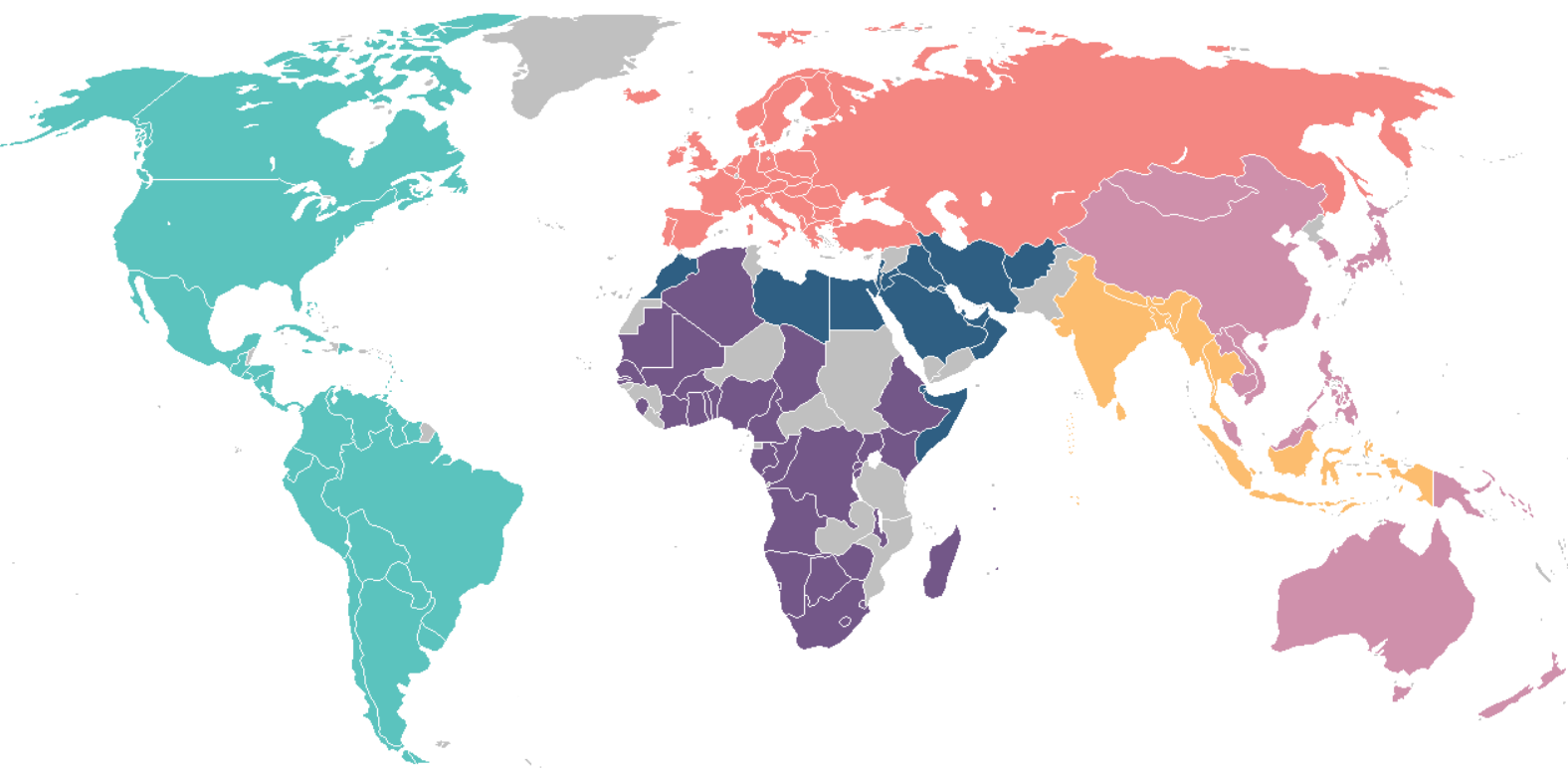


# World Hepatitis Day 2014 Summary Report



World Hepatitis  
Alliance



*In Memoriam*  
*Glenn Thomas*

“Glenn will be remembered for his ready laugh and his passion for public health”

WHO Director-General Dr Margaret Chan

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# Executive Summary

The fourth official World Hepatitis Day took place on the 28th July 2014, co-ordinated by the World Hepatitis Alliance and the World Health Organization, and along the theme Hepatitis: Think Again.

This World Hepatitis Day saw the largest global response to date, with 157 countries taking part. 86 national governments also took part, which is a significant increase from previous years.

The following percentages of WHO member states in each region took part:

Africa: 33  
Americas: 33  
Eastern Mediterranean: 16  
Europe: 49  
South-East Asia: 10  
Western Pacific: 16

World Hepatitis Day 2014 was marked by testing events, fundraisers, pledges, vaccination drives, and other innovative events such as a celebrity car wash, balloon releases and the illumination of well-known landmarks. Support from Ministers of Health, local and regional governments, celebrities, civil society and members of the public was enhanced by high levels of media coverage, meaning this World Hepatitis Day undoubtedly reached a larger and broader audience than ever before.

With this report we would like to acknowledge everybody who helped to make World Hepatitis Day 2014 a huge success.

# INTRODUCTION

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# Message from Charles Gore

2014 marked the fourth official World Hepatitis Day and this year has been unquestionably the most successful so far. With over 150 countries taking part, this really is a genuine world day. However, governments took part in only just over half of those countries, which is less encouraging and indicates a worrying disconnect between civil society and government. This disconnect was also apparent from our Global Community Hepatitis Policy Report, which we launched on World Hepatitis Day and which examined civil society's response to the 2013 WHO/Alliance Global Policy Report on the Prevention and Control of Viral Hepatitis.

There is, however, cause for considerable optimism. All 194 governments belonging to the UN committed themselves at the 67th World Health Assembly in May to greater efforts in addressing viral hepatitis. They adopted a resolution calling on all countries to develop comprehensive viral hepatitis strategies, of which awareness-raising obviously has to be a key part, and also calling on the greater involvement of civil society in those strategies.

Nowhere do we need stronger communication and collaboration between civil society and governments than in awareness-raising. World Hepatitis Day was officially adopted by the World Health Assembly in 2010 precisely because in no other field is there such a huge gap between the low level of awareness and the high burden of disease. Although we are making progress in closing that gap, through the efforts of all those participating in World Hepatitis Day, there is still a long way to go both in getting across prevention and testing messages to the general public and to those at risk and in raising the profile and priority of viral hepatitis at national and international level.

As a result we are so far making little progress in lowering the burden of disease. The latest figures released just before World Hepatitis Day this year show that annual deaths from viral hepatitis have now surpassed those from HIV/AIDS, principally because of the success of the global community in tackling HIV/AIDS. In contrast viral hepatitis remains spectacularly neglected and short of resources.

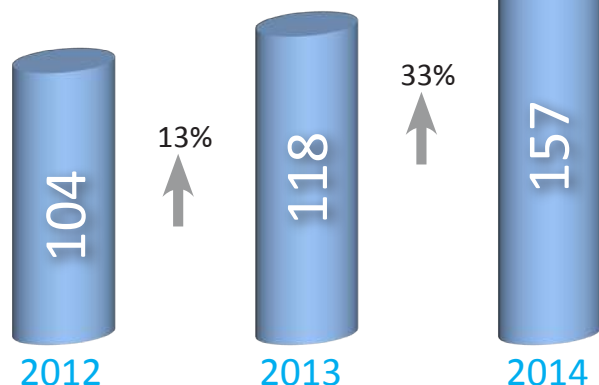
This should provide real urgency to our efforts to use World Hepatitis Day going forward not just as a single day but as a platform throughout the year that builds sustained awareness and sustained commitment.



# Increasing the Reach

World Hepatitis Day 2014 was the most successful yet. With more than 150 countries – over three quarters of the world – taking part, this has become a truly global day. The numbers show the phenomenal amount of involvement this year.

Number of countries participating



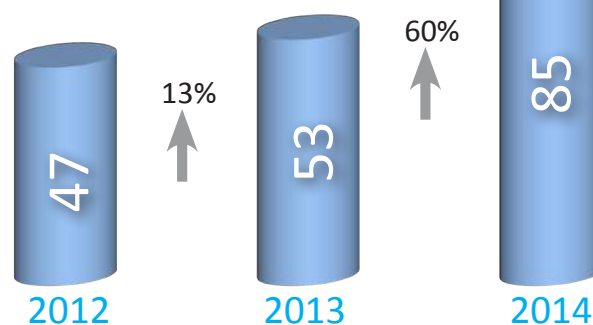
3875

press articles from  
global coverage (in  
English)

48%

increase in social  
conversation

Number of governments participating



2913%

increase in traffic  
to Alliance website

# World Health Organization

The World Health Organization officially endorsed World Hepatitis Day in 2010 following the World Health Assembly resolution 63.18, honouring the day as one of only seven officially endorsed WHO health days. The backing of the World Health Organization has transformed World Hepatitis Day into a momentous platform to raise global awareness and influence real change in disease prevention and access to testing and treatment. Here is just a brief overview of the World Health Organization's tireless efforts in the fight against viral hepatitis this year and the significant impact they have made on World Hepatitis Day 2014.



Dr Margaret Chan,  
Director-General of WHO

## Press release

In a press release published for the day, Dr Margaret Chan, Director-General of WHO, emphasised the organisation's commitment to combating viral hepatitis:

"For years, viral hepatitis has been largely neglected, but now we are beginning to see greater awareness and global momentum building to tackle it."

## WHO Regional & Country Offices

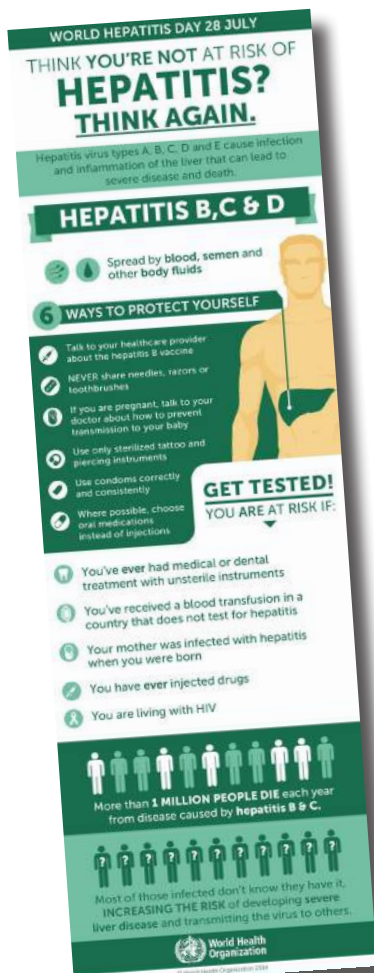
The World Health Organization's global significance is most evident on international awareness days. As well as all regional offices organising activities or issuing statements for the day, WHO country offices in every region participated in World Hepatitis Day 2014. WHO's extensive reach was truly felt this year with even the Solomon Islands WHO Country Office taking part and publishing a media release in which they urged people to challenge their perceptions of hepatitis (see specific country pages for further details).

## Twitter Chat

As part of their World Hepatitis Day campaign, the World Health Organization held a global Twitter chat, encouraging members of the public to tweet questions about hepatitis. WHO experts responded to questions and tweeted links to useful information to invite people to find out more about the disease. During the Twitter chat, WHO used the World Hepatitis Day campaign hashtag #thinkhepatitis as well as encouraging the online community to adopt the hashtag. Due to the vast number of tweets sent during the chat, the event significantly increased traffic to the Alliance's tweet wall at the global event (see page 19).







## Website

For World Hepatitis Day 2014, WHO created an official World Hepatitis Day section on their website which featured a multitude of resources about the day and the disease. From hepatitis statistics and technical resources to a World Hepatitis Day countdown and links to the Alliance's campaign materials, the website served as a useful source of information and complimented the resources made available through the World Hepatitis Alliance and World Hepatitis Day websites.

## Infographic

As an accessible and effective form of information, WHO created infographics in honour of World Hepatitis Day. The infographics provided advice on risk factors for all five types of hepatitis and encouraged high risk groups to get tested. The two infographics were shared countless times on social media platforms and contributed to the overall impact of the 'Hepatitis: Think Again' campaign.

## WHA67 Resolution

Undoubtedly some of the success of World Hepatitis Day 2014 is due to the 2014 Resolution on Viral Hepatitis which was passed in May at the 67th World Health Assembly. The resolution was adopted unanimously, meaning all 194 World Health Organization member states have committed to tackling the global burden of viral hepatitis. With 85 governments participating in World Hepatitis Day, the resolution is clearly prompting more and more countries to address the issue and recognise the need for public awareness and effective national strategies.

## Hepatitis C Guidelines

The publication of WHO's first treatment guidelines for hepatitis C in April 2014 has similarly helped to raise the global profile of the disease. The guidelines provide advice on screening, care and treatment and are accompanied by WHO working closely with countries to introduce the guidelines as part of their national treatment programmes. By issuing guidelines, WHO provided an invaluable tool in addressing the contentious issue of access to treatment and furthered the fight against viral hepatitis.



# Hepatitis: Think Again

## Theme

2014 brought the opportunity for a new World Hepatitis Day theme, one that was globally relevant, culturally adaptable and could encompass the broad variety of foci for the day. Months of deliberation and feedback from every region of the world led to the theme:

**HEPATITIS: THINK AGAIN**

**#ThinkHepatitis**

French: L'HÉPATITE: RÉFLÉCHISSEZ À NOUVEAU

Spanish: HEPATITIS: PIÉNSELO DE NUEVO

Portuguese: HEPATITE: PENSE DE NOVO

Arabic: التهاب الكبد: فكر مرة ثانية

Russian: ГЕПАТИТ: ПОДУМАЙ ЕЩЕ РАЗ

Chinese: 肝炎: 广拓思路

Hepatitis: Think Again encourages people to challenge their preconceptions about hepatitis. It aims to bring hepatitis into public consciousness, to break down stigma and to inspire testing and treatment. This message was launched early in 2014, and was soon picked up across the world.

## Key Messages

Under the Hepatitis: Think Again strapline came ten key messages. These messages were designed to cover a broad range of advocacy points, making them easily adoptable by anyone, anywhere. No matter what your focus was for World Hepatitis Day, one of the official key messages would fit. The addition of a Team Player message capitalised on the multiple global sporting events taking place in 2014, including the FIFA World Cup and the Commonwealth Games.

Grouped under awareness, prevention, treatment, vaccination, stigma, and taking part, the key messages each began with an appeal to think again.

## Awareness

**Informed? Unaware?** Viral hepatitis kills 1.5 million people worldwide each year. That's as many people as HIV/AIDS. Hepatitis: Think Again.

**Informed? Unaware?** Viral hepatitis is the leading cause of liver cancer. Liver cancer is the second biggest cancer killer. Hepatitis: Think Again.

**Feeling fine? Are you sure?** Symptoms of viral hepatitis often go unnoticed. Get tested. Hepatitis: Think Again.

## Prevention

**Safe? At Risk?** Viral hepatitis can be avoided. Know the risks. Hepatitis: Think Again.

## Treatment

**Treated? Treatable?** Viral hepatitis can be treated. Everybody deserves the chance. Hepatitis: Think Again.

## Vaccination

**Protected? Vulnerable?** Viral hepatitis can be prevented. Vaccinate your children. Hepatitis: Think Again.

**Protected? Vulnerable?** Protect against viral hepatitis. Vaccination works. Hepatitis: Think Again.

## Stigma

**Accepted? Refused?** Stigma kills. Don't discriminate. Hepatitis: Think again.

**Accepted? Refused?** Viral hepatitis doesn't discriminate. Neither should you. Hepatitis: Think again.

## Taking part

**Team player? Spectator?** Viral hepatitis can be beaten. Play your part. Hepatitis: Think again

## Posters

Eight posters were produced to fit in with the theme of Hepatitis: Think Again. Posters were created in each of the official World Hepatitis Alliance languages.

An innovative online tool allowed members of the public to customise their own posters. Upon visiting the poster website, you could choose a language, background and key message to create your own poster. If you wanted to customise further, you could upload your own photo to the poster to create a new background, or upload an organisation/company logo into the blank bottom right hand corner. The text was also fully adaptable, any text could be added or deleted in any language.





13, 729 visits to the  
customisation site

2,618 customised  
posters downloaded

Where did the posters  
end up?



Canada

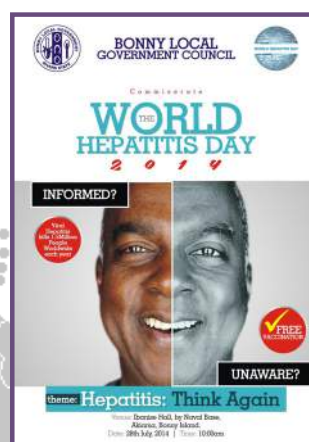
Mexico



United  
Kingdom

Portugal

Nigeria







# Social Media

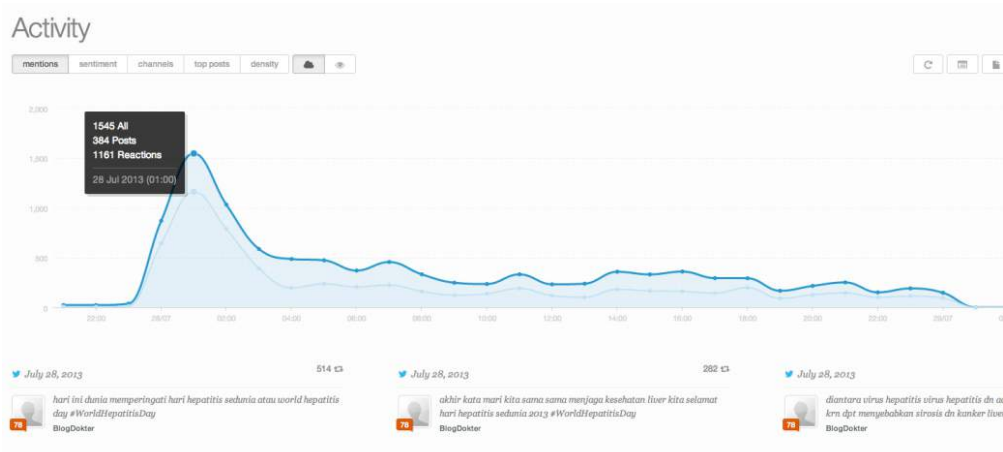
Social media is increasingly used across the world as a way to get news and join campaigns. This World Hepatitis Day we stepped up our social media action to reflect this growing movement and saw unprecedented results. A new social media strategy, which involved engaging key influencers,

celebrities, and more concentrated efforts through a Thunderclap and Twitter chat, meant that words relating to World Hepatitis Day and hepatitis trended in 6 countries and 8 cities. The engagement was far higher than has ever been seen before for World Hepatitis Day.

2013

3,890 posts

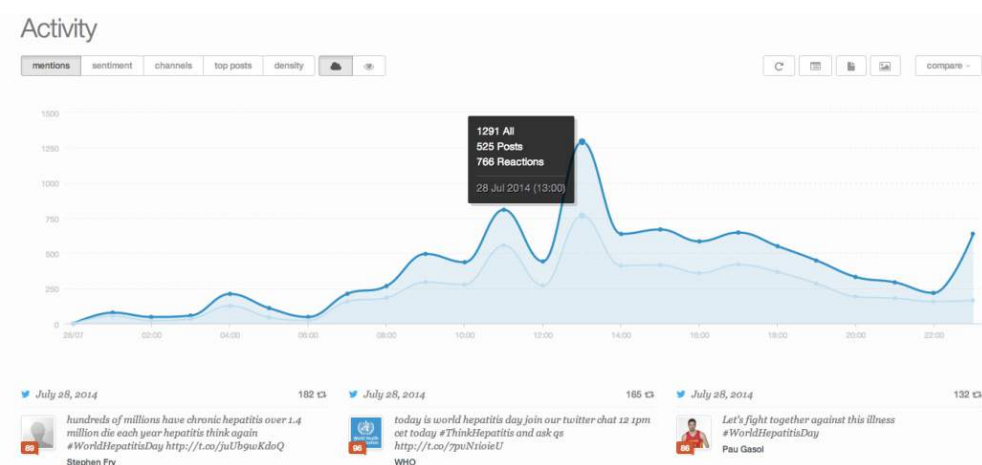
6,000 reactions



2014

5,790 posts (48% increase since 2013)

8,430 reactions (40% increase since 2013)



## Trending on twitter

#WorldHepatitisDay

UK  
USA  
Canada

Dublin  
London  
Vancouver  
Washington DC

#Diamundialcontralahepatitis

Mexico  
  
Mexico City

#hepatitis

India  
Spain

Madrid  
Mumbai

hepatitis

Buenos Aires

#ThinkHepatitis

9,413 tweets sent with the campaign hashtag

# Thunderclap

With a social reach of over 14,500,000, the first ever World Hepatitis Day Thunderclap was one of the most successful Thunderclaps ever created.

Thunderous supporters included Stephen Fry, Jack Whitehall and the World Health Organization. Other supporters included GAVI Alliance, Dr Christian Jessen, UNICEF UK, UNODC and UICC.

To allow for broader messaging, two thunderclap messages were used:

“Hundreds of millions have chronic hepatitis, over 1.4 million die each year Hepatitis: Think Again”

“Viral hepatitis is the 8th leading cause of death worldwide. Hepatitis: Think again. Support #worldhepatitisday”

The Thunderclap helped create advocacy opportunities, encouraged celebrity engagement, and was a high impact celebration for World Hepatitis Day.

## THUNDEROUS SUPPORTERS



**Stephen Fry**

6,928,753 Connections



**Jack Whitehall**

2,473,689 Connections



**Ixekizumab**

1,311,347 Connections



**WHO**

1,307,416 Connections



## Hepatitis: Think Again

by World Hepatitis Alliance

category: Cause

**WHO** @WHO

Hundreds of millions have chronic #hepatitis, over 1.4m die each year. Hepatitis: Think Again #WorldHepatitisDay [thndr.it/1ITgTUW](http://thndr.it/1ITgTUW)

Retweets 158 Favorites 32

**have chronic hepatitis,**  
**each year Hepatitis: Think**  
**Day**  
**thq"**

**SUPPORTERS**  
**663 of 500**  
132% of goal supported

**SOCIAL REACH**  
**14,571,768**  
People

**TIME LEFT**  
**Complete**  
Ends Jul 28, 12:00 PM BST

**Dr Christian Jessen** @DoctorChristian

Viral hepatitis is the 8th leading cause of . Hepatitis: Think Again. #HepatitisDay

Retweeted by Philly Hepatitis and 1 other

**Stephen Fry** @stephenfry · Jul 28

Hundreds of millions have chronic hepatitis, over 1.4 million die each year Hepatitis: Think Again #WorldHepatitisDay [thndr.it/1ITgTUW](http://thndr.it/1ITgTUW)

Retweets 230 Favorites 154

12:02 PM - 28 Jul 2014 · Details



## Video

This year we invited the spectacular Richard Cheese to provide vocals to a brand new World Hepatitis Day song, which was then acted out by masterful hand puppeteer Lejo. With lyrics translated into 7 languages, the catchy song quickly became a worldwide hit, encouraging people across the globe to think again about viral hepatitis.

The video encouraged shares and likes, and drew a vast amount of social engagement.



Over **740,000** views

**43,540** click-throughs to the World Hepatitis Alliance website

Viewed in **214** different territories



Shares: 7,560  
Likes: 2,669



Tweets: 1,701



Shares: 639  
Likes: 605



## Africa SMS Campaign

6.5 million text messages were sent out across Sub-Saharan Africa in Nigeria, Kenya, Uganda, South Africa and Ghana.

The message provided a link to the World Hepatitis Day website to enable people to find out more information.

**Nigeria:** MTN & Etislat – 3.6 million (708 click throughs)

**Kenya:** Safaricom – 2.2 million (231 click throughs)

**Uganda:** MTN – 305,000 (106 click throughs)

**South Africa:** Vodacom – 293,000 (522 click throughs)

**Ghana:** Alcatel - 102,000 (202 click throughs)

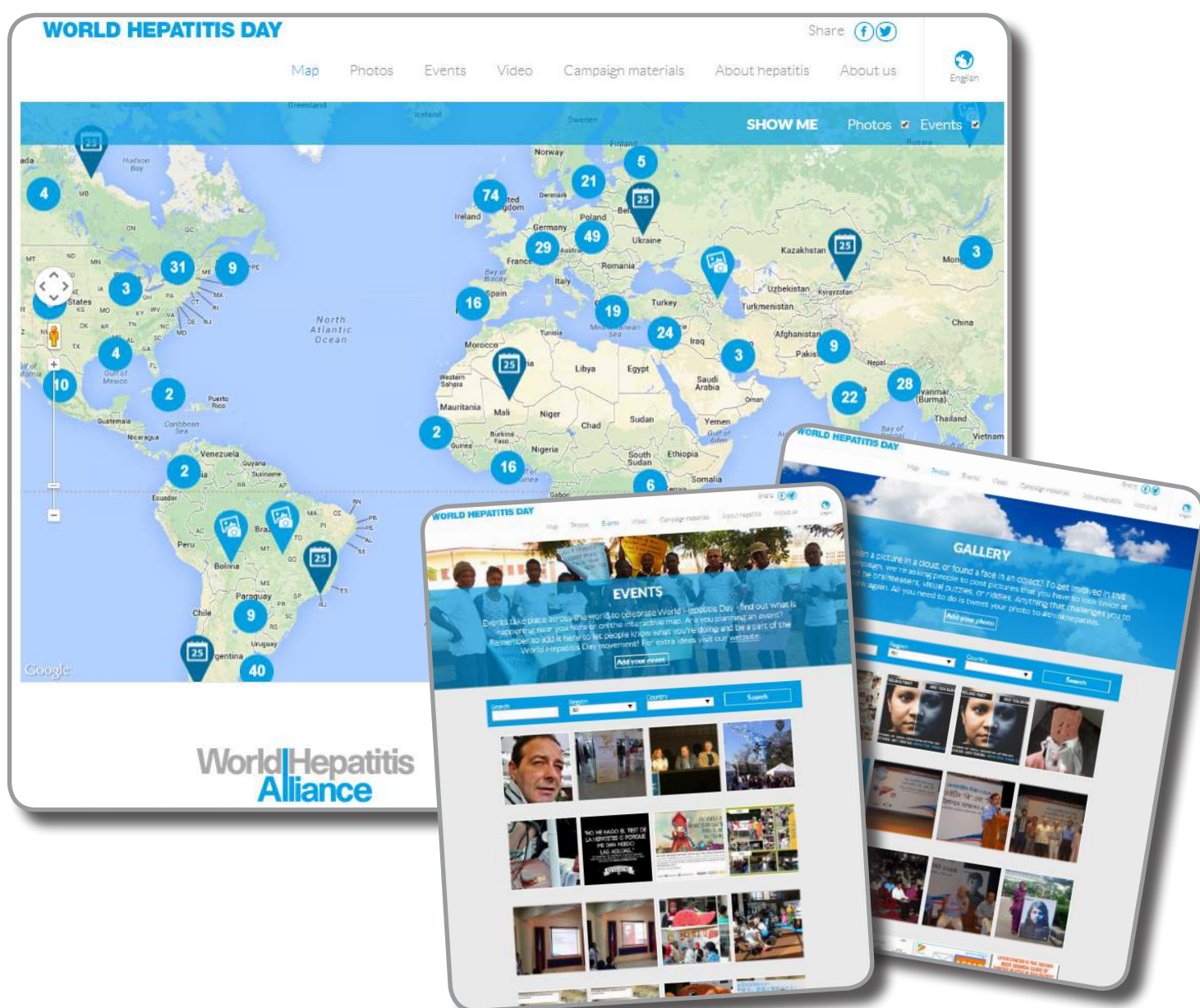
# Website and Events

The multilingual World Hepatitis Day website was a central hub for the day. Over 24,000 people visited the site between May and August 2014, with visits coming from almost every country in the world. 32.2% of visitors returned to the site, a significant rate of engagement showing how well the website was received.

Featuring information on the day, links to campaign materials and the official video, the website was a key place to find information on World Hepatitis Day. It also housed an events page, where anyone could upload information about their World Hepatitis Day activities. Not only was this a useful tool for tracking World Hepatitis Day participation across the world, each event received a great deal of publicity from the Alliance, which encouraged

people to visit the site to see what was taking place near them. 325 organisations registered an event for World Hepatitis Day via the site. Through the map, it was easy to view and search for events.

Another feature of the site was the photo wall, where people were asked to post photos that made them 'think again'. The photo tool was embraced by organisations keen to showcase their activities, and became an interesting mixture of campaign pictures from across the world. Photos could be added manually on the site, or were picked up automatically if tweeted with the campaign hashtag #thinkhepatitis. 1,009 photos were posted to the website by the global hepatitis community.





# Community Policy Report

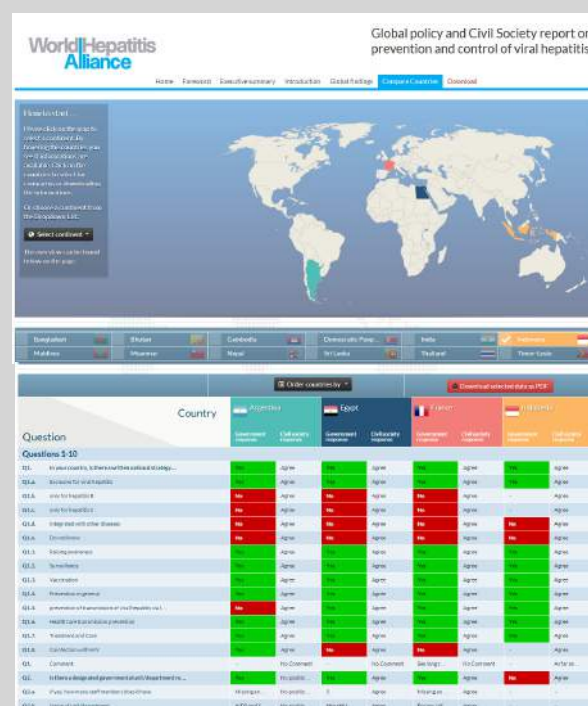
In 2013, the World Hepatitis Alliance joined WHO in asking governments to provide information about their policies and programmes to tackle viral hepatitis. 126 governments responded with details of their activities on national coordination, evidence-based policy, prevention, screening, care and treatment.

A year later, in the wake of a new viral hepatitis resolution which asks all governments to collaborate closely with civil society, the World Hepatitis Alliance ran a second survey, asking civil society organisations to respond to their governments' reports.

Launched on World Hepatitis Day, the Global Community Hepatitis Policy Report revealed an alarming lack of alignment between government and civil society on how viral hepatitis is being tackled within countries. The results showed that almost 50% of the civil society organisations reported that their governments gave inaccurate responses to over 5 of 25 2013 survey items. The highest rates of disagreement came from questions on national strategies, surveillance, and prevention, all key areas addressed in the new resolution.

The lack of collaboration between government and civil society, as revealed by this report, paints a disturbing picture for the future of challenging viral hepatitis. Whereas in the past, combined action has shown significant results, this report shows that lessons are not being learnt from these successes, and there is still a long way to go before

An interactive website allows users to find the responses from their government and their civil society representatives. Users are also able to compare government and civil society responses as well as comparing them to other countries' responses. The website can be found at <http://global-report.worldhepatitisalliance.org/>



collaboration between government and civil society is commonplace.

The report is available to download in full from <http://global-report.worldhepatitisalliance.org/> where you can also download an infographic (available in 7 languages), an executive summary booklet and your own country's responses. An interactive section allows you to compare responses.



# Global Event

A global World Hepatitis Day event was held in Scotland as part of a collaboration between the World Hepatitis Alliance, the World Health Organization, Haemophilia Scotland, Hepatitis Scotland, the Hepatitis C Trust Scotland, Waverley Care, NHS Scotland and the Scottish Government.

On the 27th and 28th July, the world's largest portable plasma screen (12m x 7m) was placed in St Enoch Square in Glasgow. The screen displayed an interactive 'tweet wall', in which each brick carried a word representing a negative aspect of viral hepatitis experienced by people living with the disease, such as 'Depressed', 'Sick' or 'Refused'. Members of the public could then text in or tweet to #thinkhepatitis to change a negative brick into a positive one. Positive words included 'Empowered', 'Understanding' or 'Acceptance'. Their message would also appear on the giant tweet wall.

During the event, representatives from the World Health Organization held a global Twitter chat, inviting members of the online community to tweet questions using the campaign hashtag #thinkhepatitis, which significantly increased traffic to our tweet wall. Waverley Care provided free testing to members of the public, and Hepatitis Scotland's iconic Big Red C was placed in the middle of the square in front of the wall.

MSPs Hanzala Malik, Rhoda Grant, Bob Dorris, Senior Medical Officer at NHS Scotland Nicola Steedman and the leader of the Scottish Green Party Patrick Harvie all made an appearance at the event to push the big red button. The tweet wall also showed messages from UK Prime Minister David Cameron, Leader of the Scottish Conservatives Ruth Davidson, Leader of the Scottish Liberal Democrats Willie Rennie, Leader of the Scottish Labour Party Johann Lamont and First Minister of Scotland Alex Salmond.

The event gained widespread media coverage in the Evening Times, the Scottish Sun, the Express and on the website Patient Talk.

**4,412** tweets to #thinkhepatitis or #worldhepatitisday during the event

**31** texts to the tweet wall



In order to make the event global, the tweet wall was also streamed on the World Hepatitis Day website, so anyone around the world could send in their message to transform a negative brick.

When all the bricks had changed, passers-by were invited to push a big red button to break down the wall, revealing World Hepatitis Day messages and the official video.

# INTERNATIONAL

## International mentions and publications for World Hepatitis Day

### Organisations

Yury Fedotov, Executive Director at UNODC (United Nations Office on Drugs & Crime) issued a statement on World Hepatitis Day highlighting the need for more promotion of safe injecting practices and to eliminate stigma and discrimination.

UN News Centre published an article on hepatitis.

UN Regional Information Centre for Western Europe (UNRIC) published an article on their website highlighting the 'Think Again' theme and including a video entitled "6 things to know about hepatitis" .

UNICEF published web articles on the UNICEF Innovation website under conferences and events, directing people to the World Health Organization website to find out more about the day.

UNITAID announced funding to fight against hepatitis, and made a statement entitled 'World Hepatitis Day: Why UNITAID is investing in Hepatitis C'.

European Centre for Disease Control (ECDC) posted an article on their website to announce and launch new hepatitis B & C surveillance data for Europe.

Asia Pacific Association for the Study of the Liver (APASL) promoted World Hepatitis Day on their website and requested all members to get involved in organising events and activities.

United European Gastroenterology (UEG) issued a press release calling for greater awareness of the symptoms of hepatitis C.

Thomson Reuters prepared a report and infographic on the hepatitis drug market in recognition of World Hepatitis Day. The data and commentary highlights the drug classes used against hepatitis C virus (HCV), the state of HCV drug development, and the



industry players boasting new drugs

## Blogs and Journals

Life Sciences Connect  
 Pharmaceutical Online  
 The Public Library of Science  
 The Disease Daily  
 Open Access in the Developing World  
 Society for General Microbiology  
 Relief Web  
 Patient Talk  
 Elsevier  
 Public Health Institutes of the World  
 Sahara Reporters  
 Hep Blogs: Lucina Porter  
 Research Partnership  
 Global Roundtable Issues  
 Medical Daily  
 Respiratory Decade  
 Female First  
 Down to Earth  
 Afrique Jet

## Pharma

Roche published an infographic on their website “The ABCs of viral hepatitis”. They also supported various organisations in holding events worldwide.

European Medicines Agency (EMA) published an article on their website.

International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) published an article on their website.

Biomerieux Diagnostics published an article on their website.

Janssen published an article on their website.

Sidra Medical & Research Centre published an article on their website.

CN Bio Innovations marked the day by signing a research agreement with Imperial College London.

Western Pacific Pharmaceutical Forum published an article on their website.

Abbott published an article on their website.

## WHO Regional Director's Message on World Hepatitis Day

Today 28 July, people all over the world are observing World Hepatitis Day under the theme “Hepatitis; Think again”. The day provides a special opportunity for all of us to focus attention on this disease which is a major public health threat in the world, including the African Region.

Viral hepatitis, caused by infection with hepatitis viruses A, B, C, D and E, is a serious yet under-recognized global public health problem affecting more than two billion people worldwide and causing about 1.4 million deaths every year. The African Region has a high number of cases of hepatitis A and E with outbreaks of hepatitis E recently reported in several countries. It is estimated that 18 million people in the African Region are chronically infected with hepatitis C. These infections lead to chronic disease which can cause severe complications such as cancer of the liver. Regrettably most people with chronic viral hepatitis are not aware of their infection and therefore do not receive appropriate treatment.

Viral hepatitis can be prevented through various ways. These include ensuring safe blood transfusion; adopting safe injection practices; strengthening infection control practices in all health facilities; increasing access to safe drinking water and food; improving personal hygiene; and ensuring proper disposal of sanitary waste within communities. It is gratifying to note that a safe and effective vaccine is widely available for prevention of hepatitis B infection. The vaccine has been introduced into routine childhood vaccination schedules in 46 countries in the African Region and 72% of children have already received the three doses as recommended. However, more needs to be done to reach the 90% target that has been set.

