Number 12?' message, we will be sending Raquel José from the World Hepatitis Alliance to 12 countries around the world to meet with local patient groups, patients, health ministers and non-governmental organisations to showcase chronic viral hepatitis policy achievements, help increase awareness of 'Am I Number 12?' and secure commitment to the '12 Asks' campaign.

First stop will be Argentina and Brazil in January. If you would like more information about the tour please contact worldhepday@fleishman.com

Hepatitis Policy Questionnaire

Thanks to all those groups who have sent us their 2009 policy questionnaires – your answers are helping us compile a report on WHD 2008 achievements that we will send to you to use in promoting WHD 2009.

We are also using your policy goals to help shape the campaign. So, if you have not yet returned your policy questionnaire, please send it as soon as possible to worldhepday@fleishman.com



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Top Tips



Funding

NOW is the time that most of the pharmaceutical companies will be deciding their budgets for next year. If you are looking for financial support make sure you are talking to your contacts now.

One Voice

Many of you have excellent relations with other patient groups in your region. Reach out to them early to find out what plans they have and how you can work together with one voice.

Forward planning

Start planning now. Look ahead to May 19, 2009 and brainstorm what can be planned in advance. Draw yourself a calendar with dates and activities ahead of World Hepatitis Day. There may be events already in the diary that can be built upon.

Expanding the Public Health Panel



We are delighted to announce a new member of the Public Health Panel – Professor Mohammad Ali from Bangladesh.

Professor Ali is currently Head of the Department of Hepato-Biliary-Pancreatic Surgery & Liver Transplant Services of BIRDEM Hospital, Dhaka as well as Secretary General of the Liver Foundation of Bangladesh.

In 2008 Professor Ali was one of our biggest supporters and coordinated various activities including a rock concert in Dhaka City and an impressive patient-led campaign utilising “Ami ki nombor Baro?” (Am I number 12?), and on 19 May the Foundation offered free hepatitis B vaccination to over 200 orphan children in Government children’s homes.

The Public Health Panel will continue to inform and guide the work of the World Hepatitis Alliance and there will be further updates in the next edition of this newsletter.



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We want to hear from you

Please email worldhepday@fleishman.com with any recent success stories, or any creative plans you have for World Hepatitis Day 2009. We will then profile these activities in subsequent issues.

