

WHD  
2009

COUNTDOWN

# RESULT!

## World Health Assembly to Discuss Viral Hepatitis and World Hepatitis Day



We are delighted to announce that, in response to efforts by the World Hepatitis Alliance and in particular patient groups in Brazil and China, Brazil, supported by China, Oman and Afghanistan, succeeded in having viral hepatitis added to the agenda for the 62nd annual World Health Assembly in May.

We are in close contact with the Department of Health in Brazil which has already drafted a resolution for discussion at the meeting covering a range of issues and calling for the establishment of a WHO-supported World Hepatitis Day. We are very grateful to Brazil for taking the lead on this and the Alliance will be actively supporting the initiative by briefing delegates and encouraging all countries to support the resolution.

One of the main aims of the World Hepatitis Alliance campaign has been to engage the World Health Organization (WHO), with the view to encouraging greater international focus on hepatitis awareness, prevention, treatment and support, as well as securing official WHO endorsement for World Hepatitis Day.

To help ensure this resolution is passed by the World Health Assembly, it will need to be supported by as many countries as possible and we need your help to achieve this! Information on how you can get involved and get the support of your Government for the resolution is now available at: <http://www.aminumber12.org/WHOResolution.aspx>

## New Resource Available: 'Am I Number 12?' Awareness Toolkit & Visuals



By now, you should have received our "Awareness Raising" toolkit, which provides suggestions on ways to successfully create an awareness campaign in your own country.

You will no doubt have lots of great ideas yourself, but we hope this toolkit will give you inspiration as you plan your own awareness campaign, with suggestions to help you organise events and tips for working with the media.

Our objective for 2009 is to continue communicating a simple message to help combat stigma and improve understanding of hepatitis B and C through highlighting the extent of hepatitis infection across the world.

To support this objective, we have developed a range of new 'Am I Number 12?' visuals, which you can use and adapt as part of your own campaigns – these include posters, blog badges and website banner advertisements, all available in Arabic, English, French, Mandarin, Portuguese, Russian and Spanish. The toolkit also contains instructions on how to access and download all materials from our password-protected FTP site.

As we all know, raising awareness is about more than one day – and we encourage you to use the visuals and ideas included in the toolkit all year round and not just on 19th May.

If you haven't received a copy of the toolkit please email your request to [worldhepday@fleishman.com](mailto:worldhepday@fleishman.com)

### Things To Do:



**NOW:** Finalise your plans for World Hepatitis Day

**NOW:** Comment on the blog

**April:** Enter the creative competition (closing date 17 April)



## World Hepatitis Alliance

### Read All About It...

As you know, the 'Am I Number 12?' blog launched at the end of January and since then Raquel has written over 20 posts and is already being followed by over 100 people on Twitter. Raquel has been busy writing about her experiences while in South America, the Western Pacific and most recently in Poland. We encourage all of you to log onto the website to follow Raquel's progress and to get involved in the conversation! The best way you can do this is by posting a comment on her blog...

In the spirit of online chatter 'Am I Number 12?' can also be found on Facebook, Bebo and Flickr. The success of these social networking sites relies on the involvement of the public and we would love to have your support. Visit them, join up, talk about them and comment on them – help us raise awareness of hepatitis B and hepatitis C and promote World Hepatitis Day 2009 online.

facebook

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twitter

bebo

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COMMUNITY

## New Zealand Sets the Pace



Planning efforts are well underway in New Zealand, with a number of local activities and national campaigns being organised. In Christchurch the Hepatitis C Resource Centre is coordinating an awareness-raising event to be held on World Hepatitis Day, with live music from a number of local bands, a free soup giveaway and games. The group is developing new posters and has even given grants to two local towns to help them join the campaign and raise awareness.

At a national level, adverts are being developed for television and radio and the Hepatitis C Resource Centre is writing a letter to the New Zealand government requesting that hepatitis is moved up the national healthcare agenda, as part of the 12 Asks campaign.

Please let us know what you are planning in your country and you may be featured in our next newsletter – [worldhepday@fleishman.com](mailto:worldhepday@fleishman.com)

## World Hepatitis Day Support Grows

Last year's campaign received the endorsement of a number of high profile organisations including Médecins Sans Frontières, the GAVI Alliance and the Pan American Health Organisation.

We can now add the Asian Liver Centre and the Asia and Pacific Alliance to Eliminate Viral Hepatitis (APAVH) to the group of international organisations supporting our campaign. In confirming their support, Dr Samuel So, Executive Secretariat, said that the APAVH "supports the dedication of the World Hepatitis Alliance in their efforts to unite against viral hepatitis in response to the concern that chronic viral hepatitis has nowhere near the level of awareness nor the political will to tackle it that is seen in HIV / AIDS, tuberculosis and malaria."

If you have the support of a national medical or not-for-profit organisation and you would like us to include them on the global website get in touch with us at [worldhepday@fleishman.com](mailto:worldhepday@fleishman.com)



## World Hepatitis Alliance

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## We Need You!



Firstly, thank you to all those people who have submitted entries to the 2009 World Hepatitis Day creative competition. The deadline is fast approaching but it's not too late for you to submit your own ideas to the competition.

Please email your entries to [worldhepday@fleishman.com](mailto:worldhepday@fleishman.com) no later than 5pm GMT on Friday 17 April

## European Immunization Week



The World Hepatitis Alliance is pleased to be supporting European Immunization Week, an initiative coordinated by the WHO Regional Office for Europe, which aims to help European Member States fulfil their obligations of universal immunisation.

The event which takes place between 20 and 26 April and involves over 32 countries, will include the presentation of new research on recent disease outbreaks as well as a summary of national immunisation programmes and an online viral campaign with a video being uploaded to YouTube.

Charles Gore, President of the World Hepatitis Alliance, commented that "Getting immunised is the best way of preventing hepatitis B infection, but despite its excellent record the hepatitis B vaccine is unfortunately not available in all parts of the world. The World Hepatitis Alliance commends the objectives of European Immunization Week and looks forward to continuing an active partnership with its coordinators at WHO Europe to increase access to the hepatitis B vaccine across at-risk populations."

For more information visit:  
[www.euro.who.int/eiw2009](http://www.euro.who.int/eiw2009)

## We want to hear from you

Please email [worldhepday@fleishman.com](mailto: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.