Although many new and effective means of treatment that can significantly delay the advancement of liver disease, prevent deaths and reduce the onset of liver cancer are available for people living with hepatitis B and C virus infections,

these are expensive and not accessible to most people in the African Region. As we commemorate World Hepatitis Day, I urge all partners to work jointly with governments of countries of the Region to negotiate with pharmaceutical companies and facilitate equitable access to effective, affordable and safe medicine for treatment of hepatitis B and C.

Tackling the scourge of viral hepatitis effectively will require significant human and financial resources. I therefore call upon countries in the Region to develop strategies to scale up access to counseling, testing and treatment for hepatitis B and C especially in poor and at-risk communities, in line with WHO guidelines. Training of primary health care workers in the diagnosis, management and treatment of patients with chronic hepatitis B and C will contribute immensely towards tackling these diseases.

As we commemorate World Hepatitis Day today, I urge all countries to raise public awareness about the disease especially among people at high risk.

Let us all “think again” about hepatitis and strengthen our efforts to address this silent global public health threat.

I thank you for your attention.

Dr Luís Gomes Sambo

World Health Organization Regional Director for Africa

## Countries in Africa that observed World Hepatitis Day

Algeria  
Angola  
Benin  
Botswana  
Burkina Faso  
Burundi  
Cameroon  
Chad  
Congo  
Côte d’Ivoire  
Democratic Republic of Congo  
Ethiopia  
Gabon  
Gambia  
Ghana  
Kenya  
Lesotho  
Madagascar  
Malawi  
Mali  
Mauritania  
Mauritius  
Namibia  
Nigeria  
Rwanda  
Senegal  
Seychelles  
Sierra Leone  
South Africa  
Swaziland  
Togo  
Uganda  
Zimbabwe

# Algeria



SOS Hépatites Algérie organised a press conference to raise awareness for World Hepatitis Day.

The Corps Medical Algeria acknowledged the day on their Facebook page

El Hourria newspaper also covered the day.



World Hepatitis Day highlighted on Corps Medical Algérie Facebook page

# Angola



Agência Angola Press - ANGOP (Angola Press Agency) ran the AFP newswire coverage of the WHO Geneva press conference on their website. The story was picked up by Journal de Angola, Angola's only daily newspaper.



Press coverage in Angola

# Benin



Press conference organised by the Initiative Panafricaine de Lutte contre les Hépatites (IPLH)

Professor Nicolas Kodjoh, member of the Initiative Panafricaine de Lutte contre les Hépatites (IPLH) organised events for World Hepatitis Day, including a seminar and a press conference. The Minister of Health and the Environment Minister praised IPLH's efforts.

SOS Civisme Bénin posted about World Hepatitis Day on their Facebook page.

The day received coverage from a number of media outlets in the country including newspapers La Presse du Jour and La Nation as well as TV and radio channels.



# Botswana

The Ministry of Health featured information about World Hepatitis Day on their website.



World Hepatitis Day on the Ministry of Health website



# Burkina Faso

SOS Hépatites Burkina organised activities in collaboration with the Ministry of Health and WHO Burkina country office. In the run up to World Hepatitis Day, SOS Hépatites Burkina ran an awareness campaign. Through posters and appearances



on television and radio programmes, they raised awareness about hepatitis and promoted their World Hepatitis Day activities.

From 21st - 29th July, testing and hepatitis B vaccination was available at three locations in Ouagadougou.

To celebrate the day itself, an event was held at Azalai Hotel where a conference was conducted by Dr Roger Sombie and SOS Hépatites Burkina also organised a visit to Hospital Yalgado Ouédraogo to visit patients.

The events were covered by Faso Presse, a leading national newspaper.



Event organised by SOS Hépatites Burkina

# Burundi

For World Hepatitis Day, Association pour la Lutte contre les Hépatites Virales (Association for the Fight against Viral Hepatitis - ALHV) organised an awareness campaign among local communities in Bujumbura and informed the public about transmission and prevention routes.



ALHV organised activities in Bujumbura

# Cameroon



Positive Generation worked with patient associations to carry out a mass awareness campaign.

Volunteers conducted a survey to find out the level of hepatitis awareness in Ngoumou. Positive Generation approached members of the public throughout the community to raise awareness, speaking to over 3400 people in churches, mosques, markets and sports venues.

Seminars were also organised and aimed to target cultural organisations, associations of people living with HIV/AIDS, youths and health professionals.

Positive Generation urged the government to make hepatitis a priority for 2015.

Green Cameroon posted an awareness article on their website stressing their commitment to preventing and control viral hepatitis.

Radio Health International and Cheick Anta Diop helped to organise a media campaign with TV channels VoX Africa, Canal Haoussa, and Canal Afrique.



Positive Generation raising awareness amongst the general public

# Chad



On World Hepatitis Day, the Secretary of Public Health, Assane Nguéadoum, announced it will expand its national strategy to tackle viral hepatitis. Nguéadoum urged people to get tested and called on religious communities and women's health organisations to raise awareness and encourage vaccination in all newborns against hepatitis B.



Secretary of Public Health, Assane Nguéadoum

# Congo



Doctors organised a seminar and called on the elaboration of a national strategy against hepatitis. Local organisations also raised awareness.

Doctors created the network 'Réseau hépatite virale B et C de Pointe-Noire' to highlight the lack of a national strategy against hepatitis. They collaborated with the association Solhev (Solidarite hepatites virales) to push for more detection and cheaper treatment.

Dr. Firmin Bossali, a gastroenterologist at the General Hospital Loandjili said it is necessary to "mobilise resources to organize vaccination campaigns in all services."

He urged all Congolese people to get involved in the fight against viral hepatitis. This was echoed by Sidonie Kinzonzi, executive director of the Adolphe Sice General Hospital, in her closing speech for the morning seminar. She also called on carers "to focus on awareness, prevention and detection of hepatitis in order to limit the risk of spread."

The News Agency of Central Africa covered the event.



Director General of Adolphe Sice General Hospital greeting participants at an event for World Hepatitis Day



# Côte d'Ivoire



Popular news program RTI1 featured World Hepatitis Day 2014 as headline news in their main news bulletin.

In a press release, the Minister of Health Raymonde Goudou Coffie renewed her commitment to fighting hepatitis.

The Institut National de Santé Publique (INSP) conducted free testing and vaccinations sessions.

Dr Emile Allah-Kouadio, director of the National Programme Against Hepatitis, issued a statement highlighting the prevalence of hepatitis in Côte d'Ivoire. He also encouraged medical students, healthcare professionals, hairdressers, and firefighters to get vaccinated. Dr Allah-Kouadio was praised by the Ministry of Health for his efforts and Pr Boa Yapo, Ministry representative, urged people to get tested.

Celebrations were held in the Centre hospitalier universitaire de Cocody. Pr. Koffi Justin and the Secretary to the Ministry of Health attended the celebrations.



RTI1 coverage of World Hepatitis Day

# Democratic Republic of Congo

SOS Hépatites RDC conducted a mass awareness campaign in collaboration with local health organisations and communities in Goma and North Kivu. Signs and posters on hepatitis prevention were hung in markets, hospitals, and schools in the capital of North Kivu province.

TV and radio stations broadcasted messages in Goma. 3800 leaflets were distributed, and 280 meetings between the public, health professionals and volunteers took place. The association received over 330 phone calls.

World Hepatitis Day 2014 was also covered by Radio Okapi, BRT Africa, Le Phare, Le Potentiel Online, and Le Congolais.



SOS Hépatites RDC raising awareness with banners and events around Goma and North Kivu

# Ethiopia

The International Clinical Laboratories and the Ethiopian Gastroenterology Organisation organised seminars at hospitals in Addis Ababa where Dr. Laurence Phillips from Abbott presented the latest updates on the epidemiology and molecular detection of hepatitis viruses. Attendees were then invited to participate in discussions. Free screening also took place at the hospitals. The seminars were covered by the Parasitologist website.



Seminars in hospitals in Ethiopia with presentations, discussions and screening

# Gabon

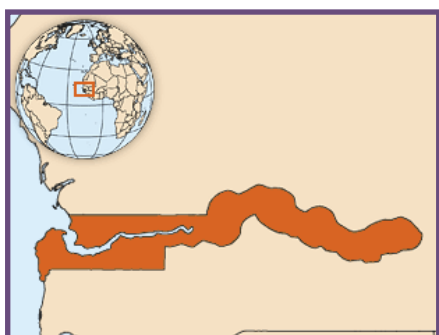


The Lions Club organised an awareness campaign in Libreville with a conference to inform the population about detection and treatment of hepatitis B and C. Community leaders attended the event.



Dr Itoudi Bignoumba speaking to TV channel Gabon Television for World Hepatitis Day

Dr. Itoudi Bignoumba, gastro-enterologist, was interviewed by TV channel Gabon Television, and spoke about the need for a better strategy in Gabon to combat the disease.



# Gambia

Hope Life International (HLI) organised an awareness campaign which was supported by the Ministry of Health and Social Welfare and received engagement from a wide range of people, including politicians, musicians, actors, community leaders, medical specialists and patients.

They conducted a workshop aiming to raise awareness among healthcare professionals.

Hope Life International also coordinated a project with three mobile phone companies who sent out text messages on viral hepatitis to their customers to raise awareness.

A TV panel show was organised to discuss awareness and prevention of viral hepatitis in the Gambia.

Dr Azadeh, Senior Lecturer University of the Gambia and Consultant in Obstetrics & Gynaecology published information on hepatitis in The Point.



Popular news outlet The Point highlights World Hepatitis Day

# Ghana



The government released a statement that was published by the Ghana News Agency, in which Rebecca Ackwonu, Public Affairs Officer, at the Ghana Health Service, commented on the serious situation where many with chronic viral hepatitis in the country are unaware of their infections.

On the 20th July, celebrities in Ghana united for a Celebrity Car Wash to raise funds for hepatitis B screening and vaccination. Numerous celebrities including, famous rapper, Okyeame Kwame, former midfielder for the national football team, Stephen Appiah, and actor Van Vicker washed cars to raise money. Organisations including Theobald Hepatitis B Foundation and Okyeame Kwame Foundation as well as healthcare professionals joined the event. A number of celebrities also expressed their interest in becoming hepatitis ambassadors in Ghana.

Hepatitis Coalition of Ghana and Okyeame Kwame Foundation organised free hepatitis B screening and vaccination in Accra.

Theobald Owusu Ansah, President of Theobald Hepatitis B Foundation, gave a speech entitled 'Hepatitis: Think Again', in which he called on the government to develop and implement a coordinated national action plan to fight viral hepatitis.

Other activities in Accra included music and dance throughout the principal streets of the city, along with members of these organisations distributing educational materials to the public.

Comfort Foundation organised celebrations in Tamale under the theme 'Prevention of Mother-to-Child Transmission of Hepatitis B'. In collaboration with the Presbyterian Church, they also conducted free testing and vaccination, including a Hepatitis B Education, Screening & Vaccination Program among the communities of Sakpalua, Kpenchila and Kanjeyili in the East Gonja District.

Comfort Foundation were also interviewed by Filla FM 89.3.

Long Life Africa organised an awareness, screening, and vaccination campaign in the Volta region.

In Kumasi, Save Your Liver Foundation partnered with radio station, Nyhira FM, to host a special programme for the day. The programme aimed to educate the public about hepatitis B by encouraging people to call and ask questions about the disease. The programme also provided the opportunity to promote the free hepatitis B screening centres in Accra and Kumasi.

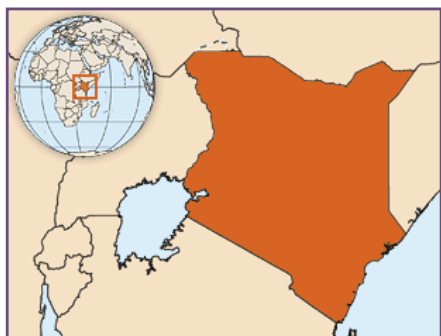
Events in Ghana received widespread media coverage and was featured in outlets including the Ghana News Agency, the Ghana Broadcasting Corporation, the Daily Guide, and ghheadlines.com.



Celebrity car wash proved very popular, drawing big crowds and media coverage



# Kenya



The Kenya Medical Research Institute (KEMRI) and the Infectious and Parasitic Disease Research Program (IPDRP) organised a week-long testing and vaccination campaign in three locations in Nairobi and Uasin Gishu Counties. In collaboration with the County Governments of Nairobi and Uasin Gishu, the IPDRP kicked off the campaign at Riruta Health Centre.

MP Hon. Ogutu for Embakasi East got tested and encouraged people to do the same.

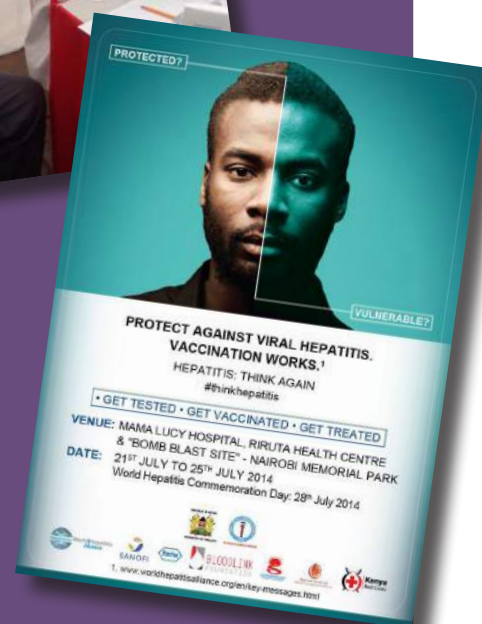
Other partners involved were the Ministry of Health, who are providing free Hepatitis vaccines; Gastroenterological Society of Kenya, Roche Pharmaceuticals, Sanofi Pasteur, Bloodlink Foundation, World Hepatitis Alliance, Regional Society for Blood Transfusion Kenya and the Kenya Red Cross.

There was also a commemoration workshop at the Sarova Pan-Afric Hotel, with the official launch of the National Strategic Plan for IPC in Healthcare Settings 2014, with the Director of Medical Services Dr. Nicholas Muraguri.

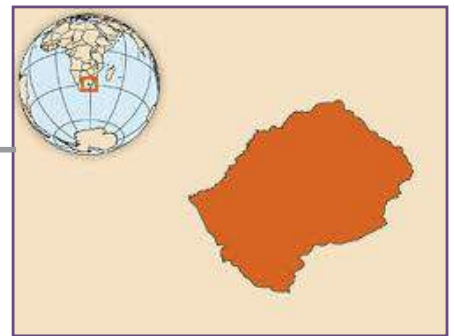
Ghettoradio.co.ke, standardmedia.co.ke, reliefweb.int, citizennews.co.ke covered the events.



Testing and seminars at hospitals in Kenya and the official poster used to promote events



# Lesotho

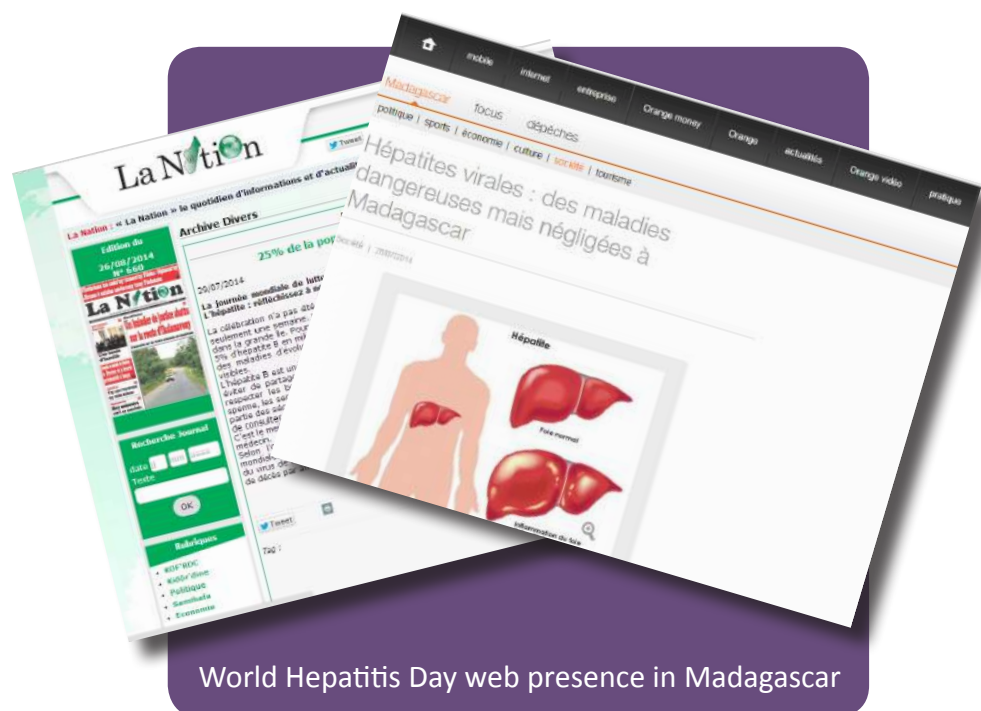


The WHO Country Office posted about World Hepatitis Day on their Twitter and Facebook pages.

# Madagascar

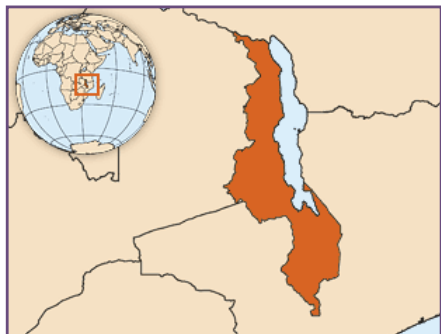


World Hepatitis Day was featured on online news website La Nation and the Madagascan division of telecommunications giant, Orange, posted about hepatitis on their website to commemorate the day.



World Hepatitis Day web presence in Madagascar

# Malawi



Maravi Express and Citizen News Service ran stories about the government failing to commemorate World Hepatitis Day and quoted hepatitis patient Sylvester Sandifolo. Spokesperson for the Ministry of Health, Henry Chimballi, was asked to comment on the situation but refused.



Press coverage in Malawi



# Mali



Ousmane Koné, Minister of Health

A meeting was held at La Maison des Aînés in Bamako to commemorate World Hepatitis Day and was attended by Minister of Health Ousmane Koné, WHO representative Ibrahima Socé Fall and president of the Association SOS Hépatites Mali Touré Djénéba Samaké.

Koné discussed the government's efforts to tackle the disease, highlighting the birth dose vaccination policy introduced in 2005 while Djénéba Samaké stressed that treatment is not currently available in Mali in the same way it is in other countries in the region.

# Mauritania

Minister of Health, SEM Ahmedou Ould Hademine Ould Jelvoune, held a conference at Hotel Monotel in Nouakchott. Attendees included the WHO representative, Dr Zombré Daogo Sosthène, the president of the Association Mauritanienne de Sante Publique, the general director of the Institut d'hepato-virologie, Professor Kane Boubacar, the Executive Secretary of the Comité National de Lutte contre le SIDA, and high officials of the Ministry of Health. At the conference, Dr Zombré Daogo Sosthenes commended the government's efforts in the fight against hepatitis. Free testing sessions were also organised.

Agence Mauritanienne d'Information and Alakhbar.info covered the events.



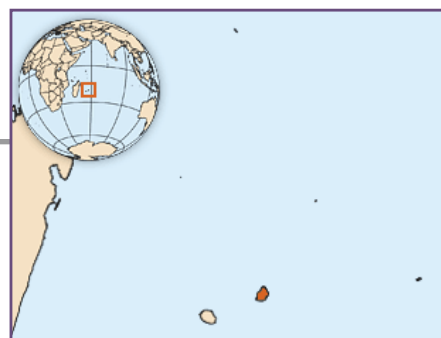
Conference organised by the Ministry of Health

# Mauritius

The organisation Hep Support conducted a free hepatitis C testing day at the Apollo Bramwell Clinic in Moka.

Dr Prithiviputh Rittoo, co-founder of Hep Support, criticised the lack of effort from the Ministry of Health, and called for the creation of a specialised hepatitis unit.

The event was picked up in the newspaper L'Express.



HepSupport pose for a photo during their awareness event at Apollo Bramwell Clinic



# Namibia



The Ministry of Health, WHO country office and health partners in Namibia celebrated World Hepatitis Day 2014.

Monir Islam, the WHO Representative in Namibia, encouraged people to get informed about the disease: “Immediate action is needed. This figure is comparable to the number of people that die each year from HIV/AIDS. WHO is concerned that still today, viral hepatitis remains largely ignored or unknown”.

World Hepatitis Day was covered in The Villager newspaper.



The Ministry of Health of Namibia featuring World Hepatitis Day on their website

# Nigeria

Dr Ayibatonye Owei delivered Gov. Dickson's address on World Hepatitis Day in Bayelsa Nigeria.

Dr. Philip Ugbodaga, medical doctor and former Chairman of the Nigerian Medical Association, made a statement in which he revealed approximately 20 million Nigerians are currently battling hepatitis B and C.

Chagro Care Trust in partnership with the T Y Danjuma Foundation provided free hepatitis B & C tests to over 1000 people in two rural communities in Taraba state.

The Gammun organisation held a workshop and testing sessions at a secondary school.

Hajo Non-Communicable Diseases Prevention Initiative organised a screening campaign in Abuja.

The Elohim Foundation conducted a mass campaign against hepatitis. They organised two rallies with volunteers, members of the National Youth Service Corps (NYSC), the Federal Capital Territory Administration (FCT), the Public Health Department, and the general public. They also conducted the first FCT survey in Bwari Area Council. A joint press



Beacon Youth Movement drew large crowds with awareness activities in Lafia Town

conference with the Public Health Department was held at the Radio House Press Center. Additionally, lectures and seminars were organised to inform people about hepatitis.

Free HBV and HCV screening and vaccination sessions were conducted in secondary schools and among NYSC members. The foundation collaborated with media outlets to gain extensive coverage of the events.

The Beacon Youth Movement organised awareness events with screening and vaccinations sessions in Lafia Town with both the Muslim and Christian communities. Over 250 people from each community were tested. On 28th July over 400 people were tested for hepatitis in Lafia town centre.

World Hepatitis Day was covered on [punchng.com](http://punchng.com), [nigeriaintel.com](http://nigeriaintel.com) and the [nigerianvoice.com](http://nigerianvoice.com).



Chagro Care Trust organised free testing

# Rwanda



Times and repeated on the All Africa: Rwanda news website.

Dr Kamoga (SAS clinic) gave an interview in the Independent informing people on transmission risks of hepatitis.

World Hepatitis Day was covered in The New Times, the Independent and The Rwanda Focus.

New organisation Rwanda Organisation for Fighting Against Hepatitis (ROFAH) launched on World Hepatitis Day with the local theme as 'Let's protect ourselves, let's fight together the hepatitis in Rwanda'. They organised a march from Kimihurura to Remera to raise awareness about the disease. The march was attended by Dr Aimable Mbituyumuremyi, Ministry of Health representative and the Division Director of the Other Blood Born Infections Unit at Rwanda Biomedical Centre. The story received coverage from the New Times and The Rwanda Focus, which was repeated on the All Africa: Rwanda news website.

The Ministry of Health made a statement through Dr Mbituyumuremyi, saying "In partnership with other sector players, in July this year, we put in place guidelines for medics as far as the handling of Hepatitis B and C is concerned," adding that they are trying to negotiate with drug manufacturers on the cost of drugs. The story was covered in the New



Advocates march from Kimihurura to Remera to raise awareness about hepatitis



# Senegal

On 27th July Minister of Health Awa Marie Coll Seck led a press conference at the Radisson Hotel. Later Aminata Sall Diallo, coordinator of the Programme National de Lutte contre les Hepatites au Senegal (National Programme Against Viral Hepatitis in Senegal) gave a lecture. This was followed by a speech from WHO representative in Senegal Dr Alimata Jeanne Diarra-Nama on the WHO strategy to fight hepatitis.

On 28th July the association SAFAARA Hepatites conducted activities to engage communities.

University Cheikh Anta Diop gave a public conference under the theme: Hepatitis, we are all concerned. A film screening, a conference, a discussion, and a quiz with prizes were also organised.

World Hepatitis Day was covered in Le Quotidien and on Dakar.com.



Aminata Sall Diallo, coordinator of the National Programme Against Viral Hepatitis in Senegal, giving a lecture for World Hepatitis Day

# Seychelles

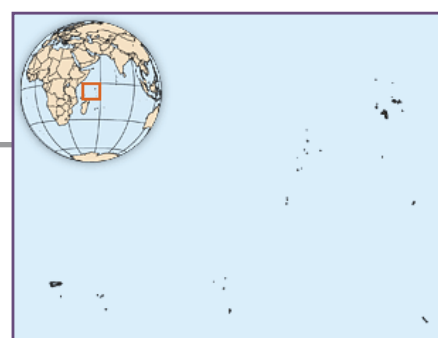
The Ministry of Health and the AIDS Prevention and Control Programme published information on hepatitis on their website to acknowledge the day.

The Ministry of Health conducted hepatitis C screening at the Communicable Diseases and Control Unit, La Digue. They also organised a presentation on hepatitis C and discussed the need for a needle exchange programme with the Seychelles National Youth Council at the Wellness Centre. They further collaborated with the Partnership Drugs and Alcohol Council (DAC) to raise awareness with the pupils of the Praslin Secondary School.

The HIV AIDS Support Organisation (HASO) held an awareness event at the Anse Royal Anglican Church towards the Church Congregation.

The AIDS Prevention and Control program also conducted an awareness and screening event for HIV and Hepatitis C with the North Island staff.

World Hepatitis Day was covered on news websites including Today in Seychelles and Nation.



The Ministry of Health highlight World Hepatitis Day on their website as well as conducting a number of activities across the country



# Sierra Leone



The Deputy Director for The National Alliance for Hepatitis Sierra Leone (NAH-SL), Pharm Laud Kwaku Mensah made a statement highlighting the 'Think Again' theme. NAH-SL outlined a number of activities organised to commemorate the day, including a press conference and printing posters, flyers, brochures and banners as part of their strategies to raise awareness and inform the public about the day.

NAH-SL partners included: Ministry of Health and Sanitation, College of Medicine and Allied Health Sciences (COMAHS-USL), Pharmaceutical Society of Sierra Leone (PSSL), Sierra Leone Medical and Dental Association (SLMDA), Sierra Leone Pharmaceutical Business Association Limited, NestPharma Limited, Mysierraleoneonline.com, College of Medical Muslim Ja"maat (COMMJ), Sierra Leone Medical Students Association (SLMSA), National Association of Pharmaceutical Students Sierra Leone (NAPS-SL).

John Smith, Administrative Manager of the National Alliance for Hepatitis and 4th year student of College of Medical and Allied Health Sciences (COMAHS), and Sallieu Kamara, Medical Laboratory Officer at Connaught Government Hospital, both gave information about transmission.

World Hepatitis Day was covered in Awareness Times Newspaper in Freetown, Sierra Express Media, myserraleoneonline.com, Politico, news.sl and newctzen.com



National online media captures World Hepatitis Day

# South Africa



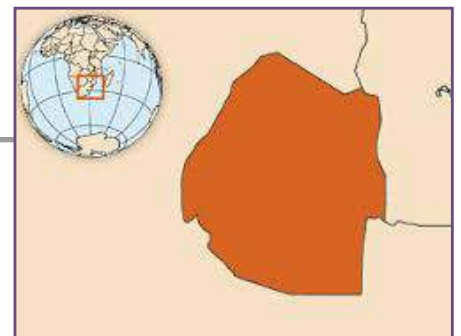
The South African government acknowledged World Hepatitis Day on their website and provided information about hepatitis. The UN Office in South Africa also mentioned World Hepatitis Day on their website.

On World Hepatitis Day, 22 organisation and individuals from around the world, including Médecins Sans Frontières and Access Campaign Treatment Action Group, called on the South African Department of Health and Department of Trade to address the public health threat of hepatitis and urged the government to implement hepatitis B immunisation at birth and reform national patent laws to promote access to treatment.



World Hepatitis Day 2014 on the South African government website

# Swaziland



The Health Watch Desk of the newspaper 'The Times' featured an interview with Dr Kevin Makadzange, a Health Promotion Officer at the World Health Organisation. Dr Makadzange highlighted that hepatitis is the world's eighth biggest killer and yet does not have the level of awareness or the political momentum seen with other infectious diseases such as HIV/AIDS, tuberculosis and malaria.

Times of Swaziland mentioned World Hepatitis Day in an article.



World Hepatitis Day in national online media

# Togo



The NGO Association Sauvons l'Afrique Des Hépatites (ASADH) organised four 2-weeks vaccination sessions in Adidogomé, Lomé Tokoin, Hédzranawoé, and Agoè.

They held a press conference at the Country Office of the WHO to inform people on issues surrounding viral hepatitis B and C in Togo. Additionally, they gave an honorary diploma to anybody ready to contribute physically, materially, and financially towards the association, especially organisations, doctors, and journalists.

World Hepatitis Day was covered on local radio.



Association Sauvons l'Afrique Des Hépatites carried out awareness activities across

# Uganda



Uganda commemorated World Hepatitis Day with week of activities under the theme “Hepatitis; Think again”. A national commemoration was held at the Mayors Garden in Adjumani district presided over by the Minister of State of Health (Primary Health Care) Hon Sarah Opendi Ocieng. Hon Opendi reiterated the government’s commitment to ensure that test kits for testing hepatitis are readily available at all health facilities and that vaccines would reach adult populations.

The event was in partnership with the National Organisation for People Living with Hepatitis B (NOPLHB) who also set up hepatitis B screening events around the country.

WHO published a report on WHD activities in Uganda on the AFRO regional website.

The Minister of Health also issued a statement in support of WHD and calling on all Ugandans to act to prevent viral hepatitis.

The New Vision daily newspaper published a case study and informative article highlighting the types of hepatitis and management & prevention.

The Monitor organised a series of awareness, screening and vaccination events at their office in Kampala. They ran an accompanying article in the paper and on their website.



A National commemoration takes place at the Mayor’s Garden



# Zimbabwe



The Zimbabwe Mail published an article online on World Hepatitis Day.

**The Zimbabwe Mail**  
Fair. Factual. Credible.

**Buddie CIRCLE**

HOME News Business Life & Style Sport Opinion & Analysis Cartoons Multimedia

**HEADLINES > TROUBLED LIBYA FACES DUELLING GOVERNMENTS**

**World records progress on fighting viral hepatitis**  
July 28th, 2014

**STAFF REPORTER -**  
World Health Organisation has hailed new progress in tackling hepatitis, which is one of the world's most serious infectious diseases, particularly in Zimbabwe.

Viral hepatitis is a group of infectious diseases which affect millions of people worldwide, causing acute and chronic liver disease and killing close to 1.4 million people every year.

WHO director general, Margaret Chan, said public awareness worldwide was worth emulating as the knowledge would transform to save lives.

She was speaking at world Hepatitis Day which coincided with the 2014 AIDS conference season.

"For years, viral hepatitis has been largely neglected, but now we are beginning to see greater awareness and global momentum building to tackle it," she said.

One of the most significant public health developments over the past year has been the huge advances in the treatment of chronic hepatitis C. New drugs, with others in the pipeline, have the potential to transform hepatitis C treatment, with safe and simple treatments resulting in cure rates of over 90% worldwide.

But major challenges remain to make such treatment affordable and accessible to those populations in greatest need, especially in Africa.

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World Hepatitis Day in popular news outlet Zimbabwe Mail

# AMERICAS

## Pan American Health Organization message on World Hepatitis Day

On World Hepatitis Day, July 28, the Pan American Health Organization/World Health Organization (PAHO/WHO) acknowledges stepped-up global and regional action to prevent and control viral hepatitis in recent years and the potential for new drugs to cure the disease. But the Organization also highlights the need to make the benefits of this progress more accessible for those who need them most.

WHO recognized viral hepatitis as a global public health problem and established World Hepatitis Day in 2010 to raise awareness of this group of infections that cause acute and chronic liver disease and claim some 1.4 million lives globally each year—nearly as many as claimed by HIV/AIDS. The slogan for the 2014 World Hepatitis Day campaign is “Hepatitis: Think Again.”

The development of new drugs that allow for short, safe and effective treatment of chronic hepatitis C was one of the most important advances in this area over the past year, especially given the absence of a vaccine for hepatitis C. The drugs have shown cure rates of more than 90%, revolutionizing treatment for this disease. However, major problems need to be overcome, including the high numbers of people with hepatitis C who go undiagnosed and the high costs of these drugs.

In the Americas, some 13 million people are affected by hepatitis C. “This situation is worrying given the high risk of developing chronic infections and complications like cirrhosis and liver cancer,” said Massimo Ghidinelli, head of PAHO/WHO’s HIV, Hepatitis, Tuberculosis and Sexually Transmitted Infections unit. “Early detection and access to quality treatment at affordable cost could prevent many people from developing those complications.”

Last May, representatives of 194 countries passed a resolution at the World Health Assembly calling for

improving prevention, diagnosis, and treatment of viral hepatitis. PAHO/WHO is working to strengthen the public health response in the Americas and is adapting WHO's new guidelines on detection, treatment and care for people with hepatitis C. WHO is currently developing new guidelines for prevention and treatment of hepatitis B.

Some countries in the Americas have started new efforts to expand diagnosis and treatment of viral hepatitis. Brazil, for example, is incorporating the use of rapid diagnostic tests to expand access to treatment, and the United States has begun expanding testing for hepatitis C among people born between 1945 and 1965 and among high-risk groups.

Most people who have hepatitis are unaware of it.

"Viral hepatitis continues to be a silent epidemic," said Rafael Mazin, PAHO/WHO senior advisor on HIV, sexually transmitted Infections and hepatitis. "Most people who have hepatitis B or C do not know they have the infection, because the symptoms tend to take a number of years to appear."

Hepatitis B is transmitted through contact with the blood or bodily fluids of infected persons. A vaccine against hepatitis B has been available since

PAHO held a virtual session titled 'Toward a Regional Response to Viral Hepatitis in Latin America and the Caribbean: Challenges, Progress and Perspectives' on the 29th and 31st July.

## Countries in the Americas that observed World Hepatitis Day

Antigua and Barbuda  
Argentina  
Bahamas  
Barbados  
Bolivia  
Brazil  
Canada  
Chile  
Colombia  
Costa Rica  
Cuba  
Dominica  
Dominican Republic  
Ecuador  
El Salvador  
Grenada  
Guatemala  
Guyana  
Jamaica  
Mexico  
Nicaragua  
Panama  
Paraguay  
Peru  
Saint Kitts and Nevis  
Saint Lucia  
Saint Vincent and the Grenadines  
Suriname  
Trinidad and Tobago  
United States of America  
Uruguay  
Venezuela

# Argentina



## Buenos Aires

The Ministry of Health organised a series of activities to provide information about hepatitis and administer vaccinations. On 28th and 29th July the Ministry had a stand at Once train station, one of the largest stations in Buenos Aires where more than 5000 people pass through every day, where they distributed information and provided vaccinations against hepatitis B. This activity was co-ordinated by the Programa Nacional de Control de las Hepatitis Virales (PNHV) of the Ministry who were joined by the Sociedad Operadora Ferroviaria Sociedad del Estado (SOFSE), Fundación HCV Sin Fronteras, Red Argentina de Mujeres Viviendo con VIH-SIDA and the Programa Nacional de Control de Enfermedades Inmunoprevenibles (ProNaCEI).

At Tecnópolis Argentina, a science and technology exhibition at Parque del Bicentenario, the Ministry also ran information and vaccination campaign that took place from 28th July to 3rd August where they provided free vaccines against hepatitis B.

The Universidad Maimónides organised a hepatitis information day on 28th July. Dr Bernardo Frider provided an in-depth and clear presentation on hepatitis B and C. Then Rubén Cantelmi spoke about his personal experiences living with hepatitis C. To finish the day, a panel of experts including Dr Cristina Cañero Velazco (President of AAEEH), Dr González Ballerga (Hospital de Clínicas) and Eduardo Pérez Pegué, executive director of Fundación HCV Sin Fronteras answered questions posed by the audience. The event was also streamed live online.

A number of hospital in Buenos Aires organised activities for World Hepatitis Day:

- Hospital Durand offered consultations with hepatology experts and distributed leaflets.
- Hospital Italiano ran a detection campaign from 28th July to 1st August.
- Hospital Ramos Mejía offered the hepatitis B vaccine and hepatitis B and C testing from 24th to 26th July.
- From 22nd to 26th July Hospital Santojanni organised a Hepatitis Week with testing and vaccination.
- Hospital Británico held the Third Conference on Liver Health and Viral Hepatitis on 28th and 29th July.
- Hospital Posadas ran a detection campaign between 28th and 30th July with tests and consultations.
- Red Argentina de Mujeres Viviendo con VIH/Sida – RAMVIHS organised a workshop on hepatitis at Hospital Piñeiro on 18th July 2014.
- Hospital Argerich organised a hepatitis detection week where they surveyed doctors, health professionals and the general public to find out how much different groups knew about hepatitis. The hospital also carried out hepatitis B and C tests and provided patients with consultations with specialists.



