



It's time to start planning



With a little over five months to go until World Hepatitis Day, plans are being finalised for all parts of the campaign.

In this edition of the newsletter we share further details of the 'Am I Number 12?' tour, ask for your support in recruiting celebrities and announce the first World Hepatitis Alliance creative competition. There is also an update from the USA and our work with the World Health Organization.

By now you should have received translated (Arabic, French, Mandarin, Portuguese, Russian and Spanish) sponsorship support materials, as well as the global plan. In January, we look forward to sending you a '12 Asks' toolkit to help support you in engaging governments as well as an 'Am I Number 12?' toolkit to help kick-start your disease awareness campaign. As always, if you have any questions please get in touch at worldhepday@fleishman.com

Finally, we are delighted to welcome the support of the International Association for the Study of the Liver (IASL), who have officially endorsed World Hepatitis Day 2009.



COUNTDOWN

'Am I Number 12?' Tour



As part of the World Hepatitis Day 'Am I Number 12?' campaign, Raquel José of the World Hepatitis Alliance will be visiting 12 countries around the world to showcase policy achievements and support patient groups in lobbying for the '12 Asks'.

Plans are well underway and we are delighted to announce that the tour will provisionally include the following countries – [Argentina](#), [Australia](#), [Bangladesh](#), [Brazil](#), [Bulgaria](#), [China](#), [Ghana](#), [New Zealand](#), [Scotland](#), [Taiwan](#), [USA](#) and [Vietnam](#) in 2009. You can follow Raquel's progress through her blog and photo diary on www.worldhepatitisday.org. The blog will launch in February 2009.

"WANTED!"

Finding something to grab the media's attention (a media 'hook') is the best way to get publicity and one of the surest media hooks is the involvement of a 'celebrity'.

We are on the hunt for suitable 'celebrity' ambassadors willing to wear one of our 'Am I Number 12?' t-shirts and to be photographed doing so. If you are already working with a celebrity or have contacts with one, please get in touch. The global team is happy to send an 'Am I Number 12?' t-shirt to patient groups that have confirmed the support of a celebrity and we will include a photograph of the person wearing the t-shirt on our global website. Email us your ideas at worldhepday@fleishman.com

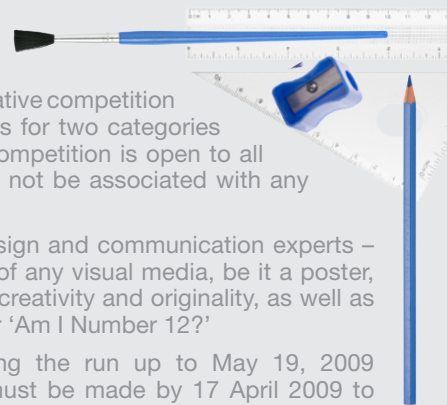


Calling All Creatives!

The World Hepatitis Alliance is pleased to announce the launch of a global creative competition encouraging patient groups and individuals to submit imaginative concepts for two categories around the themes of 'World Hepatitis Day' and 'Am I Number 12?'. The competition is open to all patient groups and individuals, amateur and professional artists, but must not be associated with any commercial interests.

The competition will be judged by a panel of patient groups as well as design and communication experts – further information to be announced in January. Entries can take the form of any visual media, be it a poster, video, creative writing or photograph. The judging panel will be looking for creativity and originality, as well as effectiveness in communicating the themes of 'World Hepatitis Day' and / or 'Am I Number 12?'.

Short-listed entries will be featured on www.worldhepatitisday.org during the run up to May 19, 2009 and winners will be announced on Friday 15 May, 2009. Submissions must be made by 17 April 2009 to worldhepday@fleishman.com



Things To Do:

NOW: Ask your government to sign-up to 12 Asks
 Carry on Fundraising
 Recruit a celebrity

January: Am I Number 12? Toolkit
 12 Asks Toolkit



WHD
2009

Top Tips



Local Lobbying

Following the launch of the '12 Asks' in 2008, we encourage you to continue your targeted outreach to local governments to get hepatitis on their agenda.

Get Creative

We will be providing you with template materials for the 'Am I Number 12?' campaign, but why not develop your own ideas and submit them to the creative competition?

Work with Celebrities

Working with the right high-profile personality can really boost your awareness campaign. If you would like your celebrity to have an 'Am I Number 12?' t-shirt get in touch at worldhepday@fleishman.com

Engagement with the WHO and Health Ministers

As with the 2008 campaign it is hugely important that the World Health Organization (WHO) is aware of the work of the World Hepatitis Alliance, including World Hepatitis Day 2009. The WHO operates in 193 countries across six regions, and we need to ensure we communicate not only with headquarters in Geneva but also across the six regional offices, and at a country level.

Achieving the support of the WHO would demonstrate to governments that hepatitis B and C are recognised as severe disease areas and would facilitate further government endorsement and action worldwide. To achieve this the regional Board members of the Alliance have written to the WHO Executive Board and are also in the process of writing to the Health Ministers in every WHO member country asking for their support for the 2009 campaign.

How You Can Help

Patient Groups can directly support these efforts – contact your local Health Ministers and ask them to make a formal request to the WHO Executive Board to put World Hepatitis Day on the World Health Assembly agenda.

To start the conversation with the new administration the Hepatitis C Appropriations Partnership (HCAP) has issued a set of recommendations to the Obama team to support a call for action in the first 100 days of office to address chronic viral hepatitis.

USA Looks to Build Relationship with New Obama Administration

USA patient groups are already planning 2009 activities and have set up a steering group, with the aim of influencing the development of health policy by President-Elect Barack Obama. To start the conversation with the new administration, the Hepatitis C Appropriations Partnership (HCAP) has issued a set of recommendations to the Obama team, to support a call for action in the first 100 days of office to address chronic viral hepatitis.



The centre piece of the '100 days' document, supported by more than 65 US organizations, is a call for leadership to deal with the burden of hepatitis disease and a commitment to support recommendations for prevention and control. The paper also recommends that the new administration guarantee federal funding for both the implementation of programmes to raise awareness of viral hepatitis and for ring-fenced research for the development of new drugs, diagnostics and interventions to prevent or control viral hepatitis.

For more information please contact: ctaylor@nastad.org

WHA Members

President: Charles Gore, The Hepatitis C Trust (United Kingdom)
charles.gore@worldhepatitisalliance.org

International Relations: Raquel José (United Kingdom)
raquel.jose@worldhepatitisalliance.org

Eastern Med / Africa region: Abdelhamid Bouallag, SOS Hepatitis (Algeria)
hamidboualeg@yahoo.fr

North America region: Chris Taylor, NASTAD (USA)
ctaylor@nastad.org

Latin America region: Carlos Varaldo, Grupo Optimismo (Brazil)
hepato@hepato.com

Europe region: Achim Kautz, Deutsche Leberhilfe (Germany)
akautz@leberhilfe.org

Australasia region: Helen Tyrrell, Hepatitis Australia (Australia)
helen@hepatitisaustralia.com

Western Pacific region: Zhao Wang, Chinese Foundation for Hepatitis Prevention & Control (China)
lijinghua@cfhpc.com

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.

