



Only four months until May 19...

The global campaign is really beginning to build momentum. In the last month, the World Hepatitis Alliance has launched the '12 Asks' campaign toolkit, begun receiving entries for its creative competition and secured the support of media giant Bloomberg for the global 2009 campaign.

There are now only four months to go until World Hepatitis Day 2009, and preparation for your local awareness campaign should be well underway. We would be interested to hear what you are planning in your area and any ideas you might have for your campaign. This newsletter is a great way for us to exchange information and ideas with each other – and we look forward to sharing some of your ideas in the next edition.

We also have a new logo available to supplement the 'Am I Number 12?' campaign theme. 'What are you doing?' features on the World Hepatitis Day 2009 postcards, and can now be downloaded from our central, password-protected intranet site.

As always, if you have any questions please get in touch at worldhepday@fleishman.com



World Hepatitis Alliance

Around the World in 2009 'Am I Number 12?' Tour Launches Online

Raquel José began her tour of 12 countries as part of the 'Am I Number 12?' campaign in January.

Writing from the first legs of her tour in Brazil and Argentina, Raquel will be sharing these experiences and encounters on the World Hepatitis Day 'Am I Number 12? - Around the World' blog when it launches in early February. Once launched please be sure to visit it, post comments and questions and engage with fellow patient groups online: blog.worldhepatitisday.org

Raquel will be meeting with local World Hepatitis Alliance members, community groups, healthcare professionals, politicians and patients to share best practice but also to learn how each country is tackling hepatitis B and C.

The next stop on the tour will be the China in February, including Hong Kong and Taiwan. If you have suggestions of who Raquel should meet get in touch at worldhepday@fleishman.com

Awareness Raising Toolkit >> **COMING SOON**

The finishing touches are now being made to the awareness raising toolkit, which will be available in the coming weeks. The toolkit will include new creative materials and guidance on how to run a successful awareness campaign. This year both the toolkit and materials will be available in seven languages (Arabic, English, French, Mandarin, Portuguese, Russian and Spanish).

What Are Your 12 Asks?

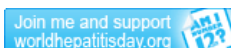
The central part of our government campaign is the '12 Asks for 2012' – a series of requests for policy commitments that recognise the impact of the disease and the need for action to tackle chronic viral hepatitis.

There are six 'international Asks' that are the same worldwide, as well as six 'national Asks' for you to use or adapt for your particular country. These could include effective surveillance and publication of national incidence and prevalence statistics for example.

To help us review the effectiveness of the campaign, we would like to know what your six 'national Asks' are. Please email your 'national Asks' to: worldhepday@fleishman.com

Calling All Bloggers!

If you have your own blog you will soon be able to download 'badges' from the 'Am I Number 12? - Around the World' blog to use on your own sites to show your support for World Hepatitis Day 2009.



Example of animated badge (left) and static badge (above)



Things To Do:

NOW: Carry on fundraising
Use the 12 Asks toolkit

February: Read and use the Awareness Raising toolkit
Enter creative competition





WHD Website www.worldhepatitisday.org

The global WHD website, www.worldhepatitisday.org, is the official site of the World Hepatitis Alliance. The site contains information on the 12 Asks, Hepatitis Atlas, media materials, disease information and links to patient groups around the world supporting the campaign.

To make this information accessible to even more people, this year the website will be available in seven languages. The translated website will be launched in April 2009.



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COMMUNITY

Taking the Lead in Ghana

The World Hepatitis Alliance is delighted to be working with two newly established patient groups in Ghana. The HEPI Pearl Foundation and Theobald Hepatitis B Foundation were founded in the last six months and are taking the lead in tackling hepatitis in this African country.

Ghana is a great example of 'patient power' and, in the short time since the HEPI Pearl Foundation was formed, its founder Mawuse Appea has been busy organising screening projects, giving talks to school children and the national police force as well as raising funds to support vaccination programmes.

Mawuse Appea, who was Miss Ghana 2008, has also been planning awareness raising activities and in March will be working with a number of radio and TV stations to cover a high-profile football match. If you would like to know more about what is happening in Ghana please get in touch at worldhepday@fleishman.com



WHA Members

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

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

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

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

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

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

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

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

Creative Competition

January saw the launch of the World Hepatitis Day creative competition and confirmation of our distinguished judging panel. Entries can take the form of any creative media including posters, videos, the written word, artwork, photography, music or web-based media. Details including competition rules and the nomination form are now available on www.worldhepatitisday.org/competition

The deadline for entries is Friday 17 April.



Hepatitis Atlas

The Hepatitis Atlas is a global resource of statistics, and when complete it will be the first truly global compendium of statistics and information relating to chronic viral hepatitis B & C.

The launch of the Hepatitis Atlas in 2007/8 was an important first step, but there is much still to be done and we need your help to collect the information. If your country was not included in the last edition of the Hepatitis Atlas please contact worldhepday@fleishman.com to find out how you can help.

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.