Stands from the Ministry of Health and various hepatitis organisations at Once train station



# Argentina



A World Hepatitis Day event was held at Rosedal Park in the Palermo district of Buenos Aires on 26th July. Organisations including the Fundación HCV Sin Fronteras, Instituto Malbrán and the Asociación Argentina para el Estudio de las Enfermedades del Hígado (AAEEH) had stands and marquees where information was provided and vaccination and testing was carried out. A giant screen played videos about hepatitis whilst volunteers from HepaRed distributed leaflets. A number of family activities and a balloon release were also organised to commemorate the day.

TV channel TV Pública featured an interview with Dr Alejandra Villamil, hepatologist at Hospital Italiano and vice president of the Asociación de Estudios de Enfermedades del Hígado (A.A.E.E.H.), to mark World Hepatitis Day and raise awareness of the disease. Reporte al Día also reported on World Hepatitis Day with quotes from Dr Villamil.

To mark World Hepatitis Day, ICALMA, Fundación de Cuidados Integrales, launched a hepatitis C awareness campaign and Argentine singer and musician, Indio Solari, donated his face to the campaign.



Event in Rosedal Park, Buenos Aires



Poster campaign created by Consejo Publicitario Argentino to encourage people to get tested for Hepatitis C.

Consejo Publicitario Argentino launched new campaign to encourage people to get tested for Hepatitis C. The illustrations for the posters are original images created by artists including Tabaré, Costhano, Milo Lockett, Ana Dominoni, Hugo Horita, Gonzalo Fernández and Hermes Mazali.

Dr Adriana Millares was interviewed on La Tecno FM for World Hepatitis Day and explained hepatitis risks and prevention methods.

# Argentina



## Argentine Northwest

The Ministry of Health in Salta organised a week-long series of events with free screening and vaccination throughout the week as well as lectures taking place between 28th and 30th July and a workshop on diagnosis and treatment updates campaign was organised by doctors at the Hospital de Endocrinología y Metabolismo Dr. Arturo Oñativia on 29th and 30th July.

## Gran Chaco

Formosa Ministry of Human Development and the Hospital de Alta Complejidad (HAC) organised a series of talks in the conference room of HAC on 31st July with talks from Dr Sebastian Paredes, head of the Department of Gastroenterology at HAC and Dr Julián Bibolini, head of Infectious Diseases at HAC.

## Mesopotamia

The Laboratory of Hospital Masvernat held a hepatitis information day at La Bianca Health Centre. Staff from the Programa de Atención Médica Integral (PAMI), Programa de Promotores de Salud and the Red Cross also joined the campaign at the Hospital Masvernat, where they distributed leaflets and condoms.

Dr Cesar Muro spoke to Canal 6 Entre Ríos TV for World Hepatitis Day about the risks and symptoms of hepatitis.

## Cuyo

Dr Luis Narvaez provided advice on hepatitis prevention methods in the Canal 13 San Juan news bulletin.

Patient group PRHEVI and the Mendoza Immunization Program organised a week of events in the departments of Mendoza where vaccinations, testing and information was provided.



Local television stations covered the day and interviewed leading specialists in the field

# Argentina



## Pampas

In Pinamar, Fundación HCV Sin Fronteras distributed leaflets at a stand provided by the Ministry of Health along with the Dirección de Atención Primaria. They also distributed materials in a number of health centres in cities along the coast.

A vaccination campaign at Health Centre of the Universidad Nacional del Litoral in Santa Fe was organised 28th July to 1st August where they provided vaccines against hepatitis B.

The Department of Preventive Medicine of the Municipality of Córdoba organised a week of activities including testing and vaccination as well as providing advice and distributing leaflets. Activities for World Hepatitis Day such as hepatitis B and C tests and hepatitis B vaccinations took place at Hospital San Roque, Hospital Rawson and on the Buen Pastor esplanade.

Hepatitis Rosario organised an event in Plaza Montenegro, Rosario, which was attended by more than 2000 people. The organisation distributed leaflets and administered hepatitis B vaccinations and hepatitis B and C testing, with 850 hepatitis B vaccines given and 744 tests taken. The song by Gonzalo Aloras "El Fuego junto al Mar", a song about hepatitis C, was played during the event. Hepatitis Rosario also organised a class for medical students on chronic viral hepatitis by Professor Dr Hugo Enrique Tanno at Hospital Centenario on 23rd July.



Vaccination and testing in Plaza Montenegro, Rosario



Vaccination event organised by the Ministry of Municipal Health of Arroyo Seco

The Ministry of Municipal Health of Arroyo Seco and Hospital No.50 held a hepatitis B vaccination event on 1st August.

Hospital San Roque organised awareness events on 27th and 28th July where they distributed leaflets, condoms and administered hepatitis B vaccines.

On 29th July, the Institute for Social Society in La Pampa organised an activity aimed at the staff for the early detection of hepatitis, HIV and syphilis and was attended by Dr Ana Sanchez, Dr Martina Gouts and Sonia Diprimo from the Ministry of Health. The day was held to commemorate World Hepatitis Day and included a presentation on hepatitis, HIV and syphilis and testing.

From 27th-31st July, the Ministry of Health in the Municipality of General Pueyrredón organised a week of awareness events including a hike, hepatitis B vaccination events and meetings.

The Municipality of the City of Santa Fe and Sociedad de gastroenterología de Santa Fe organised a day of activities at the Santa Fe lighthouse and park.



# Argentina



## Patagonia

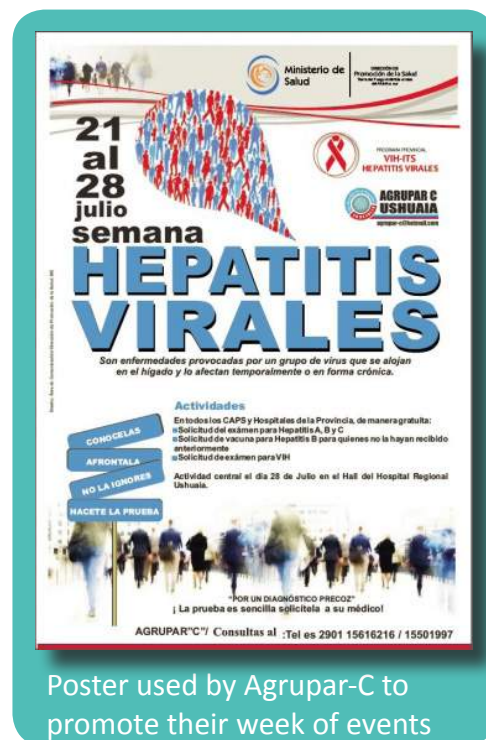
In Ushuaia, organisation Agrupar-C and the local government commemorated World Hepatitis Day between 21 and 28 July by offering testing and vaccination at all health centres and hospitals in the Province. On 28th July, an event was held at the Hospital Regional Ushuaia where information was provided and specialists were present to answer questions as well as testing and vaccination.

The local government of Comodoro Rivadavia organised a mass vaccination campaign from 25th to 28th July where they provided free hepatitis B vaccines. The event was organised in collaboration with the Armed Forces, Hepatosur, Dirección Provincial de Patologías Prevalentes and the Centro de Estudios Digestivos (CEDIG).

At the Hospital Artémides Zatti in Viedma, the local government organised a hepatitis prevention day where they distributed educational leaflets and condoms as well as encouraging free access to hepatitis vaccines. A balloon release made up of yellow balloons representing the need for awareness about different types of hepatitis also took place. Head of the Provincial Program, Carlos Comolay appeared on local TV show “Para contarte mayor” where he explained why the day is commemorated.

Co-ordinated by the Ministry of Health of Neuquén, Hepatosur and Dr Ríos and Dr Allevato, the Unidad Centinela de Hepatitis at the Hospital Castro Rendón developed a hepatitis information campaign where they provided information on hepatitis and offered hepatitis B vaccines on 28th July.

Chubut Ministry of Health organised a number of activities for World Hepatitis Day including testing and vaccination. They organised a training session for health professionals on 24th July on the surveillance, diagnosis and prevention of hepatitis.



Poster used by Agrupar-C to promote their week of events

In San Carlos de Bariloche, Hepatosur organised for educational materials on hepatitis to be distributed at the Hospital Ramón Carrillo and information on hepatitis was also broadcast on local television channel Canal 6 Bariloche.

A week of events was organised by the Programme on HIV, STI and Viral Hepatitis of Tierra del Fuego in Ushuaia where testing was held in all health centres across the city and hepatitis B vaccines were provided. On World Hepatitis Day itself, information, testing, vaccination and counselling was offered at the Hospital Regional Ushuaia.

World Hepatitis Day was widely covered in national and regional media outlets including Diario Rio Uruguay, La Voz, Gente BA, Agencia Digital de Noticias (ADN) Rio Negro, La Nacion, Radio Une, El Ciudadano, El Ancastrí, Radio Sudamericana, Norte de Corrientes, Diario El Comercial, Confluencia FM, Radio LT40, Infobae, Diario Veloz, Continental, La Nación, Tele Diario Digital and El Tribuno. La Sociedad Argentina de Infectología also posted information on their website for World Hepatitis Day.





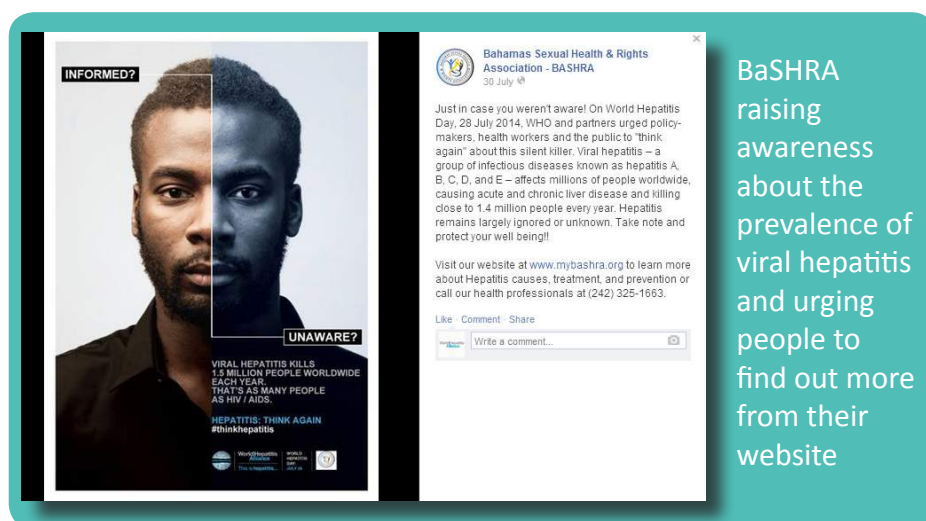
# Antigua and Barbuda

Online news portal, Caribbean Times, posted an article on their website on World Hepatitis Day to highlight the risks of hepatitis.



# Bahamas

Bahamas Sexual Health & Rights Association (BaSHRA) posted about World Hepatitis Day on their Facebook page and used the World Hepatitis Day poster tool to create posters with their logo.

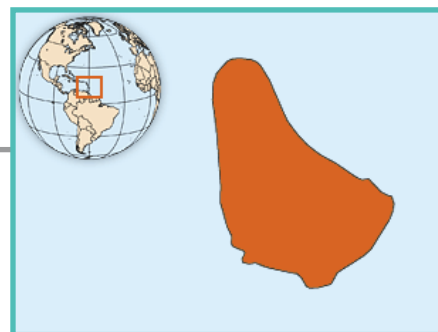


# Barbados

The Ministry of Health posted on Facebook to commemorate World Hepatitis Day.



Barbados Ministry of Health echo the call to 'Think Again' about viral hepatitis



# Bolivia



Dr Rubén Colque, Director General of Health Services explaining the Ministry of Health's approach to viral hepatitis

For World Hepatitis Day 2014 the Director General of Health Services at the Ministry of Health and Sport, Dr. Rubén Colque, announced that all under 5s should receive the hepatitis B vaccine and explained that since 2000 the Ministry of Health has included hepatitis B in its vaccination schedule. The Ministry of Health also posted the announcement on their Facebook page.

# Bolivia



Medical students at the Universidad del Valle organised a discussion panel on hepatitis to commemorate World Hepatitis Day. The event took place in the Plaza de las Banderas del Campus Tiquipaya and allowed participants to find out more about the risks, effects, and treatment options of hepatitis.

La Sociedad Boliviana de Gastroenterología organised an information fair in the Plaza 14 de Septiembre on 28th July. Liver ultrasound scans were also performed at the fair. The event was reported in the newspaper Los Tiempos.



Universidad del Valle medical students raising awareness in the Plaza de las Banderas del Campus Tiquipaya



Liver ultrasound scans being performed at the information fair organised by La Sociedad Boliviana de Gastroenterología

President of La Sociedad Boliviana de Gastroenterología, Carlos Iván Arjona, was interviewed in El Sol, a local newspaper in Santa Cruz.

Articles about World Hepatitis Day were also published on local news sites including El Día and El Potosí.



# Brazil



## North

On World Hepatitis Day, teams from the Municipal Secretary of Health of Boa Vista handed out leaflets and condoms to raise awareness of the importance of prevention. The Family Health Strategy held lectures and provided rapid tests and vaccines.

Municipal Directorate of Health Surveillance Palmas posted a blog article about World Hepatitis Day, focusing on the prevalence of the disease in Palmas region and where vaccination is available.

In Amapá, World Hepatitis Day was marked with a workshop for professionals on rapid testing for hepatitis at the Hospital da Mulher Mãe Luzia on 16th and 17th July and on 8th August, military police and the armed forces were offered tests for the detection of hepatitis B and C.

## Northeast

Municipal Secretary of Health of Serra Talhada organised a campaign that lasted 27 days and finished with a march through the streets of the city. The march took place on 29th July and was organised to raise awareness among the general public and encourage people to get tested. The march finished in the main square of Praça Dr. Sérgio Magalhães where condoms were distributed and hepatitis tests were carried out. Hundreds of people were involved including the mayor Luciando Duque, councillors and municipal secretaries.



Testing being carried out at Hospital Regional Monsenhor João Batista de Carvalho Daltro



March through the streets of Serra Talhada and speech from mayor Luciando Duque

Ivoneide Lucena, operational manager of the STD/AIDS/Viral Hepatitis Programme of Paraíba, discussed the prevalence of hepatitis in the region of Paraíba on World Hepatitis Day.

The Municipal Secretary of Health in Nossa Senhora do Socorro held a hepatitis detection day on 28th July which included testing and a lecture at the Maria Helena Barbosa de Melo Family Health Clinic. Staff and users also received recommendations on hepatitis B and C.

In Aracaju, a leafleting blitz was run by the Programa de Redução de Danos (PRD) contra Álcool e Drogas e da SMTT. Volunteers stood along the road of Avenida Beira Mar and gave educational materials, yellow ribbons symbolising the campaign and condoms to passing motorists and pedestrians.

Health professionals at Hospital Regional Monsenhor João Batista de Carvalho Daltro in Lagarto participated in a special programme on 4th and 5th August to commemorate World Hepatitis Day. The programme included rapid tests for hepatitis B and C as well as the administration of hepatitis B vaccines, and educational lectures on prevention.



# Brazil



The Municipal Secretary of Health in Governador Dix-Sept Rosado carried out testing in a mobile health unit situated outside the front of the Municipal Health Secretariat.

The Court of Justice ran a campaign against hepatitis B that ran from 7th July and toured several units of the Judiciary. The campaign was promoted by the Board of People Management through the Office of Quality of Life and came to an end by celebrating World Hepatitis Day on 28th July with vaccination in the court building in João Pessoa.

On 28th July, programme staff and nursing students from the Universidade Federal do Maranhão took part in a 'pit stop' on Avenida Dorgival Pinheiro de Sousa where they distributed over 1,500 kits containing educational materials and condoms to passing drivers and pedestrians. The following days, the Municipality carried out testing in a number of locations across the city.

Comissão de Controle de Infecções Hospitalares (CCIH) at the Hospital Ruy Pereira promoted World Hepatitis Day actions with an immunization day on 14th July where employees were offered vaccines against hepatitis B, tetanus and influenza as well as gifts and t-shirts. On 15th July, Janaina Palm, infectious diseases specialist from CCIH gave a lecture on hepatitis B prevention.

Municipal Secretary of Health of Floriano organised an event for World Hepatitis Day to inform the public about hepatitis B and C. The general public were able to seek advice from specialists as well as get tested.

Municipality of Fortaleza organised activities at the Parangaba bus station for World Hepatitis Day along with assistance from Grupo ABC Vida, specialists from Núcleo de Educação em Saúde e Mobilização Social (NESMS) and the Serviço Social do Comércio (SESC). During the event, educational material and immunization guidelines were distributed and testing for hepatitis B and C was carried out.

Maceió Municipal Secretary of Health held a talk at Casa Léa with professionals working in the beauty sector to raise awareness about the issues with handling sharps. Information about hepatitis and the importance of condom use were discussed and representatives from the Immunization Programme delivered vaccinations to participants.



Municipal Secretary of Health of Floriano organised an awareness day with ?????? testing

# Brazil



## West Central

On 29th July the Ministry of Health held a press conference to commemorate World Hepatitis Day where the Minister of Health, Arthur Chioro was presented with a petition with more than 80,000 signatures calling for faster approval of new hepatitis drugs. The petition was presented by president of Grupo Otimismo, Carlos Varaldo, and activist, Sandra Rocha. Secretary of Health Surveillance, Jarbas Barbosa, Director of the Department of STD, AIDS and Viral Hepatitis, Fábio Mesquita, the Department's Co-ordinator of the Viral Hepatitis Programme, Marcelo Naveira and technical advisor to the World Health Organisation in Brazil, Evaldo Stanislaus were also present.



Carlos Varaldo and Sandra Rocha present petition to Minister of Health, Arthur Chioro

Feira de Santana Municipal Secretary of Health organised an event on World Hepatitis Day in the car park of the city hall. The event aimed to raise awareness about prevention and means of transmission. Testing, hepatitis B vaccination and condoms were offered at the event.

Municipal Secretary of Health of João Pessoa organised a week of activities to commemorate World Hepatitis Day. Testing and counselling was offered at a number of health centres in the city throughout the week.

The Centre for Counseling and Testing of Senhor do Bonfim organised an event on 28th July where hepatitis C tests were carried out and educational materials and condoms were distributed.

XVII Simpósio Hepatologia do Milênio was held in Salvador between 23rd and 25th July, co-ordinated by Dr Raymundo Paraná. The event brought together professionals from the fields of hepatology, gastroenterology and infectious disease clinics in Portugal, France and Brazil.

The Ministry of Health announced on World Hepatitis Day that the vaccine against hepatitis A will now be included in the childhood immunization schedule. The Minister of Health also took part in an interview with the press and the Ministry of Health featured an article on hepatitis & World Hepatitis Day on their blog as well as a number of other articles about hepatitis during the week surrounding World Hepatitis Day.

The Municipal Health Secretariat of Aparecida de Goiânia held an event in the main square of Aparecida to educate the public about hepatitis. Throughout the day, rapid tests for hepatitis B and C were available as well as hepatitis B vaccines and all health centres throughout the city provided educational materials and condoms.

Policlínica do Pascoal Ramos in Cuiabá held activities for World Hepatitis Day between 28th and 31st July. During this week, the hospital held lectures offering guidelines on prevention and treatment, rapid tests and hepatitis B vaccines.

Serviço de Assistência Especializada (SAE) in Sorriso organised testing for hepatitis B and C on 28th and 29th July.



# Brazil



Três Lagoas Municipal Secretary of Health organised an event on 2nd August in Praça Senador Ramez Tebet to commemorate World Hepatitis Day. At the event, information was distributed and testing and vaccination offered.



Volunteers in Tapurah stop passing cars to hand out condoms and leaflets

Tapurah Municipal Secretary of Health organised a 'pit stop' on Avenida Romualdo Allievi where volunteers stopped passing motorists to distribute condoms and leaflets.

The Municipal Secretary of Health of Aral Moreira organised events on 28th and 29th July for World Hepatitis Day. Health professionals from the Health Centres Union Guarani and Rossatti Cirillo, helped to raise awareness about dangers of hepatitis and importance of prevention through speeches and a vaccination drive and took to the streets to distribute educational materials and condoms.

Municipal Secretary of Health of Campo Grande organised a testing event for World Hepatitis Day. To increase vaccination uptake, the Secretary of Health encouraged actions at the emergency care units of Colonel Antonino, University Village and Almeida and the regional health centres of Guanandi Aero Ranch, Tiradentes and Moreninha.

The Municipal Secretary of Health of Goiás organised a training event for nursing professionals on 22nd July to teach more about hepatitis transmission and

prevention. On 24th and 28th July, they held testing events in various locations across the city.

## Southeast

Infectious disease specialist Evaldo Stanislau was interviewed by CBN Santos Radio for World Hepatitis Day.

Fundação Oswaldo Cruz (FIOCRUZ) organised a series of activities on 28th and 29th July including rapid tests for hepatitis B and C, hepatitis B vaccination and counselling at the Instituto Oswaldo Cruz (IOC) in Rio de Janeiro. FIOCRUZ also provided an analysis of the current system of diagnosis and treatment for viral hepatitis in Brazil.

Associação Brasileira dos Portadores de Hepatite (ABPH) carried out free testing in Monte Claros.

On 28th July and 1st August, the Tambaú Municipal Secretary of Health held World Hepatitis Day activities in a number of districts throughout the region. Rapid tests for hepatitis B and C were offered as well as advice and guidance for those living with hepatitis.



Free testing in Monte Claros organised by Associação Brasileira dos Portadores de Hepatite

# Brazil



From 28th July to 1st August the Municipality of Petrópolis organised a week of activities for World Hepatitis Day at the Hospital Municipal Nelson de Sá Earp. The week was organised with the aim of raising awareness and engaging and informing health professionals and society about the importance of prevention and the hospital offered free rapid on-site tests.

The Municipal Secretary of Health in Porto Real held lectures about the importance of early diagnosis and treatment in Hospital Municipal São Francisco de Assis on 28th July. They also ran a training session between 24th to 31st July at Horto Municipal where they trained health professionals in hepatitis B and C testing.

NGO C Tem Que Saber C Tem Que Curar arranged a thanksgiving mass for people living with hepatitis with Father José James in San Manuel. They also organised for a patient from the organisation to be interviewed on Canção Nova TV channel.

Barra Mansa Municipal Secretary of Health held a week of activities to commemorate World Hepatitis Day. The week started with a presentation from Dr. Hugo Ricardo Amaral da Silveira on 26th July and on 28th July a bus situated in the main square offered tests for hepatitis B and C as well as distributing leaflets and condoms.



Members of C Tem Que Saber C Tem Que Curar with Father José James at World Hepatitis Day thanksgiving mass

Votuporanga Municipal Secretary of Health issued a special alert for World Hepatitis Day raising awareness about viral hepatitis.



Bom Dia Sao Paulo interviewed Dr Ricardo Haiden for World Hepatitis Day

The State Department of Health in Duque de Caxias held a number of activities to commemorate World Hepatitis Day. On 29th and 30th July, a vaccination campaign was held at the State Department of Health's headquarters and on 31st July and 1st August, a mobile testing unit situated in the Praça do Pacificador offered free rapid hepatitis tests to encourage diagnosis in the region.

The Municipality of Cachoeiro organised an event to celebrate World Hepatitis Day on 30th July in Praça Jerônimo Monteiro where activities included testing and distributing condoms and educational materials. TV programme Bom Dia São Paulo interviewed infectious diseases specialist Dr Ricardo Haiden for World Hepatitis Day.

Santos Dumont Municipal Secretary of Health held an event on 28th July where educational material was distributed and testing for hepatitis B and C was carried out. During the rest of the week, the Municipality also carried out a number of educational activities and offered testing to its employees.

Municipal Secretary of Health of Rio Bonito celebrated World Hepatitis Day with educational activities and distributed condoms and information brochures. A lecture was given by the



# Brazil



gastroenterologist, Dr. Juliana Segalote who spoke about the risks of hepatitis.

Dr Marcelo Leal, virologist and member of the State Program for Viral Hepatitis gave an interview on 30th July to Jornal Sul Capixaba to raise awareness about the disease.

Municipal Secretary of Health of Casimiro de Abreu held a series of events from 28th to 31st July. The activities began on 28th with vaccination against hepatitis B of all health professionals in the Municipal Hospital Angela Maria Simões. On 29th, doses of the vaccine were given to employees of the Industrial Complex, where there was also a marquee offering educational pamphlets, condoms and guidance. On 30th, the marquee was in Praça Darcy Azeredo in the Mataruna neighbourhood and the public could also get tested at the Policlínica Manoel Marques Monteiro that day. On the final day, the marquee moved to Policlínica Ivair Freitas in Barra de São João district.

The Municipal Secretary of Health of Pederneiras offered free testing at the Postão health centre on World Hepatitis Day.

In Guarujá, Family Health Centre Jardim dos Pássaros tested 75 people on 28th July for World Hepatitis Day. Family Health Centre Vila Áurea ran a hepatitis C prevention campaign from 25th to 28th July which included lectures, video screenings and distribution of condoms and pamphlets. Family Health Centre Jandui de Souza Moreira (Jardim Las Palmas) provided a booth with information about hepatitis and hepatitis B testing.

Café com Jornal TV programme featured a section on World Hepatitis Day and free testing in São Paulo.

Municipal Secretary of Health of Maricá organised an event on World Hepatitis Day to increase awareness about hepatitis and inform the public about prevention, diagnosis and treatment. The

activities took place in the Praça Conselheiro Macedo Soares and hepatitis B vaccines were also offered.

Teresopolis Municipal Secretary of Health commemorated World Hepatitis Day by sending leaflets to staff at the Strategy of Family Health with the aim that this information would be passed onto patients.

## South

The Núcleo de Assistência aos Pacientes Hepáticos (NAPHE) held an event in Treze de Maio park in partnership with the municipal coordination of STD/AIDS and Viral Hepatitis. The day consisted of awareness activities, rapid tests for hepatitis B and C and vaccination for hepatitis B.

Municipality of Castro marked World Hepatitis Day with rapid tests for detection of hepatitis B and C from 28th July to 1st August in Rosary Square carried out by Serviço de Assistência Especializada and Centro de Testagem e Aconselhamento.

Biguaçu Municipal Secretary of Health ran a hepatitis B vaccination campaign 26th July to 1st August where all health centres in the city provided the vaccine. Regional Health Secretary Leandro Adriano de Barros emphasised the importance of increasing the number of those vaccinated and that the vaccination is available throughout the year in all health facilities in the country.



World Hepatitis Day featured on TV programme Café com Jornal

# Brazil



State Department of Health ran a vaccination campaign from 26th July to 1st August in Santa Catarina.

The Municipal Secretary of Health of Itajaí ran a campaign against viral hepatitis from 26th July to 1st August. During this time, health centres distributed educational materials and condoms, ran educational activities for groups and schools and offered hepatitis B vaccines. To kick off the campaign on 26th July, six health centres in the city were open for vaccination and also carried out rapid tests for hepatitis B and C. During the week, health talks were also held, including lectures from company Engepasa Ambiental and psychologist Evandro Fernandes Alves.

The local government of Bento Gonçalves organised free testing at Unidade Central on 28th July.

São Leopoldo Municipal Secretary of Health held an awareness and diagnosis event on World Hepatitis Day where health centres and family health strategy centres provided free rapid testing for hepatitis B and C.

Campo Mourão Municipal Secretary of Health held an awareness campaign in the central promenade on 26th July. A team from the Municipal Coordination of STD/AIDS carried out testing and provided guidance on prevention and treatment. A total of 107 tests were carried out on the day.



Awareness campaign in Campo Mourão where 107 tests were carried out



Talk from Paulo Roberto Barbosa at the Municipal Theatre in Nova Veneza

Nova Veneza Municipal Secretary of Health organised an event for students and health professionals at the Municipal Theatre with a talk from Paulo Roberto Barbosa. The event was also attended by the mayor Evandro Gava.

Municipal Secretary of Health of Rio Grande do Sul Vista held a meeting on World hepatitis Day with teams from Primeira Infância Melhor, Community Health Department and nurses from the Family Health Strategy.

Timbó Municipal Secretary of Health organised a vaccination campaign in the municipalities of Santa Catarina from 26th July to 1st August, where they encouraged anyone under 49 to visit a local health centre and get vaccinated against hepatitis B. Community health workers distributed information on hepatitis and condoms were handed out in all health centres in Timbó and free hepatitis B and C tests were offered at the Policlínica de Referência.

Municipal Secretary of Health of São Gabriel organised an event for World Hepatitis Day where hepatitis B and C tests as well as hepatitis B vaccines were available.

The Municipality of São Sepé distributed posters and leaflets about hepatitis throughout the city for World Hepatitis Day.



## Brazil



Information and testing event in Colombo

Municipal Secretary of Health Colombo held an event on 26th July in partnership with the Colombo city neighbourhood programme. Information was distributed and testing was carried out.

Venâncio Aires Municipal Secretary of Health organised an event for World Hepatitis day with a marquee placed in the centre of the city. Vaccination and testing was available as well as further information about hepatitis.

The municipality of Ita intensified its hepatitis B vaccination efforts for World Hepatitis Day with a campaign that ran from 26th July to 1st August. Rapid tests for hepatitis B and C were also available.

The day was covered in a number of national and regional online newspapers, radio stations and website including Diário do Nordeste, Radio Vitoria AM, Votu News, A Voz da Cidade, Radio Diocesana, Radio Musical FM, Segs, Medprevent, Unafisco Saude, O Tempo, Varela, Redesul, R7 Notícias, Vitória Homecare, Sao Joaquim Online, Amambai Notícias, Espaco Saude da Mulher blog, Elite Notícias Blog, Fundação Hospitalar Getúlio Vargas, MedClick, Núcleo de Assessoria, Capacitação e Especialização, WH3, Gazeta da Cidade, Record Rio Preto, SP Noticias and Rádio Bandeirantes 820, as well as many others. Viver Bem, lifestyle TV show, featured information about World Hepatitis Day and frequently asked questions about hepatitis

on their website and Sociedade Brasileira de Imunizações published information on their website to encourage people to get vaccinated for World Hepatitis Day.



National and regional media coverage



# Canada

Rona Ambrose, Minister of Health, released a statement calling on all people to play their part in preventing the spread of hepatitis, and reaffirming the government's commitment.

The Canadian Society for International Health (CSIH) supported a total of 65 events across the country under the theme "Know Your Status – Get Tested". CSIH provided the events with promotional materials for that included t-shirts, water bottles, pens, flashlight key-chains, lip balms, tote bags, postcards and balloons emblazoned with the campaign message.



Awareness event at the Vancouver Arts Gallery



## Yukon

Blood Ties Four Directions Centre hosted the Beat Hepatitis! carnival event to raise awareness in downtown Whitehorse, Yukon.

## British Columbia

AIDS Vancouver Island held health fairs in Campbell River, Courtenay, and Victoria. These awareness events included testing and vaccination facilities. They also hosted screenings of the film "Deal With It: Untold Stories of Hepatitis C in Canada". The event in Campbell River was in collaboration with Campbell River Public Health, North Island Positive Wellness, and KDC Health. The event in Courtenay was in collaboration with Comox Valley Public Health, Comox Valley Nursing Centre, KDC Health, and the Immigrant Welcome Centre. The Victoria event was supported by Vancouver Island Persons with AIDS Society, Society of Living Intravenous Drug Users, and HepCBC Hepatitis C Education Society.

REDUN and ANKORS put up a hepatitis information booth at the farmers' market in Grand Forks.

HepCBC Hepatitis C Education & Prevention Society, S.U.C.C.E.S.S., First Nations Health Authority, BC Centre for Disease Control, Lower Mainland Purpose Society for Youth & Families, and BC Centre for Excellence in HIV/AIDS all joined to put on an awareness event at the Vancouver Arts Gallery. The event included guest speakers and continuous screening of "Deal With It". The event was supported by Positive Living Society of BC, Pacific Hepatitis C Network, Positive Women's Network, YouthCO HIV & Hep C Society, Canadian Liver Foundation, BC Centre for Excellence in HIV/AIDS, and LAIR Centre.

Positive Living North held a "hepatitis bingo" awareness raising event at the Fire Pit in Prince George.

Gitxsan Health Society & HepCBC Hepatitis C



# Canada



Education & Prevention Society held a screening of “Deal With It” at the Kispiox Health Centre, which included a Q&A.

ANKORS hosted a body-piercing & tattooing risk awareness project in Nelson.

Positive Living North had an information booth on the main street to raise awareness in Smithers.

ANKORS and HepCBC Hepatitis C Education & Prevention Society held a music event in Castlegar where they also screened the “Deal With It” film.

ASK wellness society held an awareness event in Kamloops.

Keys Housing and Health Solutions held a BBQ to raise awareness in Surrey.

Positive Living Fraser Valley raised awareness in Abbotsford through a BBQ with live music and guest speakers.

Positive Living North and HepCBC Hepatitis C Education & Prevention Society held an ‘arts based healing’ event and screening of the film “River of Healing” in Dawson Creek at the Nawican Friendship Centre.

Positive Care Program held events at Victoria Hospital aimed at improving knowledge amongst healthcare professionals.



Poster for documentary Deal With it: Untold Stories of Hepatitis C in Canada



Keys Housing and Health Solutions held a BBQ to raise awareness

## Alberta

Alberta Health Services’ Communicable disease / harm reduction team held an awareness event Sheldon Chumir Health Center, Calgary.

HIV North Society took their awareness campaign to the streets of Grande Prairie, and also held specific events at various community locations including the Rotary House, the local shelter, and the Salvation Army Soup Kitchen.

HIV West Yellowhead Society organized awareness events in Jasper, Hinton, Edson, and Whitecourt. Events included BBQs and information stalls, and health care workers wearing yellow buttons.

The Lethbridge HIV Connection and the Lethbridge Courage AAWEAR (Alberta Addicts Who Educate and Advocate Responsibility) group spent the morning of World Hepatitis Day doing outreach and handing out information flyers.

## Saskatchewan

AIDS Saskatoon hosted a BBQ to promote awareness and education. Public Health Services were present to provide immunizations and testing.

# Canada

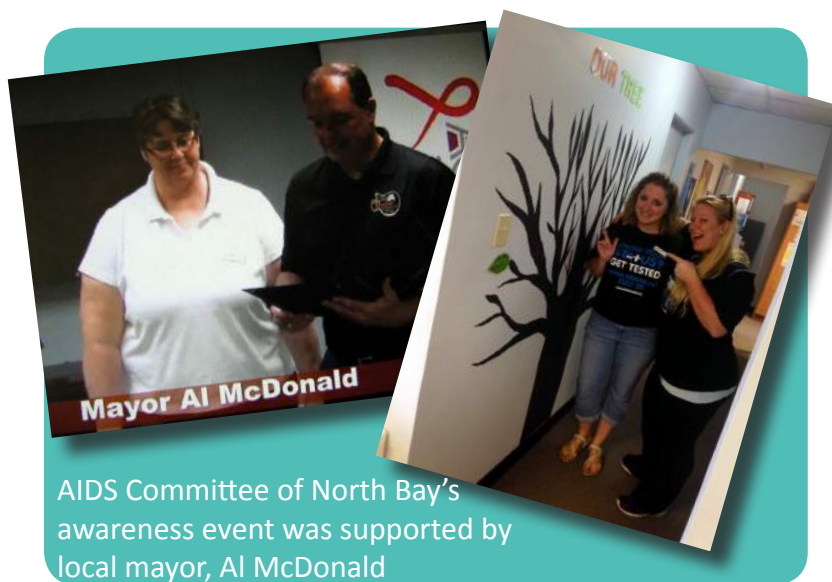
Mamawetan Churchill River Health Authority held an awareness BBQ with educational activities in La Ronge.

Street Project – Population and Public Health Services held a free testing and awareness event in Regina.

## Ontario

CSIH's Ottawa event included awareness raising, and free testing and vaccination at a BBQ lunch. The event was a cooperation between Ottawa Public Health, the Ottawa Hospital, Jer's Vision, the Canadian Cancer Society, the Youth Services Bureau of Ottawa, Sandy Hill Community Health Centre, Somerset West Community Health Centre, Centre Town Community Health Centre, Canadian Liver Foundation, Centre 507, Canadian AIDS Society, Pauktuutit Inuit Women of Canada, and DUAL.

Mayor Eddie Francis issued a declaration on behalf of the City of Windsor declaring Hepatitis Awareness Week.



AIDS Committee of North Bay's awareness event was supported by local mayor, Al McDonald

Youth Services Bureau of Ottawa held an event to raise awareness of HCV and harm reduction amongst local youths.

Toronto Community Hep C Program held an awareness event at the South Riversdale Community Health Centre.

CATIE together with PASAN, the Toronto Community Hep C Program, and Central Toronto Community Health Centre held a number of events as part of its Hepatitis C Ethnocultural Education and Outreach project. Events focused on issues such as "Immigrant health & hepatitis C" and were aimed primarily at the immigrant communities in Toronto.

AIDS Committee of North Bay & Area held an awareness event in central down town square including games and activities. They received the support of the local mayor, Al McDonald.

Carefirst Family Health Team held a screening event in Richmond Hill, primarily aimed at the Hong Kong and Chinese immigrant population with whom they work.

Hemophilia Ontario held a series of awareness events in Richmond Hill and also a World Hepatitis Day event in London in collaboration with Regional HIV/AIDS Connection, Youth Action Centre and At^holso



Event in Ottawa organised by the Canadian Society for International Health



# Canada



Hamilton Health Sciences held awareness events in 10 locations in Hamilton.

Shelter Health Hep C Team raised awareness at their outreach clinics at 9 locations in Hamilton and also at the General Hospital in St Catherine's.

Elevate NWO held an awareness raising BBQ in Thunderbay and also conducted awareness raising activities at the Summer in the Parks events. They also conducted a media campaign.

Oshawa Community Health Centre's Liver Health and Hepatitis C Team hosted an awareness event in Memorial Park.

Niagara Health Systems held awareness events in 6 locations including lighting up Niagara Falls in red & amber. Some events also provided free testing. Réseau ACCESS Network held awareness events in 5 locations across Sudbury.



Niagara Falls lit up in red and amber to commemorate World Hepatitis Day

Sandi's Crusade Against Hepatitis C had a Hep C information booth at the Five Points Mall in Oshawa

Sanguen Health Centre raised awareness in St George's Square, Guelph.

WellFort Community Health Services, Bloom clinic, in partnership with Peel Public Health, Peel HIV/AIDS Network and other partners, engaged in a number of activities at shelters, breakfast programs, and libraries to create awareness about Hepatitis. They also held a mini fair and BBQ in downtown Brampton.

Windsor Essex Community Health Centre held an awareness and education event in Windsor.

Street Health Care – Kingston Community Health Centre hosted a booth in the Cataraqui Mall providing information on hepatitis, and conducted a local radio campaign in Kingston.

## Manitoba

The Canadian Liver Foundation held a march that ended in a rally in Winnipeg. The event was supported by a number of local groups.

## Quebec

Fondation canadienne du foie (Canadian Liver Foundation) held a day of celebration with music,



Canadian Liver Foundation held a march and rally at the TD building on Portage and Main, Winnipeg

# Canada

yoga, buskers and games in Mount-Royal Park. The aim was to educate people on the “ABC’s of Hepatitis” and to debunk some of the popular myths.

MAINS BSL held an awareness event in Rimouski.

## Nova Scotia

Hepatitis Outreach Society of Nova Scotia took part in the Halifax Pride Parade and held awareness raising activities at the Garrison Grounds after the march.

Northern AIDS Connection Society created displays at various locations in Truro, such as regional hospitals and libraries, and held a BBQ in front of Wal-Mart with t-shirt giveaways.

## Newfoundland

AIDS Committee of Newfoundland and Labrador held a series of 14 awareness raising events across locations in Corner Brook, Stephenville, Bonne Bay and Port Saunders.

Canadian Students for Sensible Drug Policy (CSSDP) ran an article on their website focusing on harm reduction and stigma associated with IDU.

Canadian Treatment Action Control (CTAC) and Action Hepatitis Canada issued a press release focusing on the high cost of treatment.

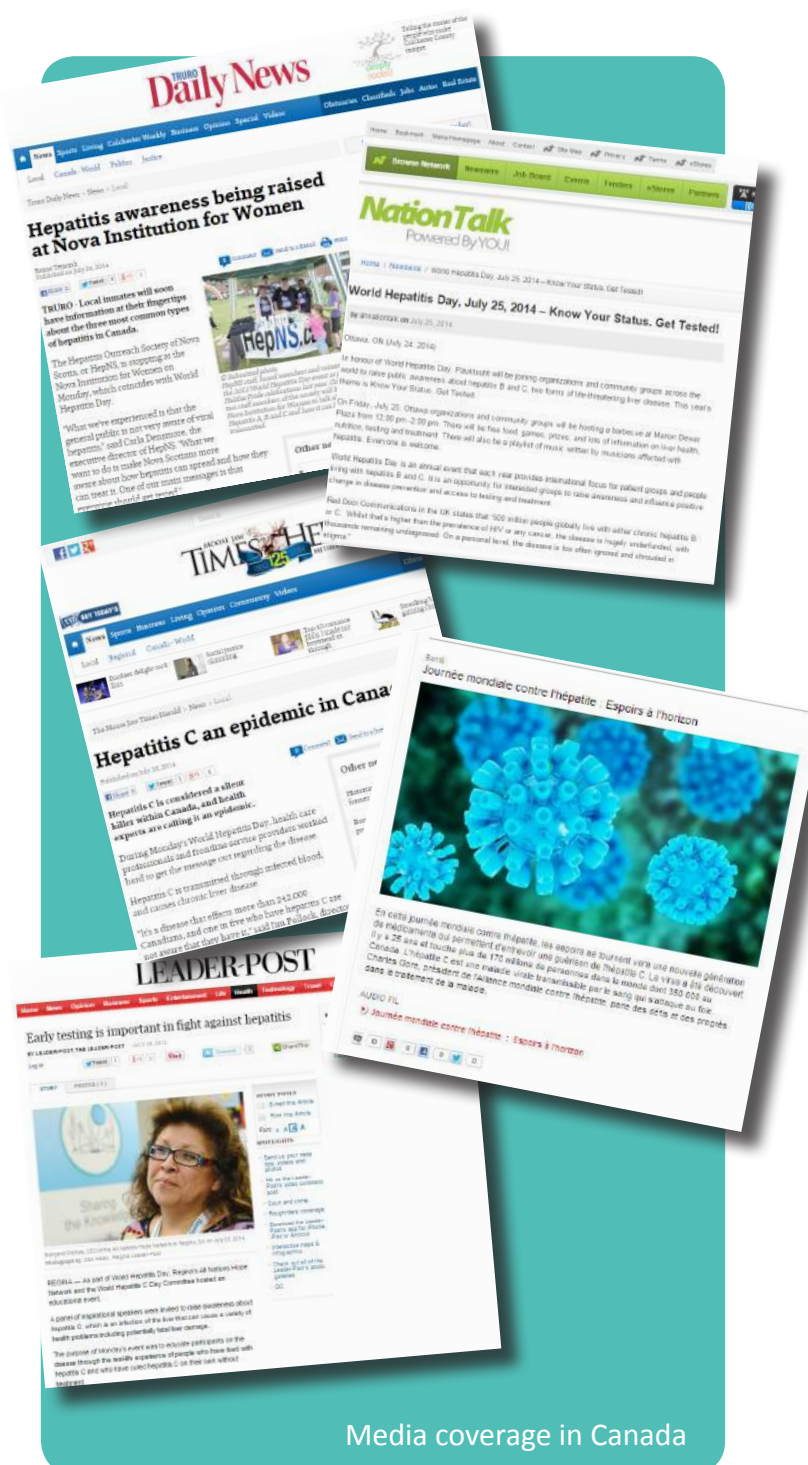
British Columbia CDC issued a statement by Dr. Mel Krajden, Medical Head of Hepatitis.

Pauktuutit: Inuit Women of Canada released a statement published on their website

World Hepatitis Day received coverage on television, radio and in print on both a national and regional level. Media outlets that covered the day include Canada AM programme on CTV news channel, CBC Radio, Energy 106, Star FM Local radio for Kemptville, Ontario, TV COGECO, Channel12,



The Globe & Mail, Pride News, Chronicle Journal, The Chronicle Herald, Wellington Advertiser, The Sudbury Star, Truro Daily, Canstar Community News and 1clicknews.com.



Media coverage in Canada



## Chile



For World Hepatitis Day, the Dr. Julio Contardo Urzúa health centre in Talca organised a meeting, which was attended by the Community Health Director Dr Hernando Durán Palma, director of the centre Nancy Monsalve Vivanco and Regional Secretary for Health Dr Valeria Ortiz. The event aimed to raise public awareness and influence change in prevention.

Regional Secretary of Health of the O'Higgins region Dr Fernando Arenas called upon the community to take measures to prevent hepatitis and provided recommendations on how to do this.

To mark World Hepatitis Day, the Dr Jorge Sabat Family Health Centre in Valdivia distributed leaflets and a team from the Regional Ministry of Health attended the event.

The Ministry of Health announced their commitment to hepatitis prevention for World Hepatitis Day. The Minister of Health, Helia Molina, took part in an event at the Plaza de Armas metro station where she signed a board to show her commitment along with a number of other ministers and experts.

The Clinica Alemana in Valdivia posted information about World Hepatitis Day on their website.



Training course for health care professionals in Arica and Parianacota region

The region of Arica and Parinacota commemorated World Hepatitis Day with a four day training course on epidemiological surveillance and immunization for primary health care and private health centres. The first day focused on the control and prevention of hepatitis and was attended by the Regional Secretary of Health Giovanna Calle, Juan Lucero, representative from the Municipal Department of Health, and Monica Chiu, Epidemiologist at the Ministry of Health.



Minister of Health, Helia Molina, signing to prove her commitment to hepatitis prevention

For World Hepatitis Day, the new hospital of Puerto Montt held an event with an information stand and free rapid testing. The day was led by Regional Secretary of Health, Eugenia Schnake and attended by director of Reloncaví Health Service, Federico Venegas, and Assistant Medical Director of the hospital, Iván Becerra.

Héctor Aguayo, head of the Adult Programme of the Health Service of Ñuble marked World Hepatitis Day by giving recommendations to avoid the risks of hepatitis.

Along with the Head of the Department of Public Health, Claudia Nocera and nurse Eduardo Velásquez, Regional Secretary of Health, Oscar Vargas Zec, urged the population to find about more about hepatitis. The authorities organised an event on 31st July aimed at health professionals with talks from doctors to help raise awareness.

# Chile



Health authorities in La Araucanía held activities in the children's space at the Hospital Hernán Henríquez in Temuco to raise awareness about hepatitis.

Regional Secretary of Health, Brunilda González, the head of the Department for Hospital Management at the Health Service, Celsa Carmona, and the Director of the hospital of Copiapó, Patricio Hidalgo, toured the health centre SOME and provided recommendations for the prevention and early detection of hepatitis.

United Nations in Chile posted about World Hepatitis Day on their website.

World Hepatitis Day was picked up by a number of online national and regional newspapers including Diario El Ranco, El Rancaguino, El Navegable, Vivimos la Noticia, Diario El Día, Diario El Morro, Fotoquinta, Radio Celeste, El Periodico, La Segunda, El Llanguihue, Diario La Tribuna, Radio Magallanes and DiálogoSur. It also featured on Tele 13 TV channel.



Activities were held in the children's space of the Hospital Hernán Henríquez in Temuco



Prevention and detection recommendations given at the SOME health centre in Copiapó

# Colombia



The Ministry of Health and Social Protection and the National Institute of Health celebrated World Hepatitis Day by holding a meeting with representatives from PAHO. Notable figures present included Dr Gina Watson, representative from the WHO country office in Colombia, Dr Fernando Ruíz, the Deputy Minister of Health, and Dr Fernando de la Hoz, the Director of the National Institute of Health. The meeting was used to launch Colombia's National Plan for Control of Hepatitis.

World Hepatitis Day was mentioned on a number of local government and hospital websites, including Nariño Department of Health, Centro Hospital Nuestro Señor de la Divina Misericordia Puerres E.S.E., E.S.E Hospital Santa Matilde, Salud Yopal E.S.E. and Centro de Salud la Buena Esperanza E.S.E, and the local government of Soacha in Cundinamarca who used the official World Hepatitis Day posters

RCN Radio featured an interview with Sister María Inés Delgado, Director de the Asociación Colombiana de Enfermos Hepáticos y Renales, about the situation for patients with hepatitis in Colombia.

World Hepatitis Day was also picked up in a number of media outlets in Colombia including national newspaper El Tiempo, magazine Semana, online newspaper Página10, radio station RadioUFT and lifestyle blog iMujer Vivir Salud.



A new national plan for controlling hepatitis is launched in Colombia





# Costa Rica



On World Hepatitis Day 2014, the Ministry of Health posted an article on its website to reinforce messages about hepatitis and Dr María Ethel Trejos, Minister of Health, issued a statement to encourage vaccination. This was picked up by a number of news sites including Fox News Latino, Costa Rica On and Inside Costa Rica.



Dr María Ethel Trejos encourages vaccination at a press conference

# Cuba



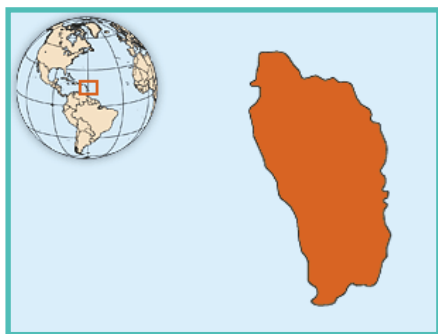
Poster encouraging awareness of World Hepatitis Day used on the Radio 26 website

La Sociedad Cubana de Gastroenterología y Hepatología organised an event on 31st July in the Latin American Centre for Medical Events (Centro Latinoamericano de Eventos Médicos) at the CIMEQ hospital, which included talks from specialists from all over Cuba.

Radio 26 interviewed Dr María del Carmen Mora from the Programme on Digestive Disease Transmission in Matanzas province.

Various websites and news sources including Biblioteca Virtual en Salud, digital magazine Cuba Hora, and Radio COCO, posted information about World Hepatitis Day on their website.



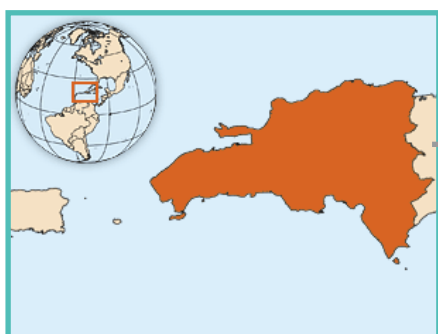


# Dominica

Dominica Gazette featured the PAHO press release on their website for World Hepatitis Day.



The PAHO press release is published by the Dominica Gazette



# Dominican Republic

On World Hepatitis Day 2014, the Ministry of Health announced that the government would invest 300 million pesos a year for patients of hepatitis B and C.

Fundación de Pacientes con Hepatitis B & C y Otras Enfermedades Inmunológicas en República Dominicana (FUNPAHEINM) organised a free activity at Atracciones El Lago, Parque Mirador Sur for patients to get to know more about the foundation and share breakfast.

The Organización Dominicana de Estudiantes de Medicina (ODEM) and the Standing Committee on Public Health (SCOPH) organised a conference on hepatitis prevention and control in the Dominican Republic at the Universidad Autónoma de Santo Domingo with a presentation from Dr Kenia Torres, head of the liver department at the Sociedad Dominicana de Gastroenterología.



Organización Dominicana de Estudiantes de Medicina (ODEM) and SCOPH Public Health pose for a photo during their conference on hepatitis prevention and control

# Ecuador



Article raising awareness in local and national newspapers

World Hepatitis Day 2014 was featured on a number of organisations' and newspaper websites including the Federaciones Nacionales De y Para la Discapacidad del Ecuador, La Hoja, Andes (Agencia Pública de Noticias del Ecuador y Suramérica), Contenido, El Comercio and Radio Huancavilca.

The WHO country office in Ecuador also tweeted a number of times for World Hepatitis Day.

# El Salvador



In El Salvador, World Hepatitis Day received coverage from a number of media outlets. Tele 2, a national TV channel, featured World Hepatitis Day on their news programme, inviting doctors at Hospital Rosales to talk about the progress made against hepatitis B and C. Rolando Cedillos, head of the Department of Infectious Diseases at the hospital, was interviewed alongside members of the public. El Salvador Noticias covered the day.

In an article featured on ElSalvador.com, Dr Rolando Cedillos identified lack of knowledge and lack of diagnosis as the biggest challenges.

UNDP El Salvador posted about World Hepatitis Day on their Facebook page.

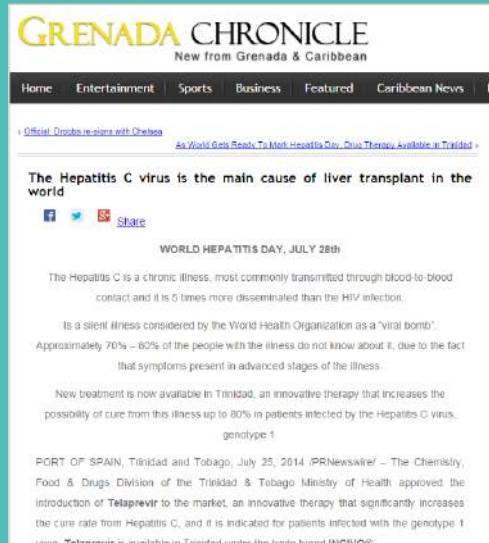


Tele 2 covers World Hepatitis Day by highlighting progress made against hepatitis B and C

# Grenada



Grenada Chronicle featured the PAHO press release on their website for World Hepatitis Day



The PAHO press release is published by the Grenada Chronicle

# Guatemala



For World Hepatitis Day, a hepatitis vaccination day was held at the Universidad de San Carlos at the Centro Universitario Metropolitano.



World Hepatitis Day coverage on Guatemalan news websites

The Guatemalan press also picked up on World Hepatitis Day and it was featured on news websites including Diario de Centro América, Prensa Libre and Revista Amiga.



# Guyana

The education DTV8 Channel 8 News included World Hepatitis Day as part of its July 28th broadcast. The news item explained some of the science of hepatitis and also some of the routes of transmission and symptoms, and the link to liver cancer. The programme also gave a detailed explanation of the Think Again campaign and the awareness message behind it.



World Hepatitis Day featured on DTV8 Channel 8 News

# Honduras

The daily paper El Heraldo ran a story highlighting the five types of hepatitis, and focusing on the main routes of transmission and some of the preventative measures people can take.

Radio station La Nueva 91.3FM mentioned it in their July 28 broadcast and on their Facebook page.



World Hepatitis Day was covered by El Heraldo and La Nueva FM



# Jamaica



The Minister of Health, Dr Fenton Ferguson, met with Janssen Pharmaceuticals' HCV team for World Hepatitis Day, where one of the main issues on the agenda was the importance of awareness of hepatitis C. The Minister of Health was presented with a campaign T-shirt from Janssen. This was picked up by the Jamaica Observer and online news website, ChatyChaty.

The Jamaica Information Service, which is a government initiative, posted about World Hepatitis Day on their Facebook page.

Online health community, Get Healthy Jamaica, created a page about World Hepatitis Day providing information about getting involved in the day by linking to the WHO website and providing background on the disease.

United Nations Development Program Jamaica tweeted to acknowledge World Hepatitis Day.

Jamaica Inquirer featured the PAHO press release on their website for World Hepatitis Day.



The Minister of Health of Jamaica is presented with a t-shirt to mark World Hepatitis Day

# Mexico



The official website of the President of Mexico acknowledged the day.

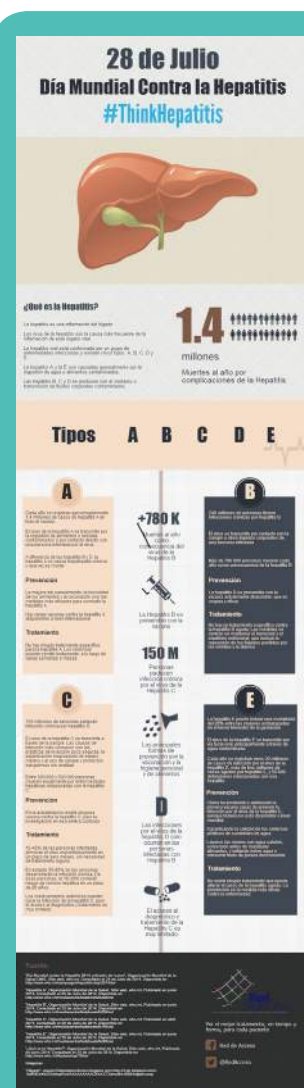
The Ministry of Health of Mexico City, together with Fundhepa, Fundacion Hepatos Aion and Amigos del Higado, set up information stands on the esplanade of the Palacio de Bellas Artes. In the evenings from July 28 to August 3 the statues on the Paseo de la Reforma were lit in blue to mark World Hepatitis Day. Francisco Osuna, Secretary of Health of Mexico City, and Enrique Wolpert, president of FUNDHEPA, gave a press conference in which they talked about the huge scale of the hepatitis C epidemic and the importance of knowing the risks. Agencia de Gestión Urbana Ciudad de México – Mexico City's urban management agency – promoted the Ministry of Health's activities on their website.

Mexico's Ministry of Health posted articles to their website promoting World Hepatitis Day and raising awareness of viral hepatitis

The Partido Revolucionario Institucional created an info graphic on viral hepatitis which they posted to their website to mark World Hepatitis Day.

The Ministry of Health called for a strengthening of the district of Morelos Health Services in the fight against viral hepatitis. They focused not only on hepatitis B and C but also on the need for access to clean water and sanitation to prevent hepatitis A and E.

Gobierno del Distrito Federal - the Federal



Infographic created by Partido Revolucionario Institucional



Statues on the Paseo de la Reforma lit up to mark World Hepatitis Day

District Governments of Mexico – posted the PAHO press release on their information website Índice Político

Fundación Hepatos Aión, participated in the Mexico city events and widely promoted the activities around World Hepatitis Day on their Facebook page.

Red de Acceso produced an info graphic promoted on their website reddeacceso.org.



## Mexico



The Partnership for Communication and Awareness of Hepatitis provided free hepatitis C testing and awareness raising activities at the General Hospital Ignacio Zaragoza.

Fundación Hepatos Aión led a discussion on the Channel 11 news programme involving medical specialists and hepatitis patients. The programme also included interviews with patients and physicians.

The Institute of Security and Social Services of the Government and Municipality of the State of Baja

California called for a strengthening of the effort in the fight against hepatitis. Angélica Pon Méndez, medical chief of the Epidemiology Unit of the Institute of Mexicali, Baja California, said the focus for this year was raising awareness of hepatitis C.

Mexico's National Commission of Human Rights - la Comisión Nacional de los Derechos Humanos – posted the WHO press release on their website.

Plataforma Mexico, the federal government's communications platform, marked the day on their website and also on their Facebook page.

The business paper La Economista ran an interview with Linda Muñoz Espinosa, head of the Liver Unit at the University Hospital in Nuevo León.

El Diario de Yucatán, the main regional newspaper for Yucatán with a circulation of 70000, ran the World Hepatitis Alliance press release.

Health website LaSalud.mx interviewed various experts including Dr. Violante Margarita Dehesa of FUNDHEPA, Gastroenterology specialist Dr. Chirino Ruby Sprung, and Dr. César Benítez Rivera, Head of Infectious Diseases of the General Hospital of Mexico.

The Carlos Slim Health, a non-profit organization dedicated to generating solutions to help solve the major health problems of the most vulnerable people in Latin America, ran the WHO press release on their website.

TV and radio presenter Pedro Ferriz de Con wrote a blog on his website ferriz.com.mx highlighting the dangers of viral hepatitis and promoting the various activities in Mexico City to mark World Hepatitis Day.

The day received widespread media coverage including articles in Reporteros Hoy, El Economista, El Vigia, Diario de Morelos, Diario de Yucatan, El Quiosco as well as being featured on TV and radio.



Online World Hepatitis Day coverage including the President's website

# Nicaragua

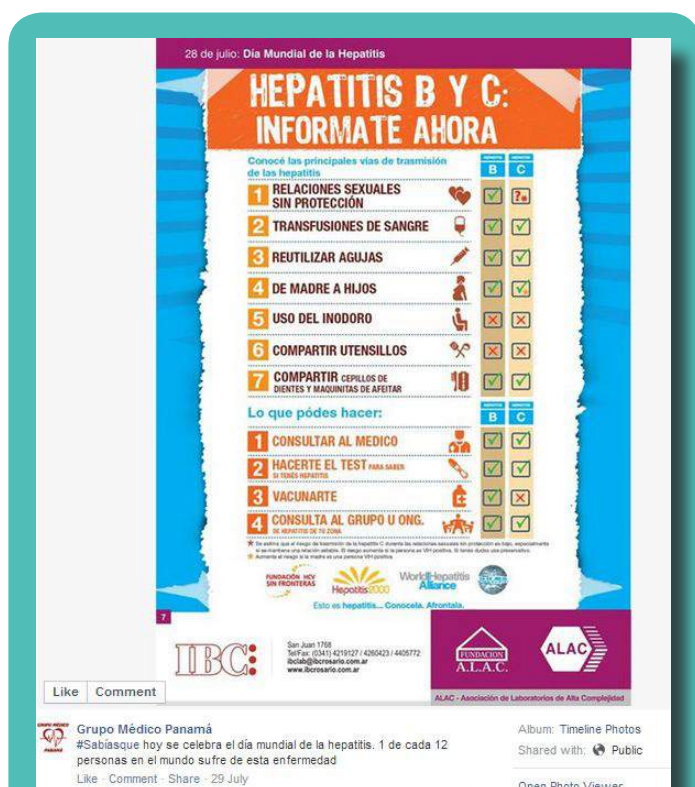


Poster produced by CEUS-ID Health Centre

El Nuevo Diario, one of the two main daily newspapers in Nicaragua, ran the Agence France Presse (AFP) newswire coverage of the WHO Geneva press conference.

The CEUS-ID Health Centre in Masaya produced a poster to mark World Hepatitis Day, which they displayed on their Facebook page.

# Panama



Grupo Médico Panamá share the World Hepatitis Alliance's 2013 infographic on transmission of hepatitis B and C in honour of World Hepatitis Day

Grupo Médico Panamá, an organisation that promotes health through social media, conferences and workshops, posted about World Hepatitis Day on their Facebook page.

Panama ON published the PAHO World Hepatitis Day press release on their website.

La Estrella, Panama's longest running newspaper with a daily circulation of around 8000, ran a brief article acknowledging the day.

Noticias 24 ran the AFP newswire coverage of the WHO Geneva press conference.



# Paraguay



The Ministry of Public Health and Social Wellbeing published three articles on their website around World Hepatitis Day: two about World Hepatitis Day and raising awareness about hepatitis and another about the importance of vaccination. The day was also featured in the Ministry of Health's Info Salud news bulletin.

The Paraguayan Agency of Information (Agencia de Información Paraguaya – IP Paraguay), which is part of the Secretary of Information and Communications, also published an article recognising World Hepatitis Day and the Ministry of Health and IP Paraguay posted about the day on their Facebook pages.

Radio 780 AM also posted an article on their website to raise awareness about World Hepatitis Day



The Ministry of Health used a range of official media to raise awareness about World Hepatitis Day

# Peru



A day of vaccination, screening and hepatitis B briefings was organised in the Plaza de Armas in Abancay by local authorities in the region of Apurímac and the Ministry of Health. At the event, Dr Ángel Gonzáles, representative of the National Sanitary Strategy on Hepatitis B, emphasised the importance of awareness around hepatitis and that vaccination is essential for prevention.

During a commemorative week, the Ministry of Health also ran a number of events including training health professionals about hepatitis, screening and vaccination campaigns and published information in the media.

The Ministry of Health posted twice on their Facebook page for World Hepatitis Day and hepatitis awareness information was placed on their website. The event was also picked up by Andina news site.

La Republica published a number of articles on World Hepatitis Day about local and global prevalence of the disease and produced an infographic for the day and an article on World Hepatitis Day was featured on the Publímetro website.



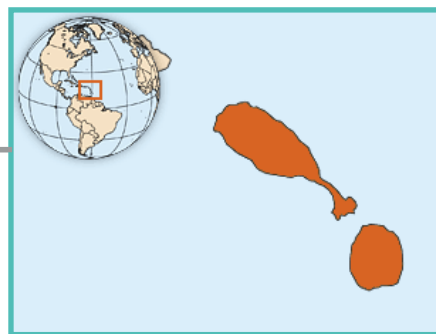
Photos from the Ministry of Health of Peru's World Hepatitis Day event are posted on their facebook page



# Saint Kitts and Nevis

The University of Medicine and Health Sciences, St Kitts posted an article on their website and Facebook page to raise awareness about World Hepatitis Day.

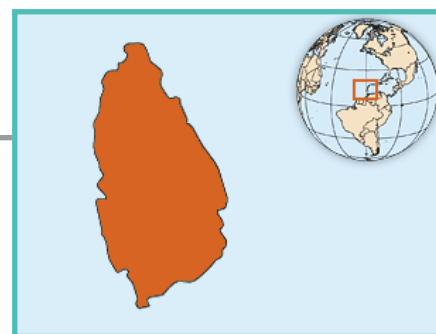
St Kitts Gazette featured the PAHO press release on their website for World Hepatitis Day.



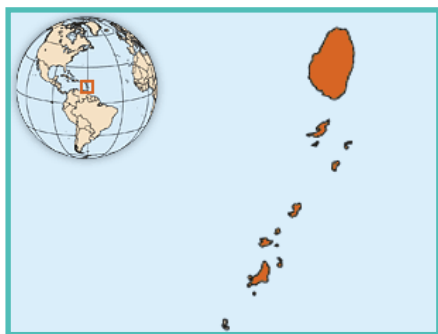
Online media in Saint Kitts and Nevis covered World Hepatitis Day

# Saint Lucia

St Lucia Chronicle featured the PAHO press release on their website for World Hepatitis Day.

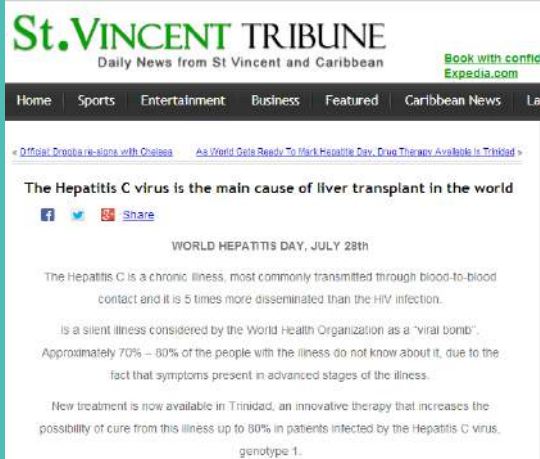


The PAHO press release is published by the St Lucia Chronicle



# Saint Vincent and the Grenadines

St Vincent Tribune featured the PAHO press release on their website for World Hepatitis Day.

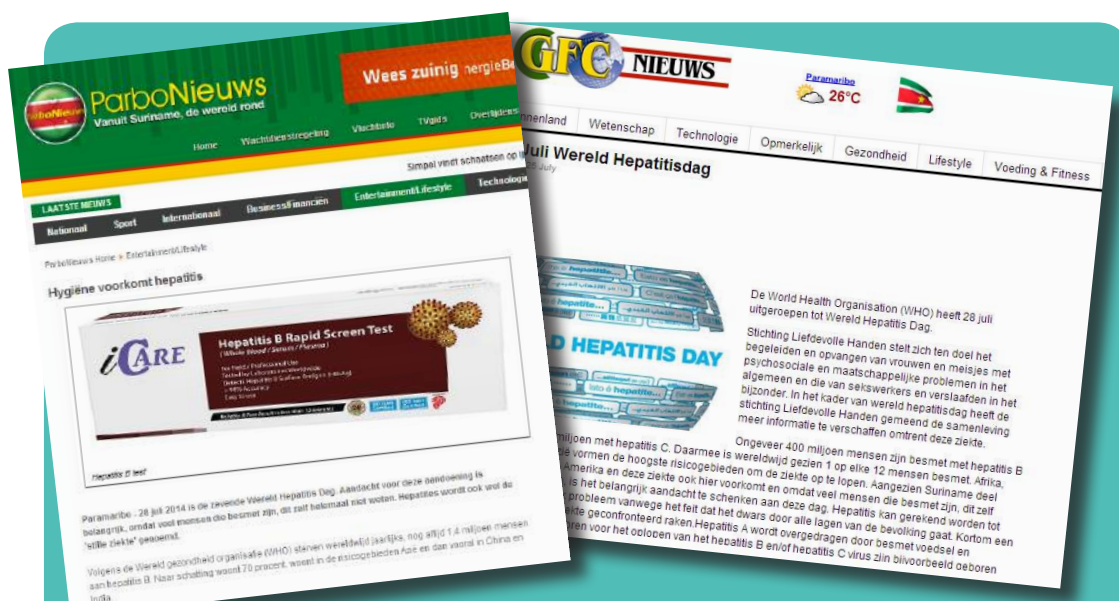


The PAHO press release was published by the St Vincent Tribune



# Suriname

The Love Full Hands Foundation (Stichting Liefde Volle Handen) issued a statement to raise awareness about World Hepatitis Day and the risks of the disease, which was picked up by GFC Nieuws and ParboNieuws news websites.



Stichting Liefde Volle Handen raise awareness through a statement that was picked up by news websites

# Trinidad and Tobago



An article on World Hepatitis Day and the prevalence of the disease was published on the Trinidad and Tobago Newsday website.

# Uruguay



TV channel Tele Doce ran a news story on the prevalence of hepatitis in Uruguay, featuring an interview with doctor Paola Scarone from Hospital Militar. Hospital Militar was holding a testing event for the public for World Hepatitis Day, and Dr Scarone also announced that rapid HCV tests would be available for free for Hospital Militar patients from August.

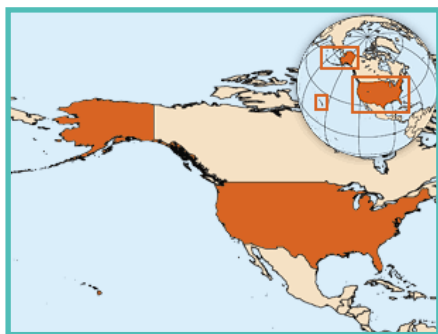
SUAT emergency services published information about hepatitis on their website for World Hepatitis Day.

World Hepatitis Day was picked up by a number of media outlets in Uruguay including LaRed21 and Diario Cambio.



Haematologist Dr Paola Scarone announcing free rapid HCV tests for patients at Hospital Militar





# United States of America



White House Observance of World Hepatitis Day

President Barack Obama made an official proclamation for World Hepatitis Day 2014.

July 30 was the White House Observance of World Hepatitis Day, co-hosted by the Office of National AIDS Policy and the office of National Drug Policy Control. The White House organised a conference, which included talks from Assistant Secretary of Health at the US Department of Health, Dr Howard K Koh, as well as other experts in the field. The conference was also streamed live online.

Women In Government, a national NGO, recognised World Hepatitis Day by urging state and federal law-makers to address hepatitis C epidemic and encouraged baby boomers to get tested. They also launched an updated Hepatitis C Education & Awareness toolkit for the day.

AASLD ran a special World Hepatitis Day issue of their news bulletin including quotes from a number of congressman on hepatitis.

The American Liver Foundation released an official statement and a continuous output of facts and messages in the days leading up to and on World

Hepatitis Day. Information about hepatitis and links to local resources were posted on ALF's national and division websites as well as national and division Facebook, Twitter and Instagram pages.

On 29 July, the National Viral Hepatitis Roundtable and the National Alliance of State & Territorial AIDS Directors hosted a viral hepatitis policy strategy meeting. At the meeting, over 70 viral hepatitis stakeholders and government officials met to discuss how to realise the goals of the national Viral Hepatitis Action Plan, how to navigate coverage of testing and action planning. Project Inform attended.

Caring Ambassadors Program, Inc. posted sample newsletter content and a sample congressional release for people to use for World Hepatitis Day.

Hepatitis Foundation International posted on their website for World Hepatitis Day.

Blue Faery, The Adrienne Wilson Liver Cancer Association posted about World Hepatitis Day on their website.

For World Hepatitis Day, WEGO Health featured Hepatitis Health Activists and online resources they recommend.

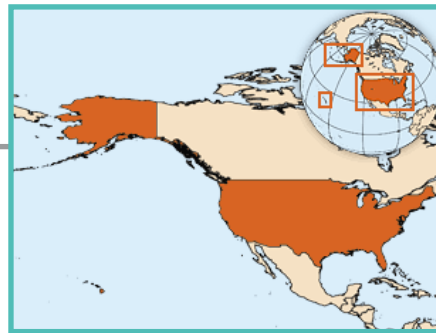
amfAR marked World Hepatitis Day by publishing information on their website.

Elsevier Virology journal ran World Hepatitis day Virtual Special Issue.



Many online journals and blog ran World Hepatitis Day special editions

# United States of America



## Alabama

Brookhaven Retreat observed World Hepatitis Day by posting information on their website.

## California

Hep C Free Oakland organised an event entitled Operation Bannerdrop. 25-30 activists hung banners on the I-80 freeway overpass in Berkeley, California for 2 hours.

California Hepatitis C Task Force posted about the White House event, World Hepatitis Day and the "Think Again" video on their Facebook page.



Operation Bannerdrop organised by Hep C Free Oakland

## Colorado

ALF's Rocky Mountain Division, along with Avella Specialty Pharmacy, Denver Colorado AIDS Project and Colorado Department of Public Health and Environment, took part in a hepatitis C testing day in Denver. The group provided rapid hepatitis C testing, educational information about the virus and other diseases and linkage to care. Rapid HIV testing along with rapid hepatitis C testing was also offered to anyone concerned about co-infection. Counsellors were on-site for anyone with positive results.

Hep C Connection organised an afternoon of sign waving and ruckus raising to increase hepatitis awareness at the corner of Colfax and Broadway in downtown Denver.

## Connecticut

On 25th July, the American Liver Foundation's Connecticut Division teamed up with the Bridgeport Community Recovery Center to provide a Viral Hepatitis Education Program as part of efforts to support the upcoming World Hepatitis Day and align with July 25th's designation of National African American Hepatitis C Action Day. Senator Andres Ayala, who represents Bridgeport and Stratford, Connecticut, was in attendance and discussed community resources.

## Florida

The Florida Department of Health in Seminole and Orange Counties teamed up with Hope and Help Center and Café Latino of Central Florida to provide free hepatitis testing for World Hepatitis Day.

H.E.A.L.S of the South posted the "Think Again" video on their Facebook page as well as hepatitis awareness messages.

## Hawaii

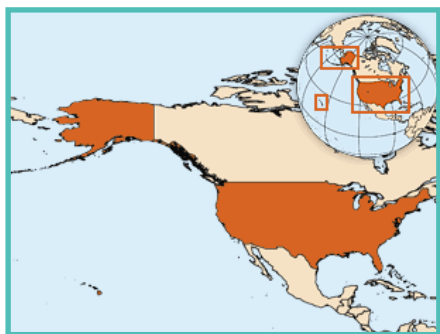
Hawaii Department of Health issued press release urging providers to increase screening for hepatitis B and C as well as HIV.

Hep Free Hawaii held their annual Stakeholders Meeting to strategically plan for the future and included a governor's proclamation for World Hepatitis Day.



Hep Free Hawaii's Annual Stakeholders Meeting





# United States of America

## Illinois

State Representative Michael McAuliffe (Chicago), chairman of the Illinois Hepatitis C Task Force and members of the Hepatitis C Task Force issued a statement reminding people of the importance of being screened for hepatitis in the Chicago Tribune.

Midwest Asian Health Association provided hepatitis education and screening to medically under-served Chinese immigrant population in Chicago.

## Indiana

The Indiana State Department of Health issued a statement on their website for World Hepatitis Day.

Vaccinate Indiana tweeted and posted on their Facebook page for World Hepatitis Day.

## Kentucky

Passport Health - Kentucky posted about World Hepatitis Day and information about the disease on their Facebook page.

## Louisiana

Avita Drugs Pharmacy's World Hepatitis Day campaign took place over 2 days across 2 cities through partnership with NO/AIDS Task Force, the Louisiana Hepatitis Program and HAART. The first event was in Baton Rouge on 19th July in the Mall of Louisiana, and included educational activities, door prizes and free health screenings. The second event took place at Audubon Park in New Orleans on 26th July and included local food, education, games, door prizes, entertainment and free Hep C and HIV testing. The event was sponsored by Louisiana's Health and Fitness magazine who took the photos from the event in New Orleans.



Day of fun hepatitis awareness Audubon Park

## Maine

Maine HIV, STD and Viral Hepatitis Program posted about World Hepatitis Day on their Facebook page.

## Maryland

Mercy Medical Center in Baltimore posted an article on their website in which Dr Anurag Maheshwari and Dr Paul Thuluvath of the Institute for Digestive Health and Liver Disease discuss advances in hepatitis treatment.

## Minnesota

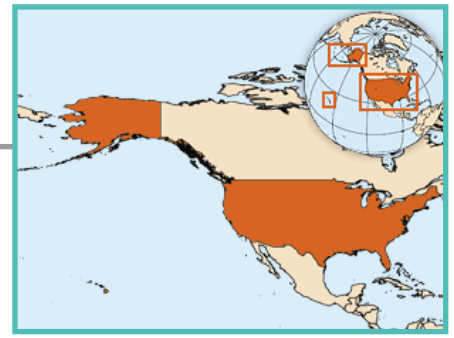
Minnesota Resource Center shared information on World Hepatitis Day on their Facebook page. The City Council of Minneapolis issued a statement for World Hepatitis Day and encouraged Asian American and Pacific Islander residents to get tested for hepatitis B.

## Missouri

On World Hepatitis Day, HepC Alliance organised an event with 5 booths about hepatitis and 64 vendors and offered free testing for HCV, HIV, Syphilis, cholesterol, LDL and glucose at the Pakade Center in Columbia.



# United States of America



## Nevada

Immunize Nevada shared on infographic to highlight the importance of World Hepatitis Day.

Washoe County Health District published a World Hepatitis Day special newsletter.



NYC  
World  
Hepatitis  
Day

## New Jersey

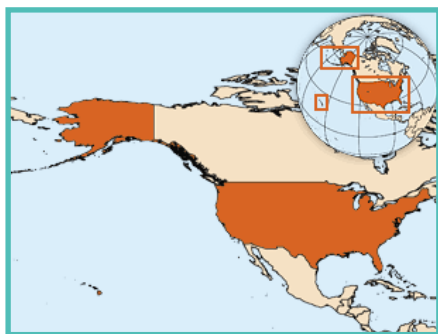
State of New Jersey Department of Health posted information about hepatitis on their website for World Hepatitis Day. New Jersey Department of Health disseminated information to state agencies, hospitals and the public in general informing them about the health consequences of hepatitis and reminding residents to get tested. Congressman Frank Pallone, Jr. also issued a statement on World Hepatitis Day.

## New York

The first ever NYC Hep B Awareness Week was held from 21st to 27th July, in the lead up to NYC World Hepatitis Day. Organised by the NYC Hep B Coalition and NYC Hep C Task Force, sponsored by Charles B Wang Community Health Centre and with involvement from the Asian Liver Foundation, Jade Ribbon Campaign, Albert Einstein College of Medicine and Boom! Health, the programme included a press conference at NYC City Hall on Monday 21st, a hepatitis B educational seminar on Tuesday 24th, a documentary screening and discussion on Thursday 24th and a sit-in at Washington Square Park on Friday 25th.

NYC Hep B Coalition and the NYC Hep C Task Force organised a number of events for World Hepatitis Day. Awareness activities including flyer distribution and holding signs were organised in the boroughs of Brooklyn, Bronx, Manhattan, Queens and Staten Island. They also organised a freeze mob in Foley Square where volunteers stood along the central steps and displayed a large-scale card stunt, showing messages and statistics about hepatitis B and C.

National African American Hepatitis C Action Day (July 25), the National Black Leadership Commission on AIDS, Inc (NBLCA), the Harm Reduction Coalition and the Coalition for

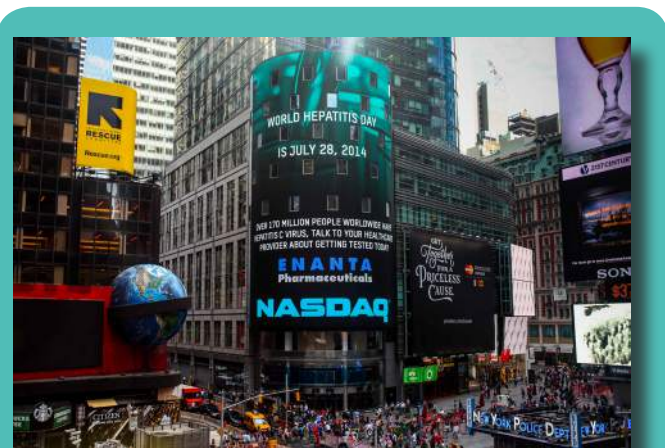


# United States of America

Positive Health Empowerment (C.O.P.E) hosted a breakfast forum and community health fair in Harlem, NYC. Hadiyah Charles, Manager of Government and External Affairs for OraSure Technologies, was honored at the forum for her leadership and advocacy work on the state and national levels in the fight against hepatitis C. At the health fair, BOOM!Health offered free rapid hepatitis C tests. OraSure Technologies also re-launched their website TestHepC.com to increase awareness of the prevalence of hepatitis C and the need for testing.

William F. Ryan Community Health Network & Al. D. Rodriguez Liver Foundation (ADRLF) hosted an education and screening event for World Hepatitis Day (on May 19th 2014) at Boricua College.

Enanta Pharmaceuticals aired a public service message during morning and evening “commuting or drive times” on National Public Radio for a week leading up to World Hepatitis Day and they displayed an awareness message in Times Square, New York City on 28 July. They also used the official posters and had T-shirts made for all employees to wear on the day.



Awareness message in Times Square, New York from Enanta Pharmaceuticals



Screen shots from Hep B Free Philadelphia's awareness video

## North Carolina

North Carolina American Indian Health Board recognised World Hepatitis Day by posting about the disease on their Facebook page and drawing attention to the prevalence rates of hepatitis among American Indians and Alaska Natives.

## North Dakota

North Dakota Women's Way raised awareness about World Hepatitis Day by posting information on their Facebook page.

## Ohio

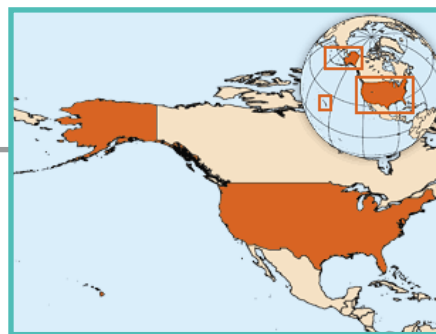
Ohio Department of Health posted information about World Hepatitis Day on their website. Oklahoma Narconon Arrowhead, a drug and alcohol rehabilitation centre in Oklahoma, posted information on their website to acknowledge World Hepatitis Day.

## Pennsylvania

For their Hep B Free Philadelphia campaign, the Hep B Foundation created a fun video and changed the lyrics of Pharrell Williams' 'Happy' to create awareness for World Hepatitis Day.



# United States of America



## Rhode Island

RI Defeats Hep C - RI State House in Yellow for World Hepatitis Day. C is for Cure: A Waterfire Lighting for RI Defeats Hep C was held on 26th July in honour of World Hepatitis Day. Designed to raise awareness, help diminish stigma and encourage people to get tested, the event included entertainment, food, music, education and testing. The WaterFire centres around the installation of 80 bonfires floating along Providence's three rivers.

## South Dakota

South Dakota Department of Health shared information about World Hepatitis Day on their Facebook page.

## Texas

Dr Salim Surani was interviewed on Kiii TV South Texas explaining the importance of World Hepatitis Day.

## Vermont

Vermont Department of Health posted about World Hepatitis Day on their Facebook page.

## Washington

The Multicultural HIV/Hepatitis Action Network provided HIV and hepatitis information and screenings on 2nd August at Seattle's annual Umoja Fest to mark National African-American Hepatitis C Action Day and World Hepatitis Day.

## Washington DC

On 25th July, MedStar Washington Hospital Center offered free OraQuick HCV Rapid Antibody Tests.



WaterFire organised by RI Defeats Hep C

World Hepatitis Day received widespread media coverage in the United States. Rhode Island Public Radio featured a section on the day and a number of online blogs and websites posted articles about the day including WGEM TV channel, WorldNews blog, AccessOurMedicine website, Healthline blog, HCV Advocate blog and Methodist Health System blog. A blog entry on World Hepatitis Day was published on the PLOS Medical Journals' Community Blog, Christine Rodriguez, Public Policy Manager at the National Viral Hepatitis wrote an article for the AIDS United blog. HIVandHepatitis.com website featured the day and focused on the World Hepatitis Day briefing at the 20th International AIDS Conference. Ryan Clary, Executive Director of the National Viral Hepatitis Roundtable, wrote an article which was published in the Huffington Post. Other blogs and news outlets covering the day include: Science Speaks: HIV & TB News blog (project of the Center for Global Health Policy), Home Care Pulse blog, NY Daily News, Roll Call blog, AIDS Clinical Trials Unit at the University of Washington blog, Voice of America: WANE, TV channel, Drug Policy Alliance's blog, Georgia Obsterical and Gynecological Society website, Duke Global Health Institute, TheChairman's blog, UN News Centre, EDGEOnTheNet, Medical Daily, OUPblog, Voice of America, PassportHealth.



# Venezuela



The Ministry of Health published two articles about the events they organised to mark World Hepatitis Day. They organised a week of commemoration, starting with a vaccination day and two conferences at the Municipal Blood Bank with speakers including Dr Mario Comegna, infectious disease doctor at Hospital Vargas and Dr Guillermo Veitía, head of gastroenterology at Hospital Vargas.

On Wednesday 30th, a meeting was held to discuss the creation of a national programme for hepatitis.

On Thursday 31st, the Institute of Tropical Medicine at the Universidad Central de Venezuela held a hepatitis B prevention day. The week of activities concluded with conferences at the National Institute of Hygiene.

World Hepatitis Day was picked up in a number of media outlets who posted articles about hepatitis awareness on their websites, such as El Universal and El Nacional, and the activities organised by the Ministry of Health featured on news channel, Globovisión.

The pharmacy Locatel, also mentioned World Hepatitis Day on its website.



Talks and testing during the Ministry of Health's hepatitis awareness week

## WHO Regional Director's Message on World Hepatitis Day

Viral hepatitis is one of the most common and serious infections in the WHO Eastern Mediterranean Region. Every year around 4.3 million people are infected with hepatitis B virus and 800 000 with hepatitis C virus. By the age of 15, half the children in the Region will have been exposed to hepatitis A. Hepatitis E prevalence is also high in some countries, yet the disease has been neglected for many years by most countries.

Viral hepatitis affects the liver. Chronic infection with hepatitis B or C is the leading cause of liver cirrhosis and liver cancer. However, viral hepatitis is preventable. And when people acquire it, it is treatable and in many cases can be cured. Now is the time to take the road to beating hepatitis.

In 2010 WHO declared 28 July as World Hepatitis Day to be an occasion to raise awareness about viral hepatitis, and to call for access to treatment, better prevention programmes and concerted global action. Since 2010, every year in July many governments and civil society organizations around the world observe World Hepatitis Day. This year the regional slogan is “Care for your liver. Think about hepatitis”. The regional campaign aims to raise the awareness of the general public about the different types of hepatitis virus, their modes of transmission, the ways to prevent and treat them and, when living with chronic hepatitis, how to prevent liver damage due to infection.

Our region is marked by low awareness of hepatitis. Many people are exposed to viral hepatitis through poor access to clean water, unsafe practices in health care settings, and unsafe blood or organ transfusions; as well as through behavioural risks, such as neglect of hygiene, unprotected sex and sharing of drug injection equipment and sharp instruments, such as in tattooing. With limited access to testing, people living with chronic hepatitis B or C may show no symptoms of their infection and therefore, unknowingly, may transmit the infection to others.

Left untreated, hepatitis can have a major economic impact on countries due to loss of life and decreased productivity. At the same time, the treatment of hepatitis with the medicines currently available is prohibitively expensive for low and middle-income countries. In order to address this public health challenge effectively, we need to ensure that governments put in place a comprehensive approach in which there is concerted effort between the public sector, civil society, academia and the private sector. Such an approach should focus on raising public awareness; ensuring policy is informed by and based on evidence from scientific research and surveillance; expanding access to prevention among all risk groups; and increasing access to diagnosis, care and treatment for those affected.

WHO remains committed to helping Member States rise to the challenge of hepatitis. At the global level, WHO is working on providing normative guidance for the management of hepatitis. It is also advocating for reduction in the price of treatment to make the necessary medicines more accessible for low- and middle-income countries. In the Regional Office, I have established a task force with representatives from across the various departments concerned with prevention, surveillance, diagnosis, care and treatment. With this commitment from WHO I look forward to fostering strong commitment also from Member States, and to providing them with the necessary technical support to establish policies that work and appropriate services. We have a long way to go, but there can be no doubt we are going in the right direction.

Dr Ala Alwan

World Health Organization Regional Director for Eastern Mediterranean

### Countries in Eastern Mediterranean that observed World Hepatitis Day

Afghanistan  
Djibouti  
Egypt  
Iran  
Iraq  
Jordan  
Kuwait  
Lebanon  
Libya  
Morocco  
Oman  
Pakistan  
Qatar  
Saudi Arabia  
Somalia  
United Arab Emirates



# Afghanistan



Dr Rik Peeperkorn speaking to journalists

The World Health Organization country office for Afghanistan published an article on their website about World Hepatitis Day.

Dr Rik Peeperkorn, WHO representative for Afghanistan, used the opportunity to highlight that viral hepatitis is often ignored.

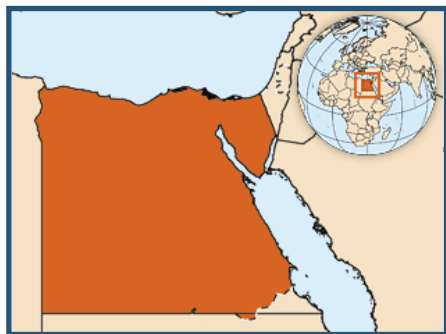
# Djibouti



The World Health Organization country office's World Hepatitis Day posters

The WHO country office for Djibouti featured World Hepatitis Day on their website and designed posters encouraging people to get their livers tested.

# Egypt



The Egyptian Liver Research Institute and Hospital (ELRIAH) held an event for patients, guests, children and employees. Working in collaboration with the Community Medicine Research Department and the Association of Liver Patients Care (Dakalhia), the hospital put on a play to raise awareness about transmission of hepatitis C, symptoms and stigma associated with the disease. There was free HBV and HCV testing and the day ended with a concert and dancing show.

The National Research Centre, led by the Minister of State for Scientific Research, translated the lyrics of the official World Hepatitis Day video into Arabic and added Arabic subtitles.

Roda Kabyed held an event in collaboration with The Depository Library – Bibliotheca Alexandrina. On the 21st, 22nd and 24th July they held a public event where members of the public could learn about hepatitis by taking part in games and quizzes. On the 17th August, they organised another day aimed at physicians and medical students, consisting of talks on recent studies and findings.



Members of ELRIAH raising awareness with a mix of scientific talks and comedy

The International Federation of Medical Students' Associations of Egypt held a Safe Liver event including workshops, awareness campaign, vaccination drives and HCV screening.

A press release entitled 'Egypt steps up efforts against hepatitis C' was published on the Egypt WHO country office website, in which Dr Henk Bekedam, WHO representative for Egypt, made a statement. Dr Bekedam highlighted the new government agreements on access to treatment, which hope to bring about higher cure rates in the country. He also discussed the National Hepatitis Plan for 2013-2018, drawn up by the National Viral Hepatitis Committee, through which the government plans to establish an effective system for hepatitis surveillance in Egypt.



Keep calm and join World Hepatitis Day!  
Roda Kabyed take members of the public through their viral hepatitis quiz

# Iran

The Islamic Republic News Agency (IRNA) published an article on their website for World Hepatitis Day.

The Tabnak News website posted an article about World Hepatitis Day stressing the global burden of viral hepatitis.



World Hepatitis Day news coverage in Iran

# Iraq

The Kirkuk Health Directorate held a scientific symposium for World Hepatitis Day under the slogan “Take care of your liver... Think hepatitis”. The event was hosted by Dr Raad Darwish, Director of the Liver Unit in the Department of Public Health, and Dr Nidal Khaki, Director of the Division of Health Promotion. The event was reported by the Herak Media Network.



World Hepatitis Day reported on Herak Media Network



# Jordan



The Friends of Liver Disease Patients Society were unable to carry out as much as in previous years due to the difficult political situation in neighbouring countries. However they succeeded in carrying out small, localised activities such as an awareness lecture about hepatitis B and C. The lecture took place in a substance abuse treatment centre and was aimed at both patients and staff.



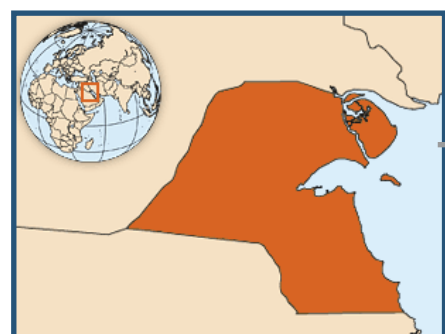
Awareness lecture organised by the Friends of Liver Disease Patients Society

Other awareness lectures were also held for the general public across the country including in Al-Azraq.

groups to honour the day and encourage new patients to join the support groups.

Special meetings were organised by patient support

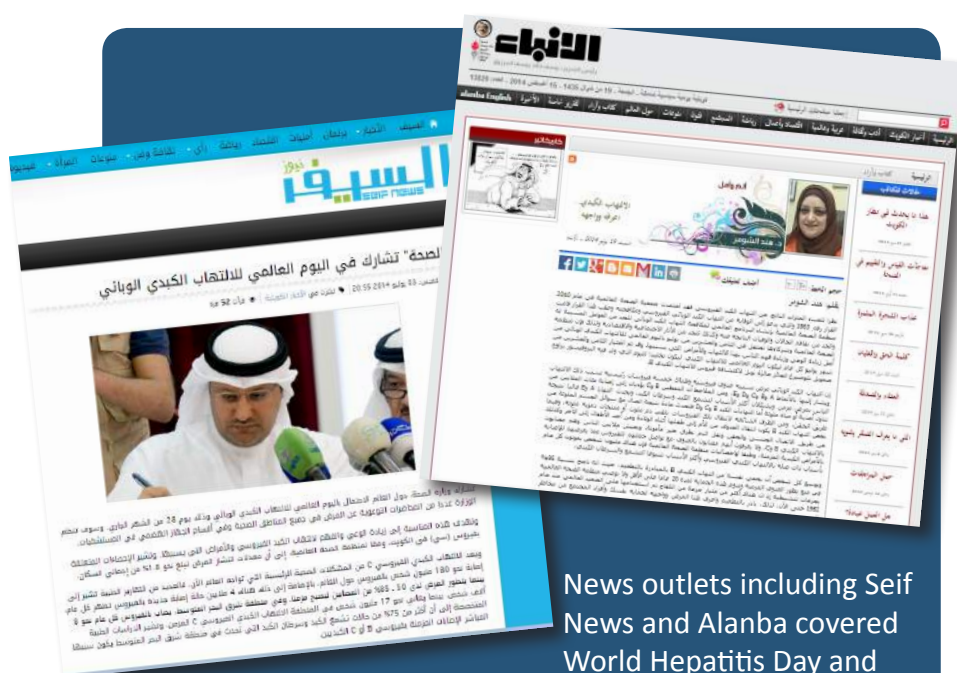
World Hepatitis Day fell during Ramadan this year, so the Society celebrated the day by giving special gifts to their patient networks.



# Kuwait

The Ministry of Health organised a number of awareness lectures about the disease in all regions of Kuwait. Specifically, hospitals with dedicated gastroenterology and hepatology centres worked with the Ministry of Health to put on events.

World Hepatitis Day was also covered in Kuwaiti news.



News outlets including Seif News and Alanba covered World Hepatitis Day and ran stories on hepatitis awareness

# Lebanon

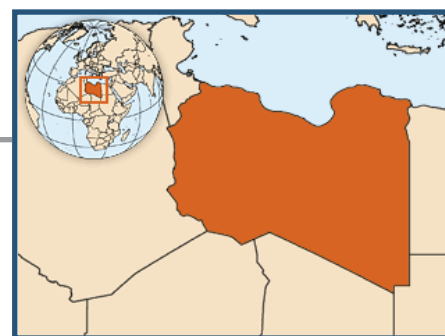
Soins Infirmiers et Développement Communautaire (SIDC) organised a mobile unit to be sent around Mount Lebanon and Jounieh to provide testing and educational materials to the general public. The SIDC outreach team also travelled to Kesserwan where they handed out awareness materials and spoke to the public about viral hepatitis.

In August the Ministry of Health launched an awareness campaign in collaboration with the Doctors' Syndicate, the Lebanese Association for Gastroenterology, the Lebanese Association for Infectious Diseases and Microbiology and Roche Lebanon. At a press conference held to launch the campaign, the Ministry of Health's General Manager Walid Ammar said the aim was to raise awareness of hepatitis B and C in local communities. The World Health Organization shared a picture of the event on their twitter feed.



The launch of the National Hepatitis Awareness Campaign 2014 in Lebanon

# Libya



The LIC used social media to raise awareness by sharing some of the big campaigns happening around the world

The Libyan Infection Control shared pictures and infographics from CDC and PAHO-WHO on Facebook to inform their followers about World Hepatitis Day. They also posted their own information on the effects of hepatitis C.

# Morocco



World Hepatitis Day was covered by national and local media including Statement Today, Maroc Press and Almaghribia.

The Moroccan Scientific Community website also published a piece on hepatitis in honour of the day.

The Ministry of Health of Morocco issued a statement on World Hepatitis Day highlighting the theme of 'Hepatitis: Think Again'. The article emphasised the actions of the governments to tackle viral hepatitis, such as the National Diagnosis and Treatment of Viral Hepatitis Programme. Launched on World Hepatitis Day in 2012, this program has now helped over 700 people.



World Hepatitis Day on the Ministry of Health website



# Oman

The Ministry of Health's Department of Communicable Disease Surveillance and Control held a World Hepatitis Day event. Dr Khalid and Dr Bassem led the event.

The Times of Oman published an article on hepatitis, quoting Al Lawati, a Senior Consultant from the Royal Hospital, who argued that there are not enough gastroenterologists or hepatology centres to deal with viral hepatitis cases. The specialist also called for more awareness campaigns.



Senior Consultant calls for increased resources for hepatitis in leading Oman newspaper



# Pakistan



Sindh Institute of Urology and Transplantation (SIUT) organised a public awareness and education programme in Karachi, where visitors were asked to complete a questionnaire which would identify any risk factors for hepatitis. An awareness video was then shown in a local language, and a Q and A session followed each video to answer visitors' queries. Free testing and ultrasounds were available as was the first dose of the hepatitis B vaccine. 353 visitors were tested. SIUT sponsored a special supplement which was included in The Daily Dawn, a widely circulated newspaper.

Agha Khan University Hospital Karachi and Pakistan Society for the Study of Liver Diseases arranged an awareness session titled 'Hepatitis: Think Again' at Agha Khan Hospital.

Naya Jeevan co-ordinated a World Hepatitis Week with Novartis Pharma Pakistan where they set up screening camps in areas with high prevalence. They also screened employees of Gloria Jeans coffee shop and Lal's Chocolate Café. During the event, Naya Jeevan set up a whiteboard where people could sign their name to show their support for the day, and they also organised workshops to teach employees of the cafes more about hepatitis.

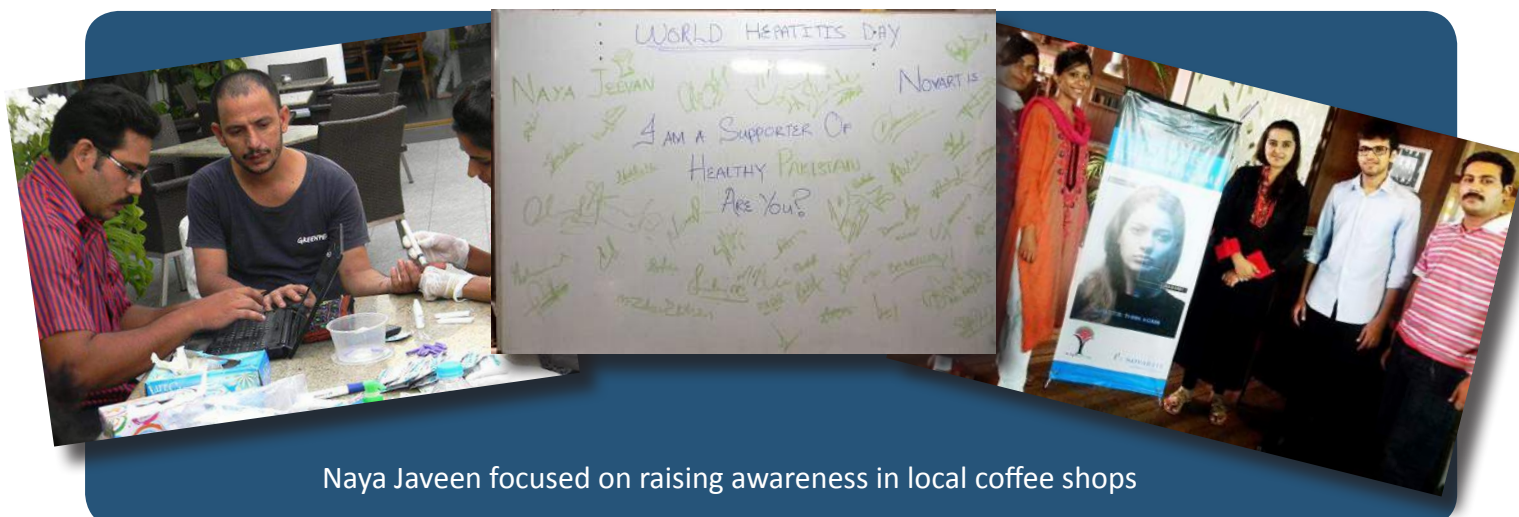
Al-Khidmat Foundation arranged an awareness walk on World Hepatitis Day. They also arranged a screening camp in the Al-Khidmat Foundation blood bank.



Al Khidmat Foundation walk through the city for World Hepatitis Day

The Department of Gastroenterology and Hepatology at Shaikh Zayed Hospital organised a hepatitis awareness walk, free screening camp and public awareness seminar.

Roche Pakistan organised appearances on major radio shows and TV programmes to raise awareness. They also organised a major public walk in which Director General of Health in the Punjab Province participated. DG of Health Dr Zahid Pervaiz praised the efforts made by Roche to raise awareness about the disease and developing treatments. The walk was led by Provincial Hepatitis Control Program Manager Dr. Zulfiqar and his team and was attended



Naya Javeen focused on raising awareness in local coffee shops

# Pakistan



by member of the National Assembly Imran Nazeer. Roche Pakistan also helped to raise the profile of the day with a number of media pushes. They published awareness messages from 110 leading doctors in the Daily Express newspaper and the advertisement promoted the toll free Hepatitis Helpline. As well as this, Roche Pakistan announced they are creating a hepatitis publication along with the help of Daily Jang, one of Pakistan's leading national newspapers. Hepatitis related NGOs, medical societies, the government and other stakeholders are participating in the publication by sharing their research, information and suggestions and will form a national document.

Asian Institute of Medical Sciences (AIMS) celebrated World Hepatitis Day on 6th September by organising an interactive discussion in collaboration with Roche Pakistan. During the discussions which took place at AIMS Hospital, Dr Sadik Memon discussed the burden of hepatitis in Sindh and Pakistan and advised that the vaccine is available free in major centres of Sindh Government Hospitals. Many health care workers attended and questions were answered by Dr Sadik, Dr Aamir Hussain, Dr Nand Lal, Dr Abdul Aziz Sheikh and Dr Kashif Aziz. Attendees were also given the opportunity to be vaccinated at the event.



Coverage of World Hepatitis Day in national and regional newspapers

Pakistan Islamic Medical Association issued a report on hepatitis showing that every 10th person in Pakistan has the disease. The Organisation for Empowerment Through Education and Health (OETEH) organised a screening and vaccination camp from the 26th to the 28th July.

EHAD Pakistan, which aims to guide parents in the education of their children in health and behaviour, produced a film on hepatitis. The Rehman Medical Institute held a seminar to raise awareness amongst the general public with a 'Prevention, Diagnosis and Treatment' campaign.

Eden Life Care International organised a rally in the rural Mazafer Colony District.

The day was covered widely by leading national newspapers including the Daily Jang, Daily Times and Daily Express.



Public walk attended by Director General of Health in the Punjab Province



# Qatar



The Supreme Council of Health marked World Hepatitis Day with a number of events under the theme 'Think Hepatitis'. The day was covered by online media, highlighting the public health measures taken by Qatar to detect and prevent hepatitis.

Sidra Medical and Research Centre published a piece on their website about the day and the theme, with information on prevention and treatment.

# Saudi Arabia



Riyadh Health, under the patronage of Director General of Health Affairs, Dr Adnan Bin Sulaiman Abdul Karim, organised lectures in the Riyadh Health building and awareness exhibitions in public spaces where people could ask questions about hepatitis.



The Saudi Arabian government organised lectures and awareness exhibitions to commemorate the day



# Somalia



Dr Cismaan Maxamuud Dufle of the Ministry of Health and co-founder of the Mogadishu University Teaching Hospital, gave a press conference calling for greater awareness of hepatitis and discussed the causes, symptoms, and treatments available. Dr Dufle described the various strains of hepatitis and the different risk factors and advised doctors on how to best treat patients.



Dr Cismaan Maxamuud Dufle treating a hepatitis patient



# United Arab Emirates

Dr Mariam Al Khateri, President of the Emirates Gastroenterology Society, was quoted in online media for World Hepatitis Day talking about the HCV Patient Accelerate programme which runs in association with charities in UAE to educate and increase access to treatment.

Arab Health, a medical and healthcare trade fair in Dubai, posted a Stop Hepatitis poster on their Facebook page to raise awareness of World Hepatitis Day amongst their 20,000 followers.



A poster on the Arab Health website

# EUROPE

## WHO Regional Office for Europe's Message on World Hepatitis Day

WHO/Europe's efforts for the prevention and treatment of hepatitis focus on types B and C. These are the most prevalent types in the WHO European Region, where 13.3 million people are estimated to live with hepatitis B, and 15 million with hepatitis C. Of those infected, over 120 000 die every year. Two thirds of the people in the Region with hepatitis B and C live in eastern Europe and central Asia.

**Hepatitis: prevention, diagnosis and treatment**  
Hepatitis is a viral infection that attacks the liver. The virus is transmitted through contact with the blood or other body fluids of an infected person. Type B can cause both acute and chronic disease. Routine immunization of newborn babies and children with hepatitis B vaccine is the best measure to take. Most countries in the European Region have introduced such immunization, which will ultimately lead to generations free of hepatitis B.

Hepatitis C can cause both acute and chronic infection, ranging in severity from a mild illness lasting a few weeks to a serious, lifelong illness. The hepatitis C virus is transmitted through blood, and people typically become infected due to unsafe injection practices, inadequate sterilization of medical equipment in some health-care settings, and unscreened blood and blood products.

No vaccine is available against hepatitis C, so the disease must be tackled by improving prevention, diagnosis and treatment. Understanding the disease and following safe injecting practices are the best means of prevention. A new and effective treatment against hepatitis C is now available, to which all people in need should have access.

Global hepatitis burden and WHO response  
Viral hepatitis – the group of infectious diseases

called hepatitis A, B, C, D, and E – affects close to 500 million of people worldwide, killing close to 1.4 million people every year. Hepatitis remains largely ignored or unknown.

WHO and Member States have made significant advances in tackling the disease in 2014.

In March, participants at WHO's first global meeting of partners on hepatitis made a historic "Call to action to scale up the global hepatitis response". In April, WHO issued new recommendations for treating hepatitis C.

In May, the World Health Assembly (delegates from 194 Member States) adopted a resolution on improving the prevention, diagnosis, and treatment of viral hepatitis.

#### World Hepatitis Day

Every year on 28 July, WHO and its partners mark World Hepatitis Day, to increase the awareness and understanding of viral hepatitis and the diseases that it causes. In 2014, they urge policy-makers, health workers and the public to "Think again" about this silent killer.

The date of World Hepatitis Day was chosen to honour the birthday of Nobel Laureate Professor Baruch Samuel Blumberg, of the United States of America, who discovered the hepatitis B virus.

#### Countries in Europe that observed World Hepatitis Day

Armenia  
Austria  
Belarus  
Belgium  
Bosnia and Herzegovina  
Bulgaria  
Croatia  
Estonia  
Finland  
Former Yugoslav Republic of Macedonia  
France  
Germany  
Georgia  
Greece  
Hungary  
Iceland  
Ireland  
Israel  
Italy  
Kazakhstan  
Kyrgyzstan  
Latvia  
Lithuania  
Luxembourg  
Malta  
Moldova  
Netherlands  
Norway  
Poland  
Portugal  
Romania  
Russia  
Serbia  
Slovakia  
Slovenia  
Spain  
Sweden  
Tajikistan  
Turkey  
Ukraine  
United Kingdom



# Albania

The Institute of Public Health posted an article about World Hepatitis Day and the effects of hepatitis on their website along with a poster with the Alliance's key messages translated into Albanian. The Ministry of Health also posted an awareness poster on their Facebook page.

Regional hospital Spitalit Rajonal Durrës posted information about World Hepatitis Day on their Facebook page.

The day also received coverage from online news websites including A1 TV, TV Klan, Tirana Observer and Balkan Web.



Poster from the Institute of Public Health



# Armenia

A press conference was held at 'Media Centre' by the International AIDS Advocacy and Research Group "Positive People Network", to discuss improvements made in the fight against hepatitis during the year. The Head of the Hepatology Department at Norq hospital and the President of the Positive People Armenian Network took part,



along with two people living with hepatitis. At the end of the press conference, participants handed a letter to the Ministry of Health with recommendations on how to implement changes.



Tweets by activist and social worker Nvard Margaryan capture pictures from the Armenian protests

A protest was held in front of the Ministry of Health, and also in front of the Armenian office of Hoffman La Roche. The participants carried posters with slogans such as 'Your prices are killing us: Ministry of Health, Lower the Prices'. A letter outlining demands was handed to the Ministry of Health.

## Austria



On World Hepatitis Day Hepatitis Hilfe Österreich (HHÖ) organised a major awareness event in Vienna in front of the iconic Ferris wheel, in which patients, physicians, and members of the government released 7,000 balloons with personal messages to represent the 7000 patients awaiting new therapy treatment.

A second balloon release was organized in the main square in Linz, where Dr. Josef Pühringer, State Governor of Upper Austria, and State President Viktor Sigl expressed their admiration for the work of HHÖ and their support for the campaign. Experts in attendance included Assoc. OA Dr. Andreas Maieron from Elisabethinen Hospital Linz and Hubert Kehrer, director of the SHG for liver patients and liver transplant Upper Austria.

Hepatitis Hilfe Österreich held a press lunch in Vienna, attended by their Chariman Angelika Widhalm, and University Professor Dr. Peter Ferenci of the Vienna General Hospital

HHÖ held a second press lunch in Innsbruck, attended by Angelika Widhalm and University Dr. Ivo Graziadei from the State Hospital (LKH) Hall.

There was also a press release and statements from Rudolf Hundstorfer, Federal Minister of Labor, Social Affairs and Consumer Protection, Angelika Widhalm, chairwoman of the Hepatitis Help Organization Austria (Hepatitis Hilfe Österreich - HHÖ), and Prim. Prof. Ludwig Kramer, Hospital Hietzing.



Balloon releases in Vienna (top) and Linz



Press lunch held in Vienna by Hepatitis Hilfe Österreich

The Austrian Medical Association posted an article on their website marking the day.

Health website [www.gesund.at](http://www.gesund.at) and several similar websites highlighted the day with an article that stated 1 in 5 liver transplants are the result of chronic hepatitis B or C.

The press statement was released over the APA OTS news wire service and received widespread media coverage along with the balloon release, including coverage in the major national newspapers Kurier, a full page in Der Standard and Die Presser, Regional Media Austria's news website [www.meinbezirk.at](http://www.meinbezirk.at) and their Linz paper. Heute TV also covered the story.

# Azerbaijan

Minister of Health, Mr. Oktay Shiraliev, released a press statement published on the Ministry of Health and Azerbaijani Government website, announcing the development of the government's new strategy for the diagnosis and treatment of viral hepatitis.

Media coverage included APA [az.apa.az](http://az.apa.az) and OXU [OXU.az](http://OXU.az).

Ministry of Health release a statement for World Hepatitis Day

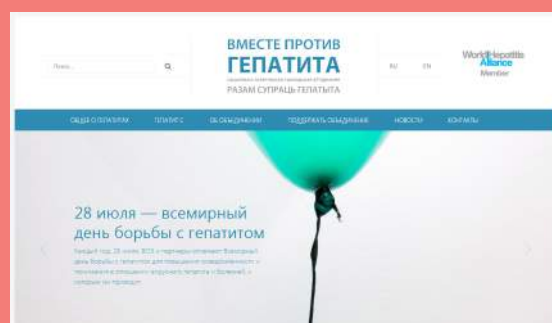


# Belarus

Together Against Hepatitis organised a range of activities for World Hepatitis Day. Members of the organisation were interviewed in Komsomolskaya Pravda in Belarus (Комсомольская правда в Беларуси), one of the largest newspapers in Belarus, Va-Bank (Ва-банк), Minsk city newspaper and news websites [tut.by](http://tut.by) and [onliner.by](http://onliner.by).

The organisation also used the day to launch their new website: [www.antihep.by](http://www.antihep.by) and featured an article dedicated to the day. The organisation made use of the Alliance's World Hepatitis Day poster tool and hung personalised posters in clinics.

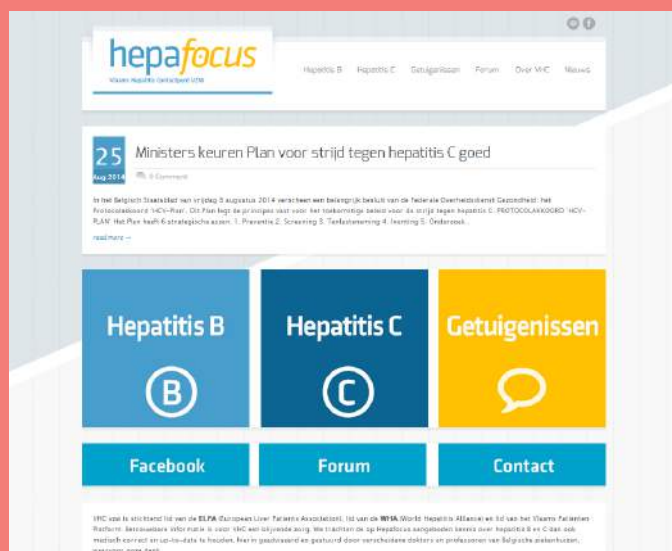
Representatives of state medical institutions held a press conference on viral hepatitis, which was covered in the news bulletin on ONT TV Channel.



Together Against Hepatitis's new website on prevention and treatment for hepatitis



# Belgium



Vereniging voor Hepatitis C patiënten's new website, designed to provide information on hepatitis B and C to the general public

Carrefour hépatites - aide et contact (CHAC) launched an appeal to the government to implement a Hepatitis C Plan in Belgium. The organisation provided information on how to get involved in World Hepatitis Day in their new bulletin and included the Alliance's key messages

Vlaams Hepatitis Contactpunt vzw posted information about hepatitis and how to get involved in World Hepatitis Day on their Facebook page ahead of the day.

Vereniging voor Hepatitis C patiënten (VHC) carried out a campaign using the slogan 'Hepatitis: Think Again'. They launched a new website, HepaFocus, as an easy source of information about hepatitis B and C. They also urged their followers on Facebook to use the campaign hashtag #thinkhepatitis.

RTL television channel featured World Hepatitis Day on their news programme, in which they interviewed Yves Horsmans, Hepatologist at Cliniques Universitaires Saint-Luc and Muriel Colinet, Absl CHAC.

Information on hepatitis was specifically placed on a number of hospital and organisations websites to commemorate the day, including: SurplusGezondheid, AgriPress, Gezondheid, Information Hospitaliere, TopicSanté and Levif.



World Hepatitis Day on RTL television channel

# Bosnia and Herzegovina

The Chronic Viral Hepatitis Patients Association – “B18” held an event in the central square in Banja Luka on the 28th July. They gave out promotional and educational materials related to viral hepatitis B and C, and provided information on testing, diagnosis and treatment. They partnered with the Counseling Clinic for Infectious Diseases, Clinical Centre in Banja Luka, which held free anonymous counseling and testing.

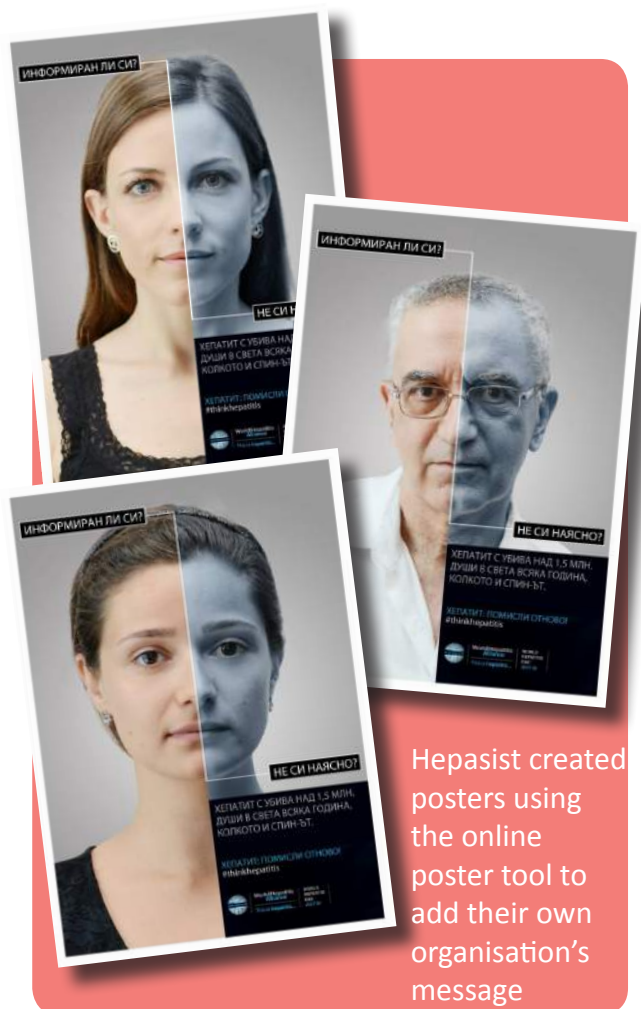
The Hospital for Infectious Diseases, in Banja Luka offered free and anonymous hepatitis and HIV testing for World Hepatitis Day. Hospital for Infectious Diseases KCUS in cooperation with the Institute for NIR organised a campaign entitled “Learn it, Test it, Confront it”. As part of their campaign, they offered free testing at the BBI Centre on 28th July.

A number of local government bodies and hospitals recognised the day by publishing information on hepatitis on their websites. This included: Public Health Institute of Una-Sana Canton, Local Government of Sarajevo, Medical Faculty of Tulzi and Hospital Abdulah Nakas Opca Bolnica.



Chronic Viral Hepatitis Patients Association provided educational materials in Banja Luka

# Bulgaria



Hepasist created posters using the online poster tool to add their own organisation's message

Hepactive used the day to launch their new website “Make Hepatitis History” at [www.hepatitistory.com](http://www.hepatitistory.com) which is a site for hepatitis patients to share their personal experiences.

A month-long National information campaign against hepatitis “Tell it!”, which was launched with a press conference on 30 June and which aims to mark the World Day against hepatitis for the seventh consecutive year. During the campaign, which covered five of the biggest cities in Bulgaria: Sofia, Plovdiv, Varna, Kardzhali and Haskovo.

The National Association for Hepatitis “Hepasist” organized a series of free testing events for hepatitis B and C in Varna, Kardzhali and Haskovo.

Information days for preventing the spread of hepatitis A were held in Sofia, Plovdiv, and Varna.

# Bulgaria



There was a poster campaign in Sofia on the Underground

On July 28, Hepasist, together with the patients association “Simple Machines Forum”, organised a discussion on “The role of the media to raise public awareness of hepatitis C “. Doctors, leaders of patient organizations and journalists took part in the meeting and discussed with the problems associated with public perception of the disease and possible solutions for change in social attitudes. Among medical professionals who actively participated the event were Prof. Lyudmila Mateva national consultant in gastroenterology at the University Hospital “St. Ivan Rilski “, and Prof. Genov, head of the Third Section of Hepatology in the Department of Gastroenterology, KTSGE, MU - Sofia, University Hospital” Queen Giovanna - ISUL.

Following the ‘Role of the Media’ event, participants took part in a balloon release to help raise public awareness.

Darik Radio and various newspapers and media websites ran articles informing the public about viral hepatitis and about the testing events.

Several news articles focused on the risk of hepatitis A from the water and shellfish in the Black Sea, due to the dumping of sewage by hotels.

Articles highlighting viral hepatitis and World Hepatitis Day were published by several online blogs and health sites



Balloon release organised by Hepasist at the ‘Role of the Media’ event





# Croatia



The Minister of Health, Pr. Sinisa Varga, held a reception on July 24, 2014 to present the results of an independent analysis of public policies to combat viral hepatitis in Croatia

On July 28 the President of Croatia, Prof. Dr. Sc. Ivo Josipovic, hosted an event to launch the findings of the independent report.

A symposium was held on July 25 at the Hospital for Infectious Diseases, organised by The Center for the Diagnosis and Treatment of Viral Hepatitis, the Ministry of Health of Croatia, Croatian National Institute of Public Health, University Hospital for Infectious Diseases European Liver Patients Association (ELPA) and the Croatian Medical Association - Section of Viral Hepatitis HDIB. The symposium was attended by Alliance members Hepatos, and Hepatos Rijeka, and by the Alliance of Hepatitis Croatian Republic (SOH RH) and the Croatian Association for HIV and Viral Hepatitis (CAHIV) .

The Croatian Association for HIV and Viral Hepatitis (CAHIV) used the Think Again posters for an awareness campaign, in collaboration with the Ministry of Health, focusing on public transport and health centres.

CAHIV organised a week-long series of free testing and awareness events at health centres and at the Checkpoint Zagreb Youth Centre.



Hepatos Rijeka attending the symposium at the Hospital for Infectious Diseases

A mobile information and testing booth was set up at Zræe beach, a popular attraction with locals and tourists. The booth was run by member organisations of the Alliance of Hepatitis Croatian Republic (SOH RH).

A joint press conference was attended by the Minister of health, the head of the WHO office in Croatia and ELPA members.

WHD 2014 was covered by a number of media channels, health websites, and blogs including index.hr, dnevnik.hr, and plivazdravlje.hr.



The official World Hepatitis Day posters are transformed in Croatia

The University of Cyprus produced a two page information leaflet and info-graphic, highlighting the different types of viral hepatitis and the associated risk factors.



Leaflet created by the University of Cyprus



# Czech Republic

The Regional Public Health Authority in the Moravian - Silesian Region created a comprehensive document that provided information about the different types of hepatitis and prevalence data for the Czech Republic.

Hospital Poliklinika Modřany posted information about the day on their website.

Zdraví Národa, which translates as 'health of the nation', is an organisation that works towards the prevention of diseases and they posted information about hepatitis on their website to commemorate the day.

The day was covered online by a number of news sites such as [plzen.cz](http://plzen.cz), [ozdravotnictvi.cz](http://ozdravotnictvi.cz), [zena-in.cz](http://zena-in.cz), [parlamentnilisty.cz](http://parlamentnilisty.cz), [eurozpravy.cz](http://eurozpravy.cz), [parlamentnilisty.cz](http://parlamentnilisty.cz), [denik.cz](http://denik.cz) and [tyden.cz](http://tyden.cz).



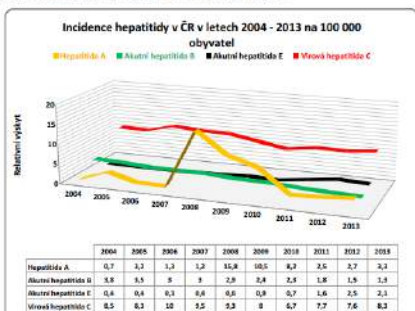
V této souvislosti chceme informovat občany o hepatitidách infekčního původu, o možných rizicích těchto onemocnění, o nebezpečích způsobených jejich přenosu a možnostech prevence.

**Hepatitida** zvečá „žloutenka“ je zákeřná onemocnění jater, jednou z možností je virální původ hepatitidy – viny. Rozlišujeme hepatitidy typu A, B, C, D a E. U většiny nemocných virus; hepatitidy se vazy nachází ve krvi, v tělních tekutinách jako jsou sliny, sperma, pohlavní sekret. Nemoc nevolí století.

Průběh onemocnění může být asymptotický (nepřítomný) či s výraznými obtížemi, chronický (pokročilý) jater s vážnými komplikacemi, nebo může probíhat zcela bez příznaků, tzv. „přespatelná“ forma. Zapařování jísti se nahradí s jater jedyho výsledku.

Průběh onemocnění závisí na viru, který způsobí onemocnění. Hepatitida A je nejčastěji přenosná z potravy, zejména z nečistoty, zrcazením, nečistotami, zejména bolení hlavy, průjmy, bolestmi svalů, křečemi, nebo porušením jater kůže a očího bledu. Hepatitida B, C a D se šíří krví, zejména u lidí, kteří mají vstříknout drogu, nebo u lidí, kteří mají vstříknout drogu. Hepatitida E je nejčastěji přenosná z potravy, zejména z nečistoty, zrcazením, nečistotami, zejména bolení hlavy, průjmy, bolestmi svalů, křečemi, nebo porušením jater kůže a očího bledu. Hepatitida E je nejčastěji přenosná z potravy, zejména z nečistoty, zrcazením, nečistotami, zejména bolení hlavy, průjmy, bolestmi svalů, křečemi, nebo porušením jater kůže a očího bledu.

**Trend výskytu virové hepatitidy typu B** je v ČR delší dobu přerušovaný. Podobně je tomu i v případě virové hepatitidy typu A, nicméně po dlouhodobém poklesu počtu onemocnění dosáhla v roce 2008 v epidemi, při které byla zachycena 1648 onemocnění. Výskyt virové hepatitidy typu D je v ČR zcela výjimečný. V posledních letech je znáno existování několika stovek onemocnění virovou hepatitidou typu E. V současnosti nejčastěji hlášenou hepatitidou v ČR je hepatitida typu C, evidovaná je několik set akutních a chronických onemocnění.



Document from the Regional Public Health Authority in the Moravian - Silesian Region

# Denmark



Sundhed Og Medicin, a new health blog in Denmark, posted an article about World Hepatitis Day in which they provided information about hepatitis and links to the World Hepatitis Alliance website.

New health blog, Sundhed Og Medicin covered World Hepatitis Day



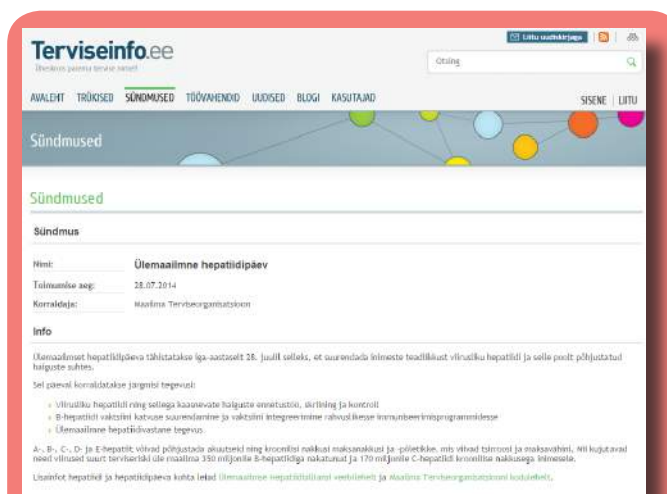
# Estonia



The National Institute for Health Development acknowledged WHD 2014 on their website.

Health website amor.ee shared an article on hepatitis on their Facebook page.

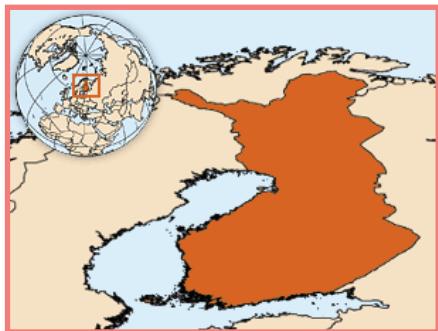
The day was also covered by websites such as uudised.err.ee, kliinik.ee, delfi.ee and nuusi.ee.



Terviseinfo, run by the National Institute for Health Development, featured World Hepatitis Day on their site.



# Finland



A-klinikkasäätiö (A-Clinic Foundation), Munuais- ja maksaliitto (Liver and Kidney Association) and Suomen Lumme Ry (Finnish Association of Water Lily) have developed a campaign against hepatitis C along with the support of AbbVie. For World Hepatitis Day, the organisations brought their campaign to the streets of Finland. In Helsinki, a information booth and a giant yellow letter C were placed in Narinkkatori square to raise awareness. Throughout July, the organisations raised awareness as the giant C travelled across Finland, appearing in cities including Turku and Pori.

The day received widespread media coverage in Finland, being featured on a number of online news websites, TV channels and radio stations such as Rannikkoseutu, Kansan Uutiset verkkolehti, Terve.fi, Aamuset, Pohjolan Sanomat, Yle.fi, MTV.fi, Hämeen kaiku, Potilaan lääkrilehti, Iltalehti.fi, Keski-Uusimaa, Järviradio, Radio Pori, Radio Raahel and Radio Yle Ajantasaa.



Raising awareness in Narinkkatori square in Helsinki

# Former Yugoslav Republic of Macedonia



HEPTA NGO, in collaboration with NGOs Option and Red Cross Ohrid conducted a series of activities to mark World Hepatitis Day. There were educational lectures for target populations including firefighters, lifeguards, sex workers and people who inject drugs. They also gave a series of youth lectures. They carried out an awareness campaign with flyers and posters and free testing was given in Ohrid. A charity concert was held in the Plane Tree Square, which was attended by local celebrities. The event was attended by Professor Rozalinda Isjanovska, head of the NGO Hepta and Dr Arta Kuli, of the WHO Country Office in Skopje.

Multilingual videos about hepatitis were released including famous Macedonian celebrities.

Hepar Centar Bitola organized a series of activities to raise awareness of hepatitis, including testing, the distribution of free condoms, and a media campaign with posters and leaflets. They also put the two giant letters, B and C, in the centre of Bitola catch the attention of the public. A concert was organised, and public figures Vlatko Ilievski, Tamara Dodevska, and Mark Rasho participated in raising awareness.

The campaign was continued after World Hepatitis Day when Hepar Centar Bitola conducted free testing at beaches in Ohrid and Struga. They also visited a prison in Bitola to raise awareness and carry out free testing.

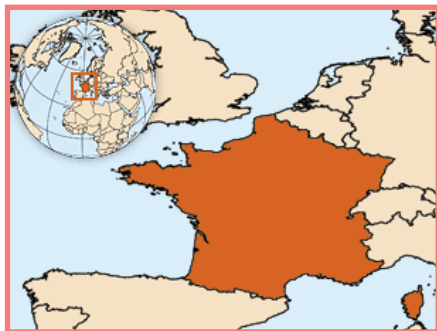
The day was covered widely by local and national media. Coverage included online websites such as [tepa.mk](http://tepa.mk), [newtime.mk](http://newtime.mk), [republika.eu](http://republika.eu), [independent.mk](http://independent.mk), [makfax](http://makfax), Kanal 5, and [novamakedonija.com.mk](http://novamakedonija.com.mk).



Charity concerts and big statues of the letters B and C attracted attention in Former Yugoslav Republic of Macedonia



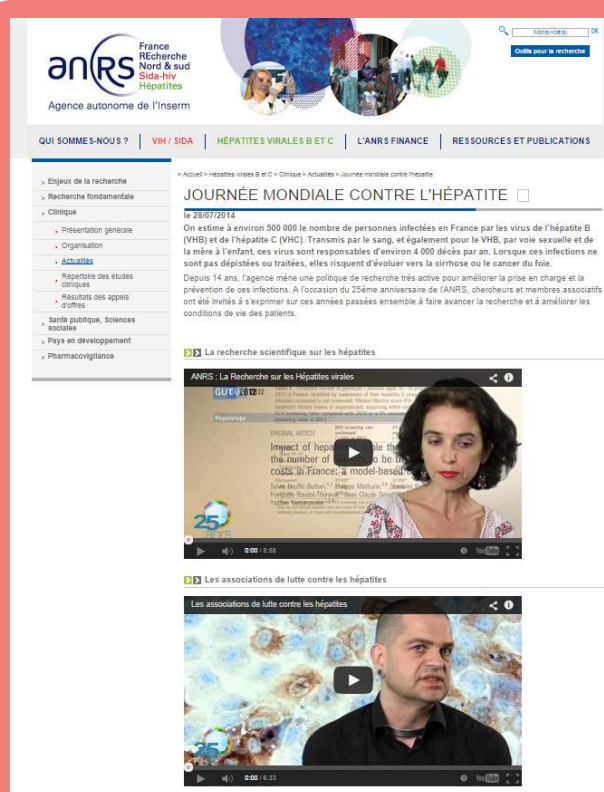
# France



The Ministry of Health put in place a free phone helpline for people wishing to know more about hepatitis symptoms, testing, and treatment.

Les Agences Régionales de Santé (Regional Health Authorities) website suggested the day as an opportunity to focus on specific measures such as: strengthening the prevention, detection and control against viral hepatitis and related diseases; the development of the vaccine coverage against hepatitis B and its integration into national immunization programs; and coordinating a global response against viral hepatitis.

L'Agence nationale de recherches sur le sida et les hépatites virales (ANRS) posted 2 videos to their website to commemorate World Hepatitis Day and the 25th anniversary of the ANRS, researchers including Prof Jean-Michel Pawlotsky, Marie Jauffret-Roustide, Prof Stanislas Pol and Prof Arnaud Fontanet discuss the research carried out by the organisation and the important discoveries they have been part of. In another video, associate members Michelle Sizorn, co-founder of Collectif Hépatites virales (CHV) and volunteer at SOS Hépatites since 1998; Eric Merlet, director of SOS Hépatites and Juliette Davril,



Videos to commemorate World Hepatitis Day on ANRS' website



Volunteers in Marseille help raise awareness at Saint-Joseph hospital

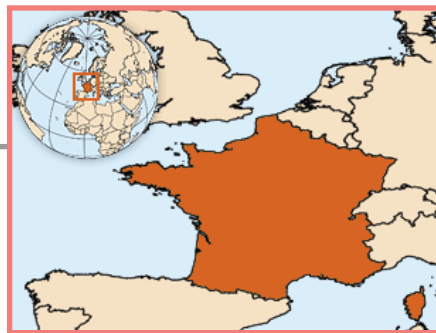
co-ordinator at Collectif Hépatites virales (CHV) since September 2010, were asked to comment on the advances in research and what this means to patients. They also used to opportunity to explain why they set up their organisations and the work the associations fighting hepatitis do.

In Marseille, 6 volunteers organised an information event at the hospital Saint-Joseph.

Institut National de la Santé et de la Recherche Medicalé (Inserm) highlighted the day on their website.



# France



Pascal Melin, Vice President responsible for Medical Affairs, raising awareness at the beach

In La Réunion, the hospital Gabriel Martin de Saint-Paul and the organisation Depist'ouest provided free and anonymous testing and advice.

Fonds Handicap & Société supported World Hepatitis day with a dedicated page on their website.

Santé Log and other healthcare websites called for health care professionals to implement the measures required to halt the spread of hepatitis.

Media coverage included stories by TF1, Le Parisien, La Depeche, BFMTV, and Guadeloupe 1ere.

In Alsace, the expert group SELHVA and the HepSys laboratory (INSERM) have produced a press release. SOS Hepatites Alsace, together with SELHAV, also organised an information booth at the Nouvel Hôpital Civil des Hôpitaux Universitaires de Strasbourg

Pascal Melin of SOS Hépatites Fédération, gave an interview to the online information website Destination Santé. He also took to the beach to raise hepatitis awareness amongst holiday makers. He wrote up the experience in his blog for the SOS Hepatitis website.

The branch for the Paris-Ile-de-France region organised a mass awareness campaign by diffusing a message on electronic street signs saying: 'the number of people infected by hepatitis without knowing it in the region is estimated at 120,000'.



SOS Hépatites' poster shows that hepatitis C kills as many as road accidents

# Georgia



The Harm Reduction Network, Doctors of the World, Open Society Georgia Foundation and the Network of Drug Users collaborated to create an awareness campaign in Georgia. As part of the campaign, a conference was held at the Marriott, which was attended by the Minister of Health, patients and NGOs. At the conference, Deputy Minister of Health spoke about increasing availability of treatment and participants observed a minute's silence in memory of Daneila, a hepatitis C access activist who died of complications from hepatitis C as she was unable to access treatment in time.

A mock election rally was also organised in the former parliament building, and similar rallies were also in Gori, Kutaisi, Zugdidi, Ozurgeti and Batumi. The mock election allowed patients and supporters to arrive at 'polling stations' to symbolically cast their votes, to show their support for hepatitis patients.

State TV channel featured a programme on World Hepatitis Day and interviewed Eka Adam from the Ministry of Labour, Health and Social Affairs and She Landia, Head of the Medical Department of Prisons and Probation.

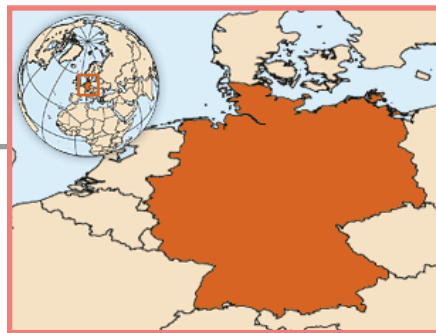
National Centre for Disease Control and Public Health and Cito, a medical centre, both provided information about World Hepatitis Day on their website.

World Hepatitis Day also featured on radio shows on Atinati Radio and Radio Tavisupleba and was covered by online news websites such as [epn.ge](http://epn.ge) and [opinion.ge](http://opinion.ge)



Conference to discuss issues relating to hepatitis C

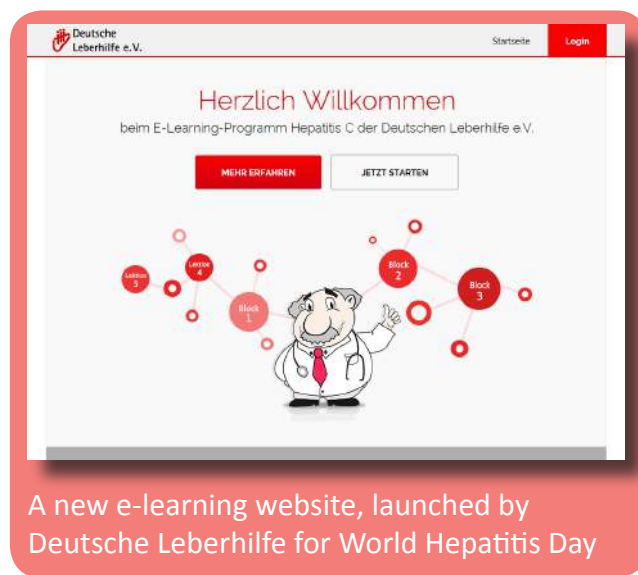
# Germany



In Germany, the Deutsche Leberhilfe coordinated World Hepatitis Day, including setting up the [www.welthehepatitistag.info](http://www.welthehepatitistag.info) website. Four major press releases were sent out before and on World Hepatitis Day to raise awareness about hepatitis prevention, screening and treatment. In addition, they distributed flyers across Germany via patient groups and volunteers.

Deutsche Leberhilfe launched a comprehensive online E-learning program for hepatitis C patients at [www.elearning-hcv.de](http://www.elearning-hcv.de), which is free to use and helps hepatitis C patients get familiar with their diagnosis, life with hepatitis and treatment options in step-by-step manner.

Landeszentrum Gesundheit Nordrhein-Westfalen (The National Institute for Health and Work of the State of North Rhine-Westphalia) promoted the day with a dedicated page on their website promoting awareness messages.



A new e-learning website, launched by Deutsche Leberhilfe for World Hepatitis Day

The Bavarian State Office for Statistics & Data Processing devoted a page of their website to World Hepatitis Day providing treatment statistics for hepatitis patients in Bavaria.

The day received a lot of attention in German mainstream media, including the German ARD and Tages Schau television channels, and major newspapers and online media such as Spiegel Online, Die Welt, and Bild.

The Steiermärkische Krankenanstalten-Gesellschaft promoted the day across the Steiermark region through their local group websites.



World Hepatitis Day press coverage in Germany



## Greece



Hellenic Liver Patient Association “Prometheus” organised a number of activities for World Hepatitis Day. From 14th-18th July the organisation conducted free rapid tests and fibroscans in Varvakios market and AthCheckpoint in Athens and ThessCheckpoint in Thessaloniki. More than 8000 leaflets were distributed at the events and over 500 tests were conducted. Inspired by the Alliance’s Think Hepatitis posters, Prometheus created their own poster campaign in collaboration with a number of health journalists. They adapted the style of the Alliance’s posters to incorporate their branding and added their own photos. On 28th July, the organisation translated the Alliance’s World Hepatitis Day press release and Global Community Hepatitis Policy Report infographic into Greek and placed on their website.

Hellenic Society for the Study of Liver (EEMH) organised a press conference for World Hepatitis Day and published a press release. General Secretary of EEMH J. Vlachogiannakou was also interviewed on radio station In the Red for the day.



Event in Varvakios market, Athens



Poster campaign organised by Hellenic Liver Patient Association “Prometheus”

# Greece



Press conference held by the Hellenic Society for the Study of Liver

The Ministry of Health placed information about hepatitis on their website to commemorate the day.

In Vitro Magazine interviewed Jenny Barber-Kremastinou, President of the Hellenic Center for Disease Control and Prevention (HCDCP), for World Hepatitis Day.

Vivify posted information about hepatitis on their Facebook page for the day.

World Hepatitis Day featured in Delta TV's news bulletin.

The day was covered on many news sites including: Iatronet, newsbomb, reporter, Zougla, Parasknio, Madata, The Paper, Tovima, Pontos News, Star, boro.gr, zougla.gr, iatronet.gr.



Extensive media coverage of World Hepatitis Day in Greece



# Hungary



On 26th July, Vírusos Májbetegség Országos Egyesülete (National Association of Viral Liver Disease - VIMOR) organised a national campaign to promote awareness and screening. The event was coordinated with the help of patient organisations and hepatology centres throughout the country and took place in the following towns and cities: Ajka, Békéscsaba, Debrecen, Munkács, Kaposvár, Delhi, Nyíregyháza, Pécs, Szeged, Szekszárd, Székesfehérvár, Szolnok, Szombathely, Zalegerszeg and Budapest.

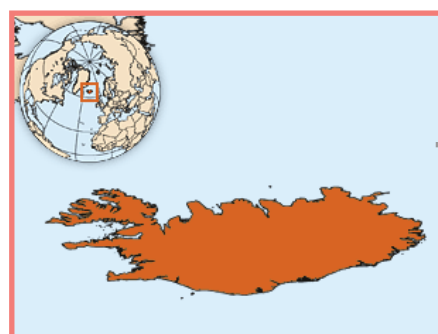
Dr Gazdag Gábor, psychiatrist and addiction specialist, gave an interview to Tilos Rádió for World Hepatitis Day.

Dr Weling Klára, president of VIMOR, and Dr Memeth György, vice president of the association, appeared as guests on the Mokka programme on TV2.

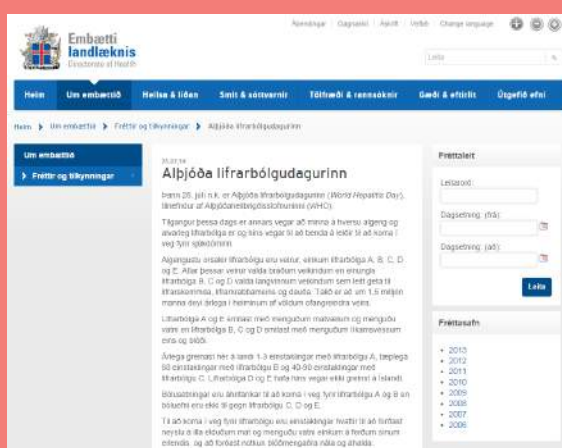
The day was also featured on news websites such as index.hu, delamagyar.hu, bama.hu and somogytv.hu.



Poster advertising free screening throughout Hungary



# Iceland

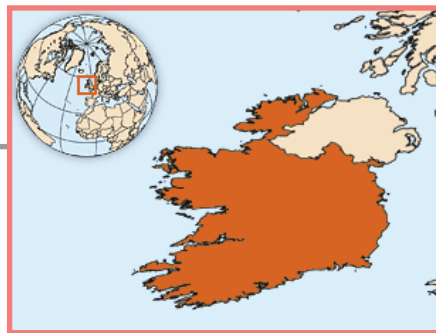


Information on the Ministry of Health website about viral hepatitis

The Directorate of Health acknowledged World Hepatitis Day 2014 by posting an article on their website with information on transmission and prevention.



# Ireland



The Health Service Executive (HSE) produced new materials to coincide with World Hepatitis Day, including downloadable posters and videos. One of the videos produced was created by the HSE Drug and Alcohol Information and Support and was an interview with Dr Stephen Stewart, Consultant Hepatologist at the Centre for Liver Disease, Mater Hospital. In the interview Dr Stewart stated: "About 1,000 new cases are notified each year and Irish health services will come under further pressure in the future if we don't actively work to prevent new cases occurring and diagnose and treat the cases that have already occurred. Anyone who may have put themselves at risk of hepatitis C, either through current activities or due to a past lifestyle should visit their GP and get tested. While the majority of hepatitis C infections are related to injecting drug use, hepatitis C can also be acquired by any blood to blood contact". The HSE also tweeted on World Hepatitis Day and used the #thinkhepatitis hashtag.

Three Dublin-based organisations, Community Response, Dublin AIDS Alliance and Union for Improved Services Communication and Education (UISCE) co-ordinated 'CThis' campaign to encourage hepatitis C testing. From 28th July – 1st August, a giant green letter C, developed as a symbol of the magnitude of hepatitis C, travelled through Dublin city to raise awareness about the disease and

promote testing. Volunteers were also on hand to provide the public with information.

The Irish Needle Exchange Forum highlighted the day on their website, promoting the HSE campaign.

Online support for the day was broad in Ireland: Dublin AIDS Alliance shared infographics with their Facebook followers on World Hepatitis Day and also provided a helpline number. The official World Hepatitis Day posters and Think Again video were featured in an article on popular lifestyle blog, The Life of Stuff. North West Community Network featured the day in its e-bulletin. AlcoholAction Ireland posted hepatitis information on their website.

World Hepatitis Day was also covered in a number of online news websites including MSN, Market Watch, Offaly Independent, Irish Examiner and TheJournal.ie



Get support  
this: [www.hepinfo.ie](http://www.hepinfo.ie)

Collaboration between numerous groups in Dublin results in a high profile 'CThis' campaign

# Israel



Prof Rifaat Safadi interviewed by Mednet

Prof. Rifaat Safadi, chairman of the Israel Association for the Study of the Liver, was interviewed on mednet.co.il for World Hepatitis Day.

Israeli Association for the Health of the Liver “HETZ” raised awareness by posting about World Hepatitis Day and the work of the association on their website.

Prof. Eli Zuckerman, director of the Liver Disease Unit in Haifa and the Western Galilee of the General Medical Center and Carmel, discussed World Hepatitis Day on rinuim.co.il.



# Italy

Epicentro, the portale dell'epidemiologia per la sanità pubblica (portal of epidemiology to public health) by the Centro Nazionale di Epidemiologia, Sorveglianza e Promozione della Salute (National Centre for Epidemiology, Surveillance and Health Promotion) placed information about World Hepatitis Day and the disease on their website to commemorate the day.

Information about World Hepatitis Day appeared on a number of websites and news sites including: Il Libro del Fatti, Quotidiano Sanita, Il Sole 24 Ore, Policlinico Universitario Campus Bio-Medico, paginemediche.it and mondialibrasile.com.



World Hepatitis Day on Epicentro's website

# Kazakhstan



From 28th July to 28th August, the National Centre for Healthy Lifestyles organised a month of events dedicated to the fight against hepatitis. During this month, all regions of the country held open days at health care facilities with consulting specialists, training workshops for health professionals and those working in cosmetic services, press conferences, round tables and extensive media coverage to raise awareness about hepatitis B and C. The events were also held in partnership with Department of the Agency for the Protection of Consumer Rights in Astana and Almaty, Department of Health in Astana and Almaty, health care organisations, Department of Education in Astana and Almaty and a number of NGOs.

On 31st July, the Youth Health Centre “Arman Kala” held a lecture with employees of Jaz beauty salon to ensure measures are taken to prevent infection.

Department of Infectious Diseases at the State Medical University of Semey organised a workshop with employees that emphasised the important of increasing public awareness of transmission routes.

A seminar was organised by chamber entrepreneurs in Mangistau along with NGO Koldau Kazakhstan to coincide with World Hepatitis Day. The event was attended by doctors and specialists who gave talks on vaccination, safer injecting practices and safe sex. At the event, leaflets and information DVDs were distributed and screening took place.



Workshop at the State Medical University of Semey

As part of the nationwide campaign, Aral Office for the Protection of Consumer Rights, Aral Central Regional Hospital and Kyzylorda TSSEE held an event in a local market where information was distributed and there was a question and answers session about hepatitis.

On 29th August, head of the Department of Health Almaty Kasimdzhanov JK held a conference on the issues of hepatitis. The conference was attended by chief physicians, infectious disease specialists and doctors responsible for the management of patients' clinics.

To mark World Hepatitis Day, the Department of Health Almaty organised a “healthy city” action in 7 shopping centres. Education materials were distributed and doctors encouraged the public to get tested. The activities reached 2890 people.

World Hepatitis Day featured on a number of websites in Kazakhstan including [vidal.kz](http://vidal.kz), [mk-kz.kz](http://mk-kz.kz), [zhasatyrau.kz](http://zhasatyrau.kz), [inform.kz](http://inform.kz) and [otyrar.kz](http://otyrar.kz).



Department of Health Almaty organised awareness events in shopping centres

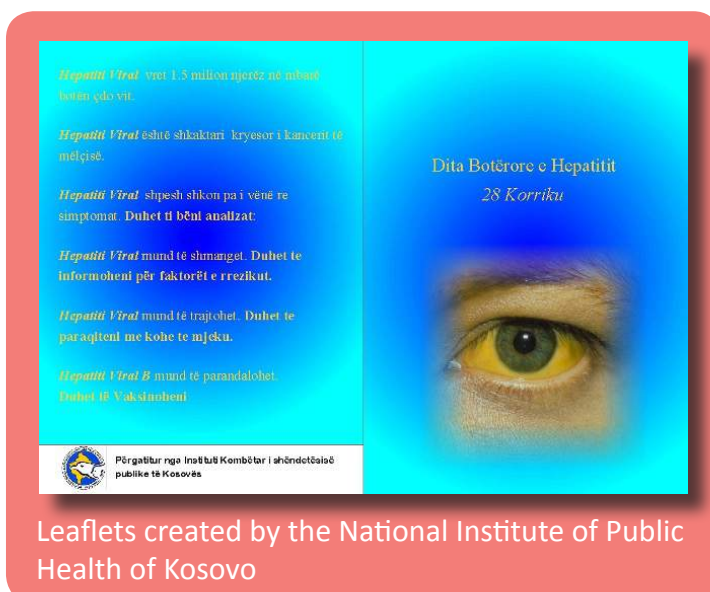


## Kosovo



National Institute of Public Health of Kosovo created leaflets for World Hepatitis Day that provided information about what hepatitis is. These were placed on their website.

Kohavision (KTV), a Kosovan television channel, interviewed Prof Dr Shemsedin Dreshaj, infectious diseases specialist at the Qendra Klinike Universitare e Kosovës (University Clinical Centre of Kosovo).



Leaflets created by the National Institute of Public Health of Kosovo



## Kyrgyzstan

The Ministry of Health and the Coalition for the Availability of Drugs held an event in café Studio 247 in Bishkek. The film “Fire in the Blood” was shown and discussions on access to treatment were held. The Ministry of Health is currently carrying out a 2012-2015 programme to combat hepatitis in Kyrgyzstan.

The Department of State Sanitary and Epidemiological Surveillance of the Ministry of Health posted information about the hepatitis situation in Kyrgyzstan on their website.

The day featured on online news sources such as kabar.kg, dgsen.kg, centralasiaonline.com and akipress.org.



World Hepatitis Day news coverage

# Latvia

The Ministry of Health issued a press statement celebrating the day by announcing in 2013 there was the lowest recorded incidence of hepatitis in the past four years in Latvia. Slimību profilakses un kontroles centra (Disease Prevention and Control Centre – SPKC) released data on the number hepatitis cases in Latvia.

Local authorities posted information on their websites including the Municipality of Mērsrags, Mārupes municipality, Liepāja City Council Social Service, Jēkabpils City Council Social Service and City Council Social Service.

Many open days where free hepatitis B and C tests and information and advice were provided took place all over Latvia. In Riga, the Slimību Profilakses un Kontroles Centrs and Biedrība “DIA+LOGS” organised such events. The Latvian Red Cross also organised testing and information days across a number of locations in Latvia and local organisations including Jelgava Atkarību profilakses punkta (Jelgava Addictive Prevention Point), Liepājas Narkoatkarības pārvarēšanas palīdzības (Drug Management Assistance), Kuldīgas Atkarību konsultāciju (Kuldīga Addictive Consultation) and Jēkabpils Zemā sliekšņa (Jekabpils Low Threshold) also organised similar events.

These events were covered by LTV Un Latvijas Radio Portales and Aleksandrs Molokovskis, board chairman



Irina Lucenko, Olita Mengote, Peteris Apinis at press conference organised by Latvijas ārstu biedrība

of the “HIV.LV” was interviewed on the programme.

Latvijas ārstu biedrība (Latvian Physicians Association) organised a conference on 25th July to discuss hepatitis, prevention measures and public support for treatment options. The conference was attended by representatives of state institutions, doctors and NGOs including Renards Birdie, Ministry of Parliamentary Secretary; Egita Pole, Secretary of State for Health Policy; Iveta Gavare, Disease Prevention and Control Centre (SPKC) deputy director of public health and prevention issues; Peter Apinis, Latvian Medical Association president and Olita Mengote, head of the Association of Hepatitis. The event was also shown live on Apollo TV’s website.

Apvienība HIV.LV organised a campaign to urge the government to address the urgent need to increase the availability of new treatments. The association took to the streets in fancy dress to protest against the high costs and raise awareness among the public.

PR agency “Divi gani” organised an exhibition about hepatitis C in Riga and used adapted versions of the World Hepatitis Day posters to fit their campaign.

As well as television coverage, the day was also reported on a number of websites such as kasjauns.lv, delfi.lv, rekurzeme.lv and vipi.lv.



HIV.LV took to the street of Riga for their World Hepatitis Day campaign



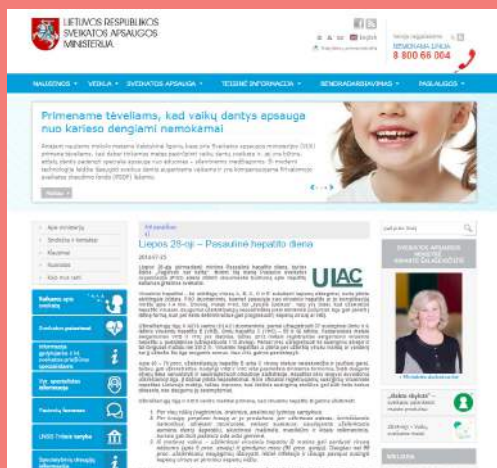
# Lithuania



A number of national and local authorities published information or articles on their websites to commemorate the day including the Ministry of Health, Nacionalinė visuomenės sveikatos priežiūros laboratorija (National Public Health Laboratory – NVSPL), Užkrečiamųjų ligų ir AIDS centras (Infectious diseases and AIDS - ULAC), Siauliai Public Health Centre for Infectious Disease Prevention and Control Division, Vilkaviškio District Municipality, Sakiu Public Health Office and Rokiškio Public Health Office.

Raseinių krašto naujienos, a local news site, posted a video about the day on Youtube and World Hepatitis Day was covered on a number of websites including vilkaviskis.info, Irytas.lt, Respublika, snaujienos.lt and telegrama.lt.

World Hepatitis Day on the Ministry of Health's website



# Luxembourg

Centre de Recherche Public (CRP) organised an event for World Hepatitis Day at Luxembourg's train station. Working in collaboration with HIV Berodung, Red Cross Luxembourg and the Ministry of Health, the event aimed to raise awareness and provide educational materials.

Dispositif d'Intervention Mobile pour la Promotion de la Santé sexuelle (DIMPS) conducted rapid hepatitis C tests from their testing van, which they drove to a number of locations in Luxembourg, including Église de Bonnevoie and HIVberodung.

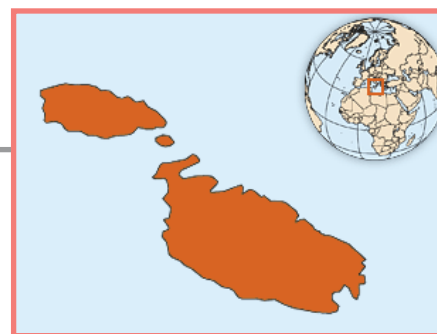
World Hepatitis Day was also covered by a number of newspapers and websites such as Luxemburger Wort, Zeitung vum Lëtzebuerger Vollek, science.lu and Le Quotidien.



DIMPS conducted testing in different locations in Luxembourg



# Malta



The government of Malta issued a press release for World Hepatitis Day that detailed the risks of hepatitis. The Health Promotion and Disease Prevention Directorate created three leaflets on hepatitis A, B and C which were distributed at health centres, hospitals, migrant and community centres and workplaces. The government also ran an outreach event on 28th July at The Point in Sliema, Malta's biggest shopping centre. At the event the public were able to ask questions and find out more about hepatitis and leaflets were distributed.

The day was covered in the media by Malta Independent, di-ve.com, inewsmalta.com, maltarightnow.com, and Times of Malta.



Outreach event at The Point in Silema

# Moldova



The Ministry of Health and Centrul de Sănătate Publică a raionului Telenești (Centre for Public Health of Telenești District) posted information about World Hepatitis Day on their websites.

On 26th July Asociația Pacienților cu Afecțiuni Hepatice din R. Moldova 'Hepavit' organised an awareness campaign in collaboration with Vitapharm-Com. In Stefan cel Mare central park, Chișinău, they distributed educational materials and this was followed by a roundtable on hepatitis prevention, attended by doctors and specialists from Moldova and Romania.

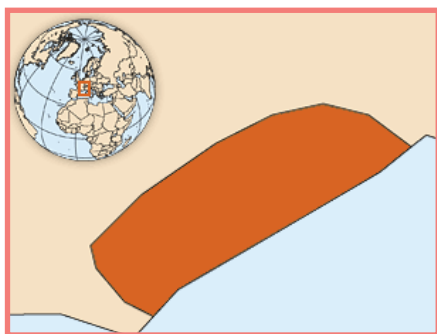
Hundreds of patients protested outside the Ministry of Health building, demanding that authorities provided access to treatment. The protest was covered by Jurnal TV.

The day was featured on a number of health websites and media outlets. Fiisanatos.md, Hospital Clinic Republican in Chișinău, Inițiativa Pozitivă, evz.md, Ziarul National, e-sanatate.md and TV7 all posted information about the disease on their websites. Unimedia.info featured a video about hepatitis for World Hepatitis Day and thewoman.md interviewed Ludmila Cassian, president of Hepavit. News programme Mesager on Teleradio-Moldova ran a feature on World Hepatitis Day.



HEPAVIT combine public awareness activities with roundtable discussions

# Monaco



Association Maladies Foie Enfants (AMFE Monaco) shared World Hepatitis Day posters on their Facebook and Twitter pages.



Raising awareness through social media



# Montenegro

For World Hepatitis Day, the Secretariat for Local Government of Herceg Novi and the Office for the Prevention of Drug Abuse organised a round table on “hepatitis, a serious problem in modern society”. The discussions took place in Herceg Novi on 27th July. To mark World Hepatitis Day, the local municipal building offered free tests for the detection of narcotics.

World Hepatitis Day was reported on by pobjeda.me, Radio Televizija Crne Gore and refleksijsa.me.

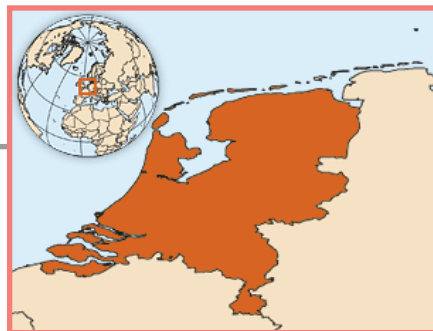


Round table held in Herceg Novi

# Netherlands

On 28th July, Isala Hospital organised an information stand to provide educational materials about the disease and run a quiz about hepatitis.

A number of organisations and hospitals posted information about World Hepatitis Day on their websites including Nederlandse Leverpatiënten Vereniging (Dutch Liver Patient Association - NLV), GGD GHOR Nederland - Vereniging voor Publieke Gezondheid en Veiligheid (Association of Public Health and Safety) and SOAAIDS.



On World Hepatitis Day at Ikazia Hospital, an information stand stood in the main entrance hall and distributed flyers and information leaflets.

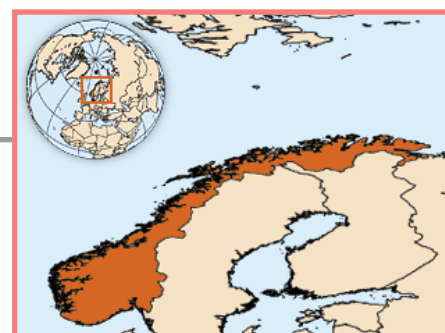
A World Hepatitis Day special update was sent from the Infectieziekten and Harm Reduction arm of Trimbos Instituut (Netherlands Institute of Mental Health and Addiction).

OZ Punt Be shared information on their Facebook page and Maasstad Hospital tweeted about the day.



Information stand at Ikazia Hospital

# Norway



World Hepatitis Day posters translated into Norwegian

For World Hepatitis Day, the Norwegian Institute of Public Health (NIPH) published a report on the hepatitis situation in Norway in 2013. The report provided details on hepatitis B and C prevalence and NIPH posted information on prevention and treatment on their website.

Hepatitt C Forum announced the publication of NIPH's new report on their website and adopted the 'Hepatitis: Think Again' theme. Users of the forum used the customisable poster tool to create their own World Hepatitis Day posters, featuring the Hepatitt C Forum logo and translating the text into Norwegian.

Sykepleie på hjul marked World Hepatitis Day by posting about hepatitis prevention tools on their Facebook page.

On 28th July pharmaceutical company MSD shared the World Hepatitis Day website on their Facebook page.



# Poland



The National Institute of Public Health worked in partnership with Swiss Contribution in a long-term research project on hepatitis and used World Hepatitis Day as an opportunity to promote the project. They invited pregnant women to get tested for free, and they have created a website with information on the disease.

Star of Hope Foundation (Gwiazda Nadziei) organised activities for World Hepatitis Day with cooperation of Polish Hepatitis Society (Polskie Towarzystwo Hepatologiczne) and the Hepatitis Coalition (Koalicja Hepatologiczna). Between 26-28th July workshops with a psychologist and a medical specialist were organised. On 27th July, an original British Pietrus double decker bus from the mid-60s marked with the World Hepatitis Day logo drove through the street of Warsaw. Members were able to ride the bus and talk to volunteers from the Hepatitis Coalition and expert in the treatment of viral hepatitis, Prof Anna Piekarską. Volunteers gave out educational brochures, balloons, flowers and sweets and provided information about the hepatitis screening taking place in the area. On 28th July, free hepatitis C check-ups were available in five cities, Warsaw, Szczecin, Czestochowa, Katowice and Krakow and over 1,600 people took advantage of the free test.



Press conference at Centre for the Polish Press Agency

On 28th July Star of Hope Foundation and their partners organised a press conference at the Centre for the Polish Press Agency in Warsaw entitled “A chance for success in the battle against HCV infections - Will we use it?” Medical professionals Prof Waldemar Halota, Prof Robert Flisiak and Prof Krzysztof Simon took part in the conference and presented their expertise on detection, diagnosis and treatment of hepatitis. During the conference, hepatitis C patients spoke about their anticipation for new medical treatments.

HCV To Nie Wyrok shared the ‘Think Again’ video and created their own World Hepatitis Day posters with the customisable poster tool.

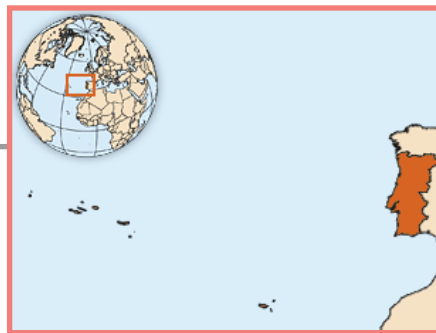
Chief Sanitary Inspectorate raised awareness of World Hepatitis Day by posting information on their website.

Media interest and coverage for World Hepatitis Day in Poland was extremely broad. From 28th July until the end of August, Polish TV stations emitted educational shorts about hepatitis B and hepatitis C. More than 160 media clippings covered World Hepatitis Day in Poland, including top-tier TV, radio, Internet and press titles. Altogether media reached nearly 7 million people with the World Hepatitis Day message. The activities taking place in Poland also received significant social media interest with the event being mentioned 19 times on Facebook and Twitter.



Awareness event in Warsaw

# Portugal



For their World Hepatitis Day event, SOS Hepatitis organised an afternoon of sports, live music in Praia do Castelo, Costa da Caparica. During the event, they distributed educational material and performed fibroscans and local doctors were also present to provide information. In collaboration with the Municipality of Almada, Almada Centre for Yoga and Vivafit, they promoted fitness classes.

Instituto de Saúde Pública da Universidade do Porto (ISPUP) (Institute of Public Health at the University of Porto) organised a presentation session on 28th July of the first population-based data of hepatitis C prevalence in Portugal. The presentation was followed by a roundtable discussion with notable academics and healthcare professionals.

Associação Portuguesa para o Estudo do Fígado (APEF) commemorated World Hepatitis Day by publishing a supplement with articles on hepatitis from doctors and liver specialists.



A poster promoting World Hepatitis Day by SOS Hepatitis Portugal



Crescer na Maior created their own World Hepatitis Day posters using the online customisable poster tool

Member group Crescer na Maior used their social media presence to raise awareness for World Hepatitis Day and created their own World Hepatitis Day posters using the customisable tool.

The Ministry of Health published a statement on their website, expressing their support for the day and highlighting the importance of 2014 as the year they launched the National Strategy for Viral Hepatitis.

The day received good media coverage on Publico, Porto Canal, Renascença, Notícias ao Minuto, TVI24, TSF Online, VitalHealth, Observador, Pagina1, and Atlas da Saúde.

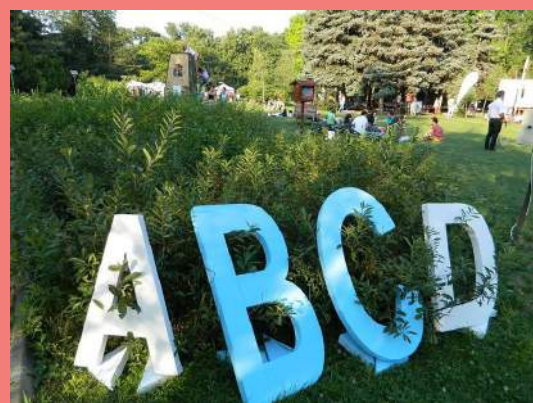


# Romania



Baylor Romania Foundation conducted many activities to mark World Hepatitis Day. They organised a mobile testing van to test the general public for HIV, and hepatitis B and C. They also collaborated with Radio Sky and Doina to hold a quiz game on hepatitis. Additionally, they organised a release of lanterns on the beach to raise awareness.

Asociația Pacienților cu Afecțiuni Hepatice din România (Association of Patients with Liver Disease Romania - APAH-RO) organised a national awareness campaign and conducted educational events in Brașov, Iași, Turda, Constanța, Giurgiu, Alexandria and Bucharest. In Brasov, Bucharest, Constanta and Turda, giant letters A, B, C and D were placed across city centres to raise awareness and they also organised balloon releases in those cities. The association also organised a press conference in partnership with Mediafax news agency, which was attended by many notable figures including Dorel Sande, Secretary of State at the Ministry of Health. The press conference was followed by a lantern release.



Giant letters A, B, C and D placed in public areas across Romania

Asociația Bolnavilor de Cancer si Hepatita Giurgiu (Association of Cancer Patients and Hepatitis Giurgiu - ABCH-GR) organised an awareness campaign in Alei Park in Giurgiu on 28th July. The event was held in partnership with Asociatia Pacientilor cu Afecțiuni Hepatice din Romania (Association of Patients with Liver Disease in Romania), Directia Judeteana de Tineret si Sport Giurgiu (Giurgiu Directorate of Youth and Sports), and Liceul Tehnologic Ion Barbu (High Technology Ion Bardu) and volunteers at the event provided information about hepatitis and carried out surveys of the public to gauge awareness.

Bacau Country Department for Public Health distributed leaflets through medical offices, pharmacies and outpatient services.

Bistrita-Nasaud County Department for Public Health and Mures Country Department for Public Health marked the day by publishing information on their website.

On World Hepatitis Day, Vasile Barbu, president of Asociației Naționale pentru Protecția Pacienților (National Association for Patient Protection) spoke to news website Euromedic Romania about the importance of finding and implementing effective solutions for hepatitis treatment.

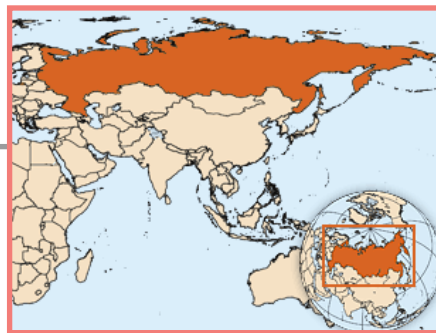
Events were covered on Rasunetul, agerpres, ziartop, and Timis Online, and World Hepatitis Day was also mentioned on Radio Constanta.



Press conference attended by a number of influential people in the field. The conference was followed by lanterns containing patients' messages



# Russian Federation



The Moscow Regional Research Centre marked the day by coordinating a press conference, which was attended by Nina Suslova, Minister for Health; Igor Nikitin, Director of the organisation of medical care and spa business at the Ministry of Health; Phillip Paleev, director of Moscow Regional Research Clinical Institute (MONICA) and Pavel Bogomolov, Head of the Department of Hepatology Consultative (MONICA). Patients with hepatitis were also invited and rapid hepatitis C tests were carried out.

The sea port of Novorossiysk organised an information day, consultations, and a concert.

In Ulan Ude, the Young Buryatia conducted an awareness day, rally, and quiz. They were happy to notice people were usually knowledgeable about the disease.

Regional authorities in Astrakhan, Lipetsk, Mogilev, Voronezh, Volgograd, Kaliningrad, Kirov, Saratov, Blagoveshensk, and Tula all held awareness events.



Press conference organised by the Moscow Regional Research Centre



Advocates take part in a rally for World Hepatitis Day

The Rospotrebnadzor (Federal Service for Supervision of Consumer Rights Protection and Human Welfare) issued a statement on their website.

There was wide media coverage on RIA Novosti, Moscow Media Agency, and Mosobl Press.

# Serbia



Udruženje za pomoć obolelim od hroničnog virusnog hepatitisa- (HRONOS) organised awareness events that took place in Belgrade's Republic Square and in the White Hall of the Cultural Centre in Krusevac. dzljubovija.com posted information about World Hepatitis Day and epidemiological data in Serbia on their website.

Department of Public Health Sremska Mitrovica Centre for Disease Control and Prevention published information about the day and offered free testing.

Udruženje „Prevent“ (Association “Prevent”) organised a public awareness campaign to encourage the public to test for the disease as well as urging the Ministry of Health to provide an adequate number of testing centres and access to treatment. The organisation arranged for a stand to be placed on Štrandu and visitors were able to obtain information on types of hepatitis, places they can be tested and pick up educational materials and condoms.

Opšta bolnica Loznica (General Hospital of Loznica) marked World Hepatitis Day with a partnership with the “Dr Milenko Marin” Health Centre, The Institute of Physical Education and “Lagator” Youth Office. They organised stands on the streets of Loznica and in the hall of the health education where the public could obtain information.

Health Centre Bogatić organised a number of activities to mark World Hepatitis Day, including promotional materials emphasising prevention measures, health classes conducted by nurses in the communities of Badovinci and Bogatić.

World Hepatitis Day was covered by a number of TV channels in Serbia including Good Morning Belgrade, National Journal and RTV Vranje. The day was also covered by online news websites such as blic.rs, rts.rs, alo.rs, b92.net, .zelenestrane.rs and kurir-info.rs.



A stall with hepatitis information attracts passers by at the Lagator Institute

# Slovakia

A press conference was held in Bratislava on 24th July to coincide with World Hepatitis Day. It was attended by Štefan Hrušovský, Head of the Department of Internal Medicine at Slovak Medical University - SZU and University Hospital Bratislava; Dionýza Diešku, hepatology specialist at the Ministry of Health; Ivan Schréter, specialist at the Infectology and Travel Medicine Clinic at UNLP Košice and at the Faculty of Medicine at UPJŠ and Peter Jarčuška from the Department of Internal Medicine at the University Hospital of L. Pasteura and the Faculty of Medicine at UPJŠ.

Regional Office for Public Health Office in Dolný Kubín posted leaflet with information about the different types of hepatitis on their website while Regional Office for Public Health Office in Prievidza published an article on their website.

TV channel RTV featured World Hepatitis Day in their news bulletin and interviewed Peter Jarčuška.

The day was also covered by a number of online media outlets including teraz.sk, ozdravotnictvi.cz and Hlavné Správy.



World Hepatitis Day awareness poster

# Slovenia



National Institute of Public Health (NIJZ) commemorated the day by launching a 'selfie' competition to raise awareness and encourage testing. The three most original 'selfies' were rewarded with a pack of 365 condoms.

Department of Infectious Diseases at the University Clinical Centre Ljubljana posted infographics and information about hepatitis on their website for World Hepatitis Day and made the public aware that they offer free testing every Monday.

There was also media coverage on med.over.net, Radio Krka and Vecer.



National Institute for Public Health ran a 'selfie' competition for World Hepatitis Day





# Spain

Associació Catalana de Malalts d'Hepatitis (ASSCAT) organised a balloon release in front of the Sagrada Familia in Barcelona. The balloons contained personal messages from hepatitis patients.

Dr. Juan José Sánchez Ruano, the Department of Gastroenterology of the Hospital Virgen de la Salud de Toledo, participated in a Hepatitis C forum July 23 organized by the Spanish National Association of Health (ANIS) and the Catalan Association Hepatitis patients (ASSCAT), as part of the World Hepatitis Day events.

Grupo de Trabajo sobre Tratamientos del VIH (Working Group on HIV Treatments) published information about World Hepatitis Day on their website.



Balloon release in front of the Sagrada Familia organised by ASSCAT



World Hepatitis Day dinner at Ibiza Rocks House in Ibiza

To celebrate World Hepatitis Day, Chas Smash (Carl from Madness) hosted a special 3 course liver-friendly dinner at Ibiza Rocks House at Pikes Hotel. On the night there was a chance to win a Platinum Disc of the Madness hit single One Step Beyond, and a signed and framed photograph of Madness. The event was organised by the Hepatitis C Trust in collaboration with Ibiza Rocks House.

There was excellent media coverage of the day, with articles on El Mundo, El Periodico, El Nuevo Diario, and 20 minutos, and many other news and health sites and blogs. El Global published a report on the Ministry of Health decision to distribute the drug Olysio (Janssen) instead of Sovaldi (Gilead).

# Sweden



Public Health Agency of Sweden published information about hepatitis on their website to commemorate World Hepatitis Day. They also tweeted about the day.

Region Halland published information about the disease on their website for the day and shared links on their Facebook page.

Doktorn posted information about World Hepatitis Day and shared the 'Think Again' video.

Karolinska University Hospital used their Facebook page to raise awareness about the importance of World Hepatitis Day and the current situation worldwide.

World Hepatitis Day also covered on news sites such as Corren, GP and smartguiden.se.



Public Health Agency of Sweden posted about World Hepatitis Day on their website and Twitter page



Media coverage in Sweden





# Switzerland

Universitätsspital Basel promoted the day on their Facebook page.

Allcare, an independent institution in the field of primary healthcare, also posted about their day on Facebook.



Universitätsspital Basel raise awareness of their Facebook page



# Tajikistan

The National Information Agency of Tajikistan acknowledged World Hepatitis Day on their website. The Tajik Development Gateway also published an article on the decrease in the number of hepatitis cases in the country.



World Hepatitis Day is recognised on the Tajikistan News Agency website



# Turkey



The Viral Hepatitis Working Group (VHCG) collaborated with Klimik Derneği in a number of different activities, including a press conference and a release of yellow balloons to raise awareness. Their events were covered by TRT Haber, NTV, and Fox.

HepYasam with the Türk Karaciğer Vakfı (TKV), Hepatitis A Life Patients and Caregivers Community Information, Assistance and Solidarity Association (Heber Life), Turkey Liver Research Association (TKAD) and Viral Hepatitis Prevention Society (VHSD) conducted an awareness day with doctors, artists, and volunteers in Istanbul. A tent was placed in Port Square and a play was put on to draw in the public.

The city of Istanbul, General Directorate of Highways, and the Istanbul Regional Directorate lightened up the Bosphorus Bridge to mark the day.

The Institute of Public Health in Corum published information on their website, and Specialist Professor of Hematology Dr. Ali Kosar gave an interview on sabah.com.tr.

Maltepe University Hospital in Istanbul organised activities and published information.



Bosphorus Bridge is lit up with special yellow lights to mark World Hepatitis Day



The Viral Hepatitis Working Group of Turkey use the campaign theme to promote World Hepatitis Day in Turkey

# Ukraine



Alliance Ukraine, the Gay Alliance and Spark of Hope organised a mass awareness and screening campaign in over 30 cities. A living library was put in place for passers-by to hear real experiences from patients.

A press conference was organised with patients groups, Ministry of Health representatives, doctors, and international organisations. People were also invited to sign an Open Appeal to the President of Ukraine.

Volunteers of the Transcarpathian Oblast Charitable Foundation “Council of Life” performed testing in the regional center of the square Theatre and later in Sq. Koryatovicha for three days.

Chief Doctor O.Stoyka Kohut and Leo A. Dyachenko published information on their website.

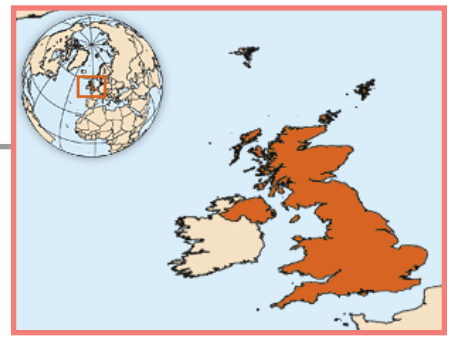
The State Sanitary and Epidemiological Service of Ukraine and the Department of Health in Mykolayiv also published information about WHD on their websites.

The day was covered in a number of newspapers and radio stations including INTB, Bikha, 103fm radio, Zaholovok, and NK.



Mass awareness and screening events drew big crowds in many cities across the country

# United Kingdom



David Cameron issued a statement for World Hepatitis Day: "Hepatitis C is a treatable and curable virus, and yet deaths from this disease are continuing to rise. We are committed to fighting this as part of our work to reduce premature mortality from liver disease, so it is crucial that awareness is improved and that more people are tested and diagnosed early in order to access life-saving treatments."

Labour party MP for Hayes and Harlington, John Mc Donnell, spoke during the Back Bench recess debate on 22 July 2014 "It will be world hepatitis day on 28 July. The Hepatitis C Trust briefed Members two weeks ago about the number of hepatitis C sufferers in this country. There are now 250,000 in the UK and most remain undiagnosed. New treatments are able to cure 95%, but awareness and testing are extremely low, so only 3% of sufferers receive treatment every year. I want to put that on record and urge the Government to increase the awareness of hepatitis C in our country and to prioritise diagnosis and treatment."

The Financial Times, the Independent, the Evening Times, and the Sun all published articles on World Hepatitis Day.

## England

The Hepatitis C Trust held a testing and awareness event in Ealing, attended by Virendra Sharma, Labour MP for Ealing Southall and Vice-Chair of the All-Party Parliamentary Hepatology.

The Hepatitis C Trust and Addaction collaborated to bring the first meeting of the new National Hepatitis C Partnership to Truro, Cornwall. The meeting was chaired by Dr Hyder Hussaini, Consultant Hepatologist & Gastroenterologist at Royal Cornwall Hospital.

Renaissance at Drugsline Lancashire held events aimed at raising awareness for World Hepatitis Day at their Healthier Living Service including workshops and a quiz.

The National Institute of Health and Care Excellence published a new Quality Standard for Hepatitis B (QS65) that covers testing, diagnosis and management of the infection in children (from birth), young people and adults.

Central Manchester University Hospitals NHS Foundation Trust raised awareness at the hospital, and held a patient group education workshop at which guest speakers included Dr Martin Prince speaking on liver transplant and a dietician to talk on diet and the liver. Some patients presented their own poetry around experiences on HCV treatment. There was also music, food, a raffle and quality time for patients to get together.

The healthcare department at HMP Haverigg, Cumbria, used World Hepatitis Day to raise awareness around the virus amongst the prison population.



Testing takes place by the Hepatitis C Trust across the country





# United Kingdom

CN Bio Innovations signed a research agreement with Imperial College London to develop in vitro models of HBV liver infection.

Informa HealthCare provided free access to original research & drug evaluation papers on the latest trends in hepatitis treatment.

Hep C Positive and Health Watch Swindon came together in Swindon's Broadgreen Community Centre to mark the day of awareness, and to call for access to treatment, better prevention programs and government actions

Staff at the Waterloo Practice in Huddersfield and at Churchdown Surgery, Gloucestershire, created information displays on hepatitis

The CRI, an organisation that supports users of substances, held a Hepatitis Awareness Day in Barking, Essex. Service users and some of the community were invited to come along and hear from a guest speaker who has battled with hepatitis C as well as their on-site residential doctor. The CRI also conducted testing in Lewisham, South East London.

The Dorset Viral Hepatitis Nursing Service and Liver 4 Life ran a free testing day in Boscombe, Dorset

The Oasis Harm Minimisation Service also marked the day in Oxfordshire

Notts County Council marked World Hepatitis Day by reminding residents of the dangers posed by viral hepatitis, and the reasons that might have put people at risk of contracting it.

Hep C Norfolk hosted an information stall at the Recovery Festival in Norwich and held an awareness event, together with Hope Art and Recovery Together, at which the clinical Nurse specialist from the Norfolk and Norwich University Hospital was on hand to give advice.

The Nuffield Department of Medicine spoke to Paul Klenerman, Professor of Immunology in Experimental Medicine, about his research on Hepatitis C and the advances that are being made in treatment approaches.

Staff from NHS CNWL's Mortimer Market Centre headed out into the streets of London to raise awareness and created an information leaflet on Hepatitis C specifically for men who have sex with men.



World Hepatitis Day in the UK media

# United Kingdom



In Dewsbury, Lifeline Kirklees carried out anonymous hepatitis C testing and raising awareness. The team used a new hepatitis C test specific to steroid users. They also provided an information display and relevant literature.

## Northern Ireland

Dr Lucy Jessop, Consultant in health protection at Public Health Agency issued a statement “We would encourage people to come forward for testing for hepatitis B and C if they have ever injected recreational or image and performance enhancing drugs, even if this was only once or some time ago. Testing is also recommended if you were born or had a blood transfusion in a higher risk country, which include Eastern Europe, many parts of Asia, Africa and South America”. The statement was published by the Public Health Agency and the Belfast Health and Social Care Trust.

## Scotland

The World Hepatitis Alliance joined with Scottish partner organisations to mark the day with a two day event in St Enoch’s Square, Glasgow. Hepatitis Scotland, the Hepatitis C Trust, Waverly Care, Haemophilia Scotland, Factor 9, and the NHS all came together to raise awareness and provide free testing. The event was attended by Scottish Labour Party member for Glasgow Hanza Malik MSP, Scottish Conservative Party Leader Ruth Davidson, and Scottish Liberal Democrats leader Willie Rennie, all of whom took part in the free hepatitis testing, and Scottish Green Party leader Patrick Harvie. Johann Lamont, leader of the Scottish Labour party, Johann Lamont, joined the other three party leaders in issuing messages of support for World Hepatitis Day which were displayed on the giant Tweet Wall screen which provided the focus of the event. Gareth Brown, head of the Scotland Health



Scotland 2014 'Big Red C' campaign



# United Kingdom

Protection team, and Dr Nicola Steedman, the Scottish Government's Senior Medical Officer, came along and got tested by the Waverly Care team. The World Health Organization's Team Lead for the Global Hepatitis Programme, Dr Stefan Wiktor, and World Hepatitis Alliance President Charles Gore also attended the event.

The Scotland 2014 'Big Red C' campaign was launched under the slogans 'Ever injected? Get tested' and 'See it, treat it, beat it - Hep C. It can be cured'. The campaign is a joint effort by Hepatitis Scotland, Waverley Care, The Hepatitis C Trust, Positive Help, and Addaction, to raise awareness of Hepatitis C around World Hepatitis Day. As well as awareness advertising the campaign includes testing and awareness events pushing for people who know their Hepatitis C status to access treatment.

## Wales

The Welsh Hepatitis Nurse Forum, including specialist nurses from Cardiff and Vale University Health Board, set up a stall at the Hayes in Cardiff city centre to provide information on hepatitis risk factors, testing and treatment. Wales' Health & Social Services Minister Mark Drakeford participated by getting tested. Professor Drakeford told the press "Viral hepatitis affects people from all walks of life. It really is a ticking time bomb. We must remove stigma and encourage people to come forward for testing. If you assume you are not at risk, think again."



Stall in Cardiff city centre set up by the Cardiff and Vale University Health Board



## WHO Regional Director's Message on World Hepatitis Day

Viral hepatitis kills approximately half a million people every year in the WHO South-East Asia Region. Most of these deaths are preventable. Nearly 100 million people in the Region are currently estimated to be infected with hepatitis B, and 30 million live with chronic hepatitis C infection. On World Hepatitis Day, 28 July, WHO and global health partners renew their commitment to fight hepatitis in our communities.

Viral hepatitis B and C are the most common cause of liver cirrhosis and cancer. Hepatitis A and E are endemic to South-East Asia and most people here are infected during childhood due to contaminated drinking water and food and lack of access to proper sanitation. Though a vaccine against hepatitis A is available, it is not widely used by the countries in the Region as a public health intervention.

All Member States of the Region, however, have included hepatitis B vaccines in their immunization programmes for children. Indonesia and Thailand use the tetravalent form, and other countries use the pentavalent form of the vaccine. An additional birth dose is administered in Bhutan, The Democratic People's Republic of Korea, India, Indonesia, Myanmar, Maldives and Thailand. More than 24 million doses of the hepatitis vaccine are being administered in the Region annually.

Promising developments in hepatitis treatment and prevention have led to increased interest in the global hepatitis response. Member States acknowledged viral hepatitis as a global public health problem and called for a comprehensive approach to its prevention and control at the Sixty-third World Health Assembly in 2010 through a resolution. On 22 May 2014, the Sixty-seventh World Health Assembly approved a resolution aiming to improve the prevention, diagnosis and treatment of viral hepatitis. The resolution highlights the importance of expanding hepatitis A and B vaccination programmes and considers a range of measures to strengthen

infection control and improve access to quality and affordable medicines and diagnostics.

There are several challenges to translating these resolutions into action in the Region. In most countries, surveillance systems for viral hepatitis are inadequate and do not enable evidence-based policy decisions. Preventive measures are not universally implemented. Treatment for hepatitis is costly and not widely available. While there are new medicines that bring the promise of cure, such treatments come at a significant cost. A combination of approaches is essential for the price of the new hepatitis medicines to become affordable in low and middle-income countries. Provision and integration of viral hepatitis services into settings that serve high-risk populations is also challenging. Administration of treatment on a larger scale would need the expansion of the role of primary health care and training of primary health-care personnel.

Since hepatitis viruses differ in their distribution and routes of transmission, we must adopt coordinated national strategies based on the local epidemiological context. The battle against hepatitis cannot be won by ministries of health alone. These national strategies must have the buy-in of other sectors. Most importantly, the public must be armed with information to prevent viral hepatitis. Special attention needs to be paid to the prevention of perinatal transmission through the birth dose of hepatitis B vaccine. Unless we improve food and drinking water safety and sanitation, we will not be able to control this disease. National blood donation systems must enforce quality-assured screening of all donated blood, tissues and organs for the prevention of HIV, hepatitis B, hepatitis C and syphilis transmission. National policies also need to provide equitable access to prevention, diagnosis and treatment for people affected by viral hepatitis. And we need to strengthen infection control in health-care settings.

On World Hepatitis Day, WHO reiterates its commitment to continued policy support, resource mobilization and technical support to enable Member States to adopt national strategies for the prevention, diagnosis and treatment of viral hepatitis.

Dr Poonam Khetrpal Singh

World Health Organization Regional Director for South-East Asia

### Countries in South-East Asia that observed World Hepatitis Day

Bangladesh  
India  
Indonesia  
Maldives  
Myanmar  
Nepal  
Sri Lanka  
Thailand  
Timor-Leste

# Bangladesh



Liver Foundation of Bangladesh organised a seminar and patients' conference where patients could ask renowned hepatologists and gastroenterologists questions regarding treatment and lifestyle choices.

The Foundation also carried out a mass media campaign including leaflets, posters, newspaper articles and television programmes.

Messages were sent from Prime Minister Sheikh Hasina, President Abdul Hamid, the Minister of Health and Family Welfare Mohammed Nasim, Minister of Social Welfare Syed Mohsin Ali, and WHO Representative Dr Khaled Hassan.

The day was covered by local and national media including NewsNextBD.com and the Bangladesh Financial Express.

Viral Hepatitis Foundation Bangladesh distributed posters across Bangladesh, using the official poster tool to create posters in the local language. The Secretary General of the Foundation was also quoted in a number of national newspapers highlighting the impact and importance of hepatitis prevention.

The Foundation also organised a patient meeting for over 100 hepatitis patients and their family members.



Liver Foundation of Bangladesh took a broad approach to World Hepatitis Day with testing, radio appearances and seminars





# Bhutan



The ministry observed the World Hepatitis Day in Gaeddu with the students and faculty of Gaeddu College of Business Studies. The health officials said the total number of hepatitis cases in the country has increased during the past two years, from 313 in 2012 the figure has now increased to 369 making the prevalence rate in the country 5.9 percent indicating that 6 out of every hundred Bhutanese people have hepatitis. This was reported on BBS (Bhutan Broadcasting Service) Radio's website and BBS also tweeted about the event.



Online coverage of event at Gaeddu College of Business Studies

# India



## Assam

Guwahati Medical College and the North East Digestive and Liver Foundation organised an awareness rally titled 'Run For Your Liver', in which hundreds of doctors and students took part.

## Chandigarh

Liver Forever Foundation organised a skit, public awareness lecture, free screening and Continuing Medical Education programme for physicians.

David Lelliott, British Deputy High Commissioner in Chandigarh joined the Chandigarh Rotary Club and Chandigarh Gastroenterology and Liver Forum for a walkathon around Sukhna Lake.

## Delhi

Health NGO Maitri marked World Hepatitis Day by hosting a social forum to educate the general public about the disease, staging a play followed by a question and answer session

The Institute of Liver and Biliary Sciences in partnership with WHO India organised the first ever consultation meeting titled 'Viral Hepatitis in India: Gaps, Challenges and Priorities'. National experts, government representatives, clinicians, public health experts, research institutions and partner agencies all took part. At the meeting the Union Health Secretary announced that ten regional laboratories will be established under the National Communicable Disease Centre to contribute to viral hepatitis surveillance.

WHO Representative to India Dr Nata Menabde gave a statement highlighting the neglect of viral hepatitis across the world.

Médecins Sans Frontières (MSF) India launched a #TestnTreatHCV campaign encouraging people to urge the health minister Dr. Harsh Vardhan to initiate a full public health response to hepatitis C.

The Indian Journal of Gastroenterology accepted Sri Ganga Ram Hospital's study for publication on the use of non-invasive fibroscan to assess the stiffness of the liver.

## Gujarat

An article about viral hepatitis was published in leading Gujarat newspapers Sandesh, Divyabhasker and Gujarat Samachar.

## Himachal Pradesh

Department of Health of the Central Tibetan Administration held an awareness workshop in Dharamsala to mark World Hepatitis Day, aimed at students and at staff members of the Tibetan Medical and Astrological Institute, Men-Tse-Khang.

The Department also organised awareness activities on World Hepatitis Day. They launched an educational campaign on the importance of the hepatitis B vaccine in and around Dharamsala. They released a video clip, and distributed posters throughout the region in schools, monasteries and nunneries.

## Karnataka

Victoria Hospital, Bangalore, organised screening and awareness campaign for over 400 paramedics of the hospital. They also took part in the hepatitis pledge.

St Phelomina hospital organised an awareness lecture and hepatitis pledge.

Annai Arul Hospital organised an awareness lecture and hepatitis pledge.



MIOT's flyer appeared in a top local magazine Business Line, part of the Hindu Newspaper.

# India



Command Hospital held free screening and counselling and also played an awareness video for the members of the public. People in the hospital were invited to write slogans and to attend a hepatitis lecture. The hospital also took part in the hepatitis pledge.

Meenakshi Liver Foundation staged an awareness event for the general public. They also took part in the hepatitis pledge.

St John's hospital carried out a public awareness campaign, free screening and the hepatitis pledge.

BGS Global hospital carried out the hepatitis pledge, displayed the official posters and carried out screening in rural areas outside of Bangalore.

## Kerala

Trivandrum Government Medical College Hospital organised a walkathon, awareness lecture and Liver Health Expo to raise awareness. They also took part in the hepatitis pledge.

The Population Health and Research Institute, Trivandrum, organised an awareness program where they spoke to the general public on transmission, risk factors and prevention. They also screened 100 people.

## Maharashtra

Breach Candy Hospital Mumbai took part in the hepatitis pledge.

INS Ashwini organised a free screening and awareness program.

Hep Free India carried out a mass awareness campaign, placing banners in 241 chemists, retail outlets, petrol stations and toll booths. They also distributed over 200,000 flyers and took part in local radio programme Swasth Bharat ('Healthy India') They further carried out a survey of 3000 people to find out the awareness about hepatitis across different educational, socioeconomic and regional backgrounds and provided training lectures for 550 pharmacists, teachers and doctors. Finally they screened nearly 8,000 people all across Maharashtra.

Hep Free India carried out a mass awareness campaign advertising free screening in Mumbai. They placed placards at toll booths and petrol stations to attract the attention of drivers.





# India



## A Hepatitis Pledge: Health Care Providers

"Be aware & Make aware"

I pledge to keep up-to-date on new and existing treatments and therapies for Hep B & C

I pledge to make sure my staff and colleagues are knowledgeable about Hep B & C and its mode of transmission & prevention

I pledge to learn my hepatitis B & C status by getting tested

I pledge to educate my patients about hepatitis B & C and its risk factors and make them aware of the disease

I pledge to test high-risk patients for the Hep B & C virus regularly

I pledge to help my patients get the information and support they need to deal with diagnosis and living with the condition

I pledge to educate HBV-negative & HCV-negative, but high-risk patients about mode of transmission and prevention.

I pledge to raise awareness among the general public and peer groups about hepatitis B & C and its risk factors

I pledge to promote universal vaccination against hepatitis B

I pledge to be a part of forming a hepatitis free world

I pledge to act now to protect a new generation

## A Hepatitis Pledge: General Public

With the support of the NFLR, I pledge that:

- I will learn my hepatitis B & C status by getting tested.
- I will talk to my healthcare provider about hepatitis B & C and its risk factors.
- I will educate myself and learn about the facts of Hepatitis B & C
- I will educate my family, friends and community about hepatitis B & C
- I will raise hepatitis B & C awareness in my community under the initiative of "Each One Teach 10"
- I will educate the family and friends about the personal cleanliness, educate them not to share razors, toothbrush, nail clippers etc
- I will encourage people infected with hepatitis B & C to seek medical care
- I will promote universal vaccination against hepatitis B
- I will join the fight to eradicate Hepatitis B & C in the community by involving myself as an ambassador of spreading awareness.

Written by T. C. Sivaraman, a hepatitis awareness enthusiast from Chennai

## Manipur

Free screening was held at Shija Hospitals in Langol. 151 people were screened and 104 underwent a fibroscan.

Free hepatitis screening was held in Chandel, Manipur, organised by Global Advancement Technology (GAT), Naga Students' Union Chandel and District Hospital Chandel in collaboration with Biological E Limited India. Around 500 people were given free health checks.

Hepatitis Forum of Manipur and Himalaya Drugs Company organised a 'Think Again' function in Imphal. The Joint Director of Manipur AIDS Control Society Ahbiram Mongjam was also in attendance. Together they spoke on the global situation of hepatitis, problems with treatment access and the need for increased government intervention.

Community Network for Empowerment (CoNE) used World Hepatitis Day to launch a year-long campaign on viral hepatitis in collaboration with the Directorate of the Health Service, Government of Manipur and Zydus Heptiza using the theme 'Hepatitis: Think Again'. They began with a function at the Manipur Press Club, and organised a mass poster campaign in public and private hospitals in the East and West districts of Manipur using customised official World Hepatitis Day posters.

They then participated in a radio talk show at All India Radio station alongside representatives from the Jawaharlal Nehru Institute of Medical Science and Manipur Health Services. On World Hepatitis Day itself, CoNE held another function at the Press Club.

## Nagaland

At an event organised by Kripa Foundation, Chotisuh Sazo, Nagaland Assembly Speaker, observed World Hepatitis Day by asking the government to make hepatitis a health priority.

I. T. S Dental College in Noica held a seminar followed by a vaccination camp to raise awareness.

# India

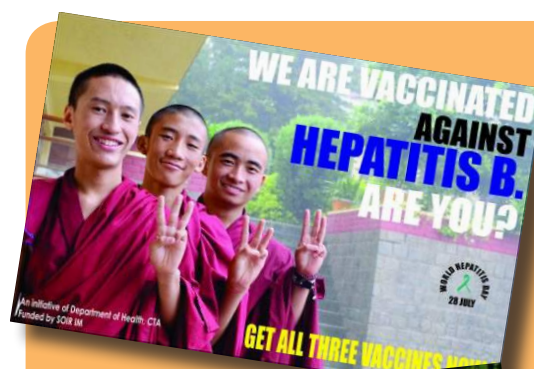


Nearly 155 faculty members and students were vaccinated.

## Odisha

The Centre for Health Awareness at Siksha 'O' Anushandhan University organised an umbrella rally using the theme 'Hepatitis: Think Again' in collaboration with the Institute of Medical Sciences and SUM Hospital.

Dr A. T. Mohan, Senior Medical Gastroenterologist, delivered a lecture about hepatitis awareness in



The Tibetan Government in exile ran a poster campaign encouraging people to get vaccinated against hepatitis B



Bhubaneswar, which was organised by the Kalinga Gastroenterology Foundation.

## Tamil Nadu

The Chennai Liver Foundation organised a 'Hepatitis Awareness Walkathon', where over 600 students, cadets and dignitaries carried placards and sang slogans to raise awareness about viral hepatitis. The event was covered by The New Indian Express.

Dr A R Venkateswaran, head of the Department of Gastroenterology at Stanley Medical College visited the students of Queen Mary's College to talk about symptoms and prevention and to explain the current situation in India.

The National Foundation for Liver Research celebrated World Hepatitis Day in Chennai with a pledge to make people aware of viral hepatitis. The Foundation also carried out free screening and vaccination at schools and colleges across South India.



Rallies and walkathons took place across India



# India



Government Royapettah Hospital planned free counselling, high-risk assessment and free screening for World Hepatitis Day. They also took part in the hepatitis pledge.

Various hospitals including Victoria Gastro Clinic, The Clinic in Adayar and Gunam Hospital carried out free screening and public awareness campaigns.

The staff of the Railway Hospital, Chennai took part in the hepatitis pledge.

MIOT Hospitals organised free screening for hepatitis B and C. They also designed a flyer which was included in a magazine and was distributed in airports.

## Telangana

Famous cricketer VVS Laxman participated in a World Hepatitis Day walk held by the Department of Medical Gastorenterology at Nizam's Institute of Medical Sciences, Hyderabad. The department also organised Continuing Medical Education programmes on hepatitis for physicians and a public and patient awareness program.

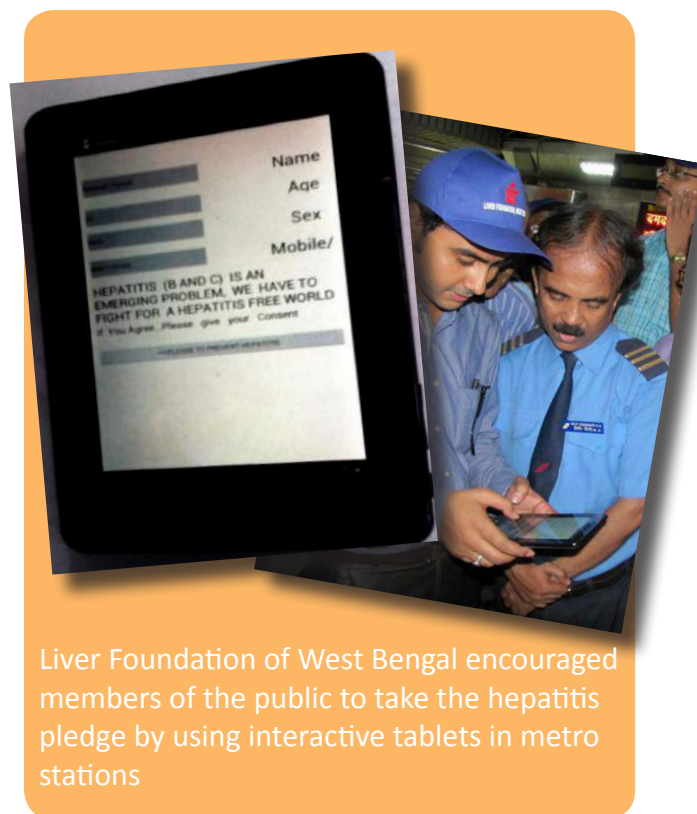
A free screening event was held at Kamineni Hospitals, Hyderabad. The hospital also participated in the hepatitis pledge.

Mediciti Hospital organised a human chain involving over 400 people at Hussain Sagar Lake, and also carried out free screening.

AIG Hospital carried out free screening.

Yashoda Hospital carried out free screening and public awareness programme, and staff at the hospital took part in the hepatitis pledge.

The Press Club Hyderabad, in association with KIMS Hospital, conducted a free hepatitis B screening and vaccination camp, where all journalists and their families were tested.



Liver Foundation of West Bengal encouraged members of the public to take the hepatitis pledge by using interactive tablets in metro stations

Pratyusha organisation, headed by famous South Indian actress Samantha Ruth Prabhu, tweeted about World Hepatitis Day to their 3,000 followers.

## West Bengal

Liver Foundation of West Bengal used innovative methods to get the general public to pledge to prevent viral hepatitis. The launch of the pledge activity in Kolkata was covered by national and regional media outlets and over 500 leaflets were distributed. Interactive LED screens were then placed in metro stations across Kolkata allowing commuters to read a brief overview of hepatitis and to pledge to act on it. Documentaries were also shown to attract people travelling on the metro. Nearly 300 people took the pledge in 4 hours.

At the Esplanade Metro Station handicrafts made by the Hepatitis Patients Forum Self Help Group were displayed and sold.



# Indonesia



Promosi Sehat, an online forum promoting health for all in Indonesia, carried out a comprehensive Twitter campaign for their 2,500 followers and made extensive use of the online poster tool.

Dr Ali Sulaiman participated in numerous discussions on Elshinta TV, Metro TV, Berita Satu TV, and Indonesia's leading online media source Detik.com to talk about World Hepatitis Day and hepatitis in general. He also held an awareness activity at his clinic, PT Klinik Hati Prof. Together Dr Sulaiman and a local group, Perhimpunan Pengendali Hepatitis Virus Indonesia (PPHVI) organised an event in the Gelora Bung Karno main stadium, where brochures and t-shirts were given out.



Hepatitis: Think Again is taken up in Indonesia by local groups who offered t-shirts, brochures, and free blood pressure testing to members of the public

Promosi Sehat shared the online poster tool on their Twitter account, resulting in many young people using their own photos to create posters



Naning Nugrahini, Head of the HIV and STI sub-Directorate at the Indonesian Ministry of Health, released a statement explaining the theme of World Hepatitis Day as 'Hepatitis is everywhere, but it is treatable and preventable'. She further explained that this theme is very relevant in Indonesia which is focusing on prevention in its health action plan for 2010-2014.

SOHO Global Health put on an event in Jakarta using the hashtag #BetterU on July 15th, where Dr Irsan, Consultant Gastroenterohepatologist, spoke on the symptoms of hepatitis and the stigma that still exists.

WHO Indonesia tweeted about the day using the hashtag #thinkhepatitis.

# Maldives



Society for Health Education shared a link.  
28 July

The official World Hepatitis Day video starring the fantastic Richard Cheese and incredible Lejo.  
Are you Informed or Unaware? Safe or At risk? Protected or Vulnerable? Think again!

**Think Again**  
Think Again for World Hepatitis Day #ThinkHepatitis  
<http://www.worldhepatitisday.org> "THINK AGAIN"  
Performed by Richard Cheese & Lounge Against The Machine h...

Like · Comment · Share

Khadheeja Hameed, Ayesha Rasheed, Shiyama Anwar and 2 others like this.

Write a comment...  
Press Enter to post.

Society for Health Education shared World Hepatitis Day information on their Twitter and Facebook account. Society for Health Education is a health association in the Maldives focusing on sexual and reproductive health, HIV/AIDS, psycho-social counselling and thalassaemia.

# Myanmar



Myanmar Liver Foundation held an event at the UMFCCI Hall, where clinicians, public health professionals and a liver transplant patient gave talks. Celebrity ambassadors were present and t-shirts, pamphlets and bags were distributed. The audience included director generals, professors and representatives from the Ministry of Health, who watched a role play on the theme of 'Hepatitis: Think Again' and a comedy performance from the Motion Picture Association. The Foundation further screened 300 blood donors and student nurses and vaccinated against hepatitis B. The event was covered by four TV stations, newspapers and journals.

Professor Than Sitt from the Foundation participated in a radio talk, and a round table discussion was also held with physicians and celebrities for a popular TV show.

The Burma Medical Association posted information about the day on their website.

The Department of Hepatology of the Yangon GI and Liver Centre carried out numerous events including information stands, free testing and vaccination of 200 people, a televised talk on viral hepatitis and a football match between two ladies teams.



Myanmar Liver Foundation carried out testing and a comedy performance to attendees of their World Hepatitis Day event



# Nepal



'Know more about hepatitis and help yourself to happiness!'

Members of Micro Point Nepal and children from the Community Child Rescue Centre carry placards with slogans for World Hepatitis Day

Micro Point Nepal carried out a month long awareness campaign, organising awareness camps in rehabilitation centres, public places, school, colleges and in the Community Child Rescue Centre (CCRC).

For the day itself, Micro Point Nepal held a rally for the general public in which over 300 people took part. Other organisations who took part in the rally included the CCRC, Liver Foundation Nepal, Bir Hospital Liver Unit, The Liver Clinic, Rotary Club of Bhadgaon, Himalayan Academy School, Nightingale Nursing College, Gurukul Public School, Centre for Molecular Dynamics Nepal (CMDN), Intrepid Nepal Pvt. Ltd. (INPL).

Micro Point Nepal also arranged for expert to appear on a talk show on issues related to viral hepatitis, and a public seminar in a hotel for further discussions.

The day was covered in local media such as the Public Health Perspective, which published a statement from the Minister for Health and Population Khaga Raj Adhikari, who said "Officials as well as the general public should make a commitment to fight against the disease."

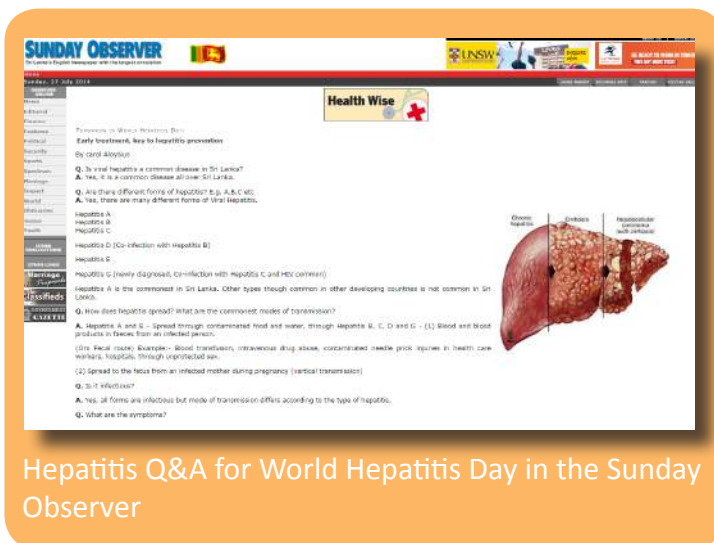
An awareness rally took place in Birgunj, carried out by Union Birgunj in association with the District Public Health Office. They then went on to collect signatures in honour of the day.



A World Hepatitis Day march in Birgunj



# Sri Lanka



On 27th July, the largest circulation English language paper, the Sunday Observer, ran an article providing a hepatitis Q&A .

# Thailand



The Liver Care Foundation of Northeast of Thailand organised HBV/HCV screening and education. Patients with hepatitis or hepatocellular carcinoma also shared their experiences.

The Foundation carried out these activities in 15 provinces of Thailand using the 'Think Again' message.

The Public Health Ministry raised awareness through a press release in which the ministry urged members of the public to practice safe sex and limit their alcohol intake to avoid hepatitis.

The World Health Organization Country Office for Thailand posted a press release about the problems of hepatitis in the SEARO region on their website. They also posted on their Facebook and Twitter pages for World Hepatitis Day.

The WHO Country Office for Thailand used social media to raise awareness for World Hepatitis Day

# Timor-Leste



The World Health Organization Country Office for Timor Leste featured World Hepatitis Day as front page news for the month before and after the day. This included the 'Think Again' message and a link to learn more from the main World Health Organization site.

The screenshot shows the website's front page with a blue header containing the WHO logo and 'Country Office for Timor-Leste'. A navigation bar includes links for Home, Media centre, Publications, Areas of work, and About. A search bar is also present. The main content area features a large image of a person's face split vertically (half light, half dark) under the heading 'World Hepatitis Day: Think Again'. To the right of the image is a text block about viral hepatitis, dated 25 July 2014, and a link to 'Read more about the event'. Below this is a 'Highlights' section with five items: 'World Hepatitis Day: Think Again', 'WHO present polio-free certificate to the Government of Timor-Leste', 'Multi-million dollar project launched to strengthen Immunization Coverage in Timor-Leste', and 'Timor-Leste's drive towards Universal Health Coverage highlighted at WHO Regional Conference in Bhutan'.

**World Health Organization**  
Country Office for Timor-Leste

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**World Hepatitis Day: Think Again**

25 July 2014 -- Viral hepatitis – a group of infectious diseases known as hepatitis A, B, C, D, and E – affects millions of people worldwide, causing acute and chronic liver disease and killing close to 1.4 million people every year. Hepatitis remains largely ignored or unknown. On World Hepatitis Day, 28 July 2014, WHO and partners urge policy-makers, health workers and the public to "think again" about this silent killer.

— Read more about the event [\[link\]](#)

**Highlights**

- World Hepatitis Day: Think Again
- WHO present polio-free certificate to the Government of Timor-Leste
- Multi-million dollar project launched to strengthen Immunization Coverage in Timor-Leste
- Timor-Leste's drive towards Universal Health Coverage highlighted at WHO Regional Conference in Bhutan

Timor Leste's World Health Organization country office website included information on World Hepatitis Day on the front page

## News Release from the Western Pacific WHO Regional Office

WHO in the Western Pacific: Working towards a hepatitis-free Region

Viral hepatitis causes an estimated 1.4 million deaths worldwide each year—which is close to the number of deaths caused by HIV/AIDS, and more than those caused by malaria and tuberculosis. Despite the high burden on individuals, families and societies, political and financial engagement remains inadequate. The World Health Organization (WHO) estimates that more than 500 million people worldwide are affected by chronic hepatitis B and C.

The WHO Western Pacific Region bears a disproportionately high burden of hepatitis B virus (HBV). The Region is home to about one quarter of the world population, but accounts for about half of chronic hepatitis B infections. The burden of hepatitis C virus (HCV) is also high in the Region.

“Thirty countries and areas of the 37 in our Region have already reached the 2012 milestone of reducing chronic hepatitis B infection prevalence among 5-year-old children to less than 2%,” said Dr Shin Young-soo, WHO Regional Director for the Western Pacific. “But I am convinced that we can do better.”

“Given the high endemicity of viral hepatitis in the Region—especially hepatitis B and C—we need to increase focus on prevention and screening, but also redouble our efforts in the treatment of those already infected,” he added.

Chronic hepatitis B infection is endemic in the Western Pacific Region. With few exceptions, most countries have chronic HBV infection rates of more than 6% among adults. Chronic, life-long infection caused by HBV can lead to cirrhosis and liver cancer, with an estimated 78% of all liver cancer cases and 57% of cirrhosis caused by chronic HBV or HCV infections.

Substantial progress in hepatitis B control through



vaccination has been made in the Region, leading to marked reductions in prevalence among children. However, adults who have not been vaccinated continue to die from hepatitis B-related liver disease and liver cancer. Today, hepatitis B and C can be prevented and treated.

Globally, of the 1.4 million deaths caused by viral hepatitis each year, hepatitis B and C account for nearly 90%: almost 800 000 are due to hepatitis B and 500 000 due to hepatitis C.

Currently, patients with hepatitis B and C are treated by hepatologists, gastroenterologists and infectious-disease experts but specialists are hard to find in low- and middle-income countries. Treatment on a larger scale would require expanded primary health-care settings and workers. Further training in diagnosis, management and treatment of patients with chronic hepatitis B and C is needed.

Hepatitis B virus infection is potentially life-threatening. It can cause chronic liver disease and puts people at high risk of death from liver cirrhosis and liver cancer. The hepatitis B virus is transmitted through exposure to infected bodily fluids. Infection often occurs during childbirth or early childhood but can be prevented through vaccination at birth followed by at least two additional doses during infancy.

Hepatitis C can cause both acute and chronic hepatitis infection, ranging in severity from a mild illness lasting a few weeks to a serious, life-long illness. The virus is most commonly transmitted through unsafe injection practices; unsterile medical equipment in health-care settings, and unscreened blood and blood products.

In May 2014, the World Health Assembly, the governing body of WHO, recognized viral hepatitis as a global public health problem and called on governments and populations to take immediate action to prevent, diagnose and treat the disease. The Health Assembly also urged Member States to support or enable an integrated and cost-effective approach to the prevention, control and management of viral hepatitis.

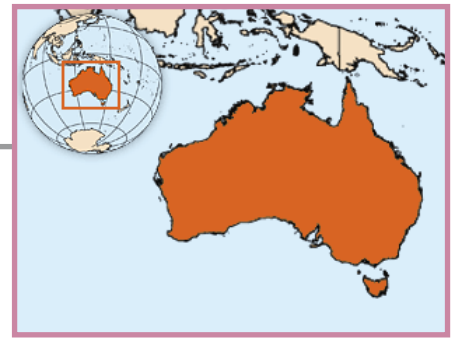
In 2012, a framework for global action to prevent and control viral hepatitis infection was issued. The framework aligned actions along four strategic axes:

### Countries in Western Pacific that observed World Hepatitis Day

Australia  
Brunei Darussalam  
Cambodia  
China  
Chinese Taipei  
Japan  
Lao People's Democratic Republic  
Malaysia  
Mongolia  
New Zealand  
Papua New Guinea  
Philippines  
Republic of Korea  
Singapore  
Solomon Islands  
Vietnam

- (1) raising awareness, promoting partnerships and mobilizing resources;
- (2) evidence-based policy and data for action;
- (3) prevention of transmission; and
- (4) screening, care and treatment.

# Australia



Hepatitis Australia, in conjunction with 19 State and Territory Hepatitis Organisations including Alliance members Hepatitis NSW, Hepatitis Victoria, Hepatitis SA, ASHM and Hepatitis ACT, launched a Liver Danger Zone Report. The report calls on Federal and State Governments to ensure funding and resources are available so that regular liver check-ups become the standard of care for all people living with viral hepatitis and increase efforts to diagnose people with chronic hepatitis B and C.

The Australian Capital Territory Government held an open forum to launch the report. Other regional governments also marked the day; The Northern Territory Government publicised the day on their website promoting testing, the New South Wales Government released their hepatitis B & C strategies, the Government of Western Australian marked the day on their website and the Government of South Australia marked the day on their website.

As part of Hepatitis Awareness week, Hepatitis Australia held 11 events focusing on screening and awareness. They also used their Love Your Liver website to highlight the new Liver Danger Zone report.

Australasian Society for HIV Medicine also highlighted the report on their website and produced a press release.

Hepatitis SA held 6 public events including a ukulele concert, quiz, and various awareness drives.

ACT Hepatitis Resource Centre produced info graphics for Hep B and Hep C published on their website.

Hepatitis Victoria hosted 5 events including seminars, information sessions, a photo competition and exhibition as part of a month-long Western Liverability Festival. Hepatitis Victoria also launched 'Hep Heroes - the Movies' - a set of nearly 30 short films by famous 'Hep Heroes' including David Davis (Minister for Health), Rob Moodie (Professor of Public Health at the University of Melbourne) and Dr Sally Cockburn (Leading Health Communicator as

Dr Feelgood). Four further videos combine multiple perspectives on significant issues such as breaking the silence and ending stigma.

Hepatitis Queensland held a World Hepatitis Day photo competition, to which over 50 photos were submitted. They also held a range of awareness days in Community Health Centres in Logan, Inala, Kalwun and Ipswich. They also held community lunches and BBQs, combining information about viral hepatitis with local music, yarnning circles, quizzes and other activities. They held a liver awareness stall at the Tanks Arts Centre markets, where people could enjoy Reiki demonstrations and art displays as well as learning about hepatitis and liver health.

Haemophilia Foundation Australia published an article on their website.

The University of New South Wales ran a detailed article on their Centre for Social Research on Health website focusing on stigma. Some students at the University also supported the Chinese Asian Liver Centre's Join Jade campaign by giving out jade ribbons, selling baked goods and setting up a photobooth with jade props.



Students at the University of New South Wales bring the #JoinJade campaign to Australia

# Australia



Hepatitis Queensland's photo competition stimulated a range of subjects to be tackled using pictures, with the winning photo encouraging people to get tested, treated and cured

Wellington Aboriginal Corporation Health Service held a to drop in event and workshop at Wellington Plaza and an information workshop at the Nanima settlement village.

Cancer Council Victoria launched their hep B action plan.

Hep in Tas promoted the day on their website.

The NT AIDS and Hepatitis Council (NTAHC) collaborated with Darwin Community Arts' CemeNTmix to produce a short play about living with hepatitis. They also published an infographic mapping hepatitis C.

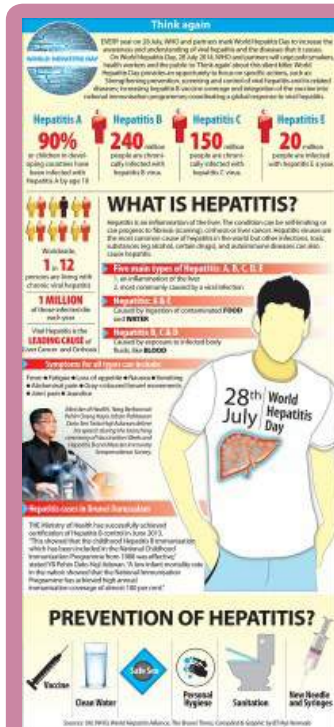
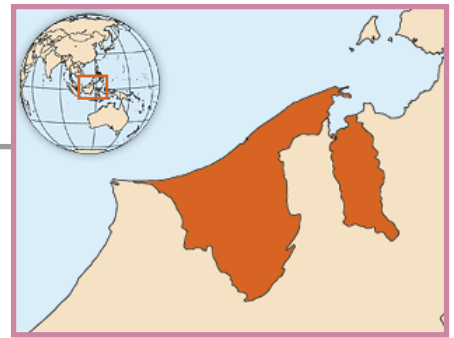
The United Nations Information Centre in Canberra marked the day on their website.

The day was noted on many Australian health websites, mostly promoting the new hepatitis report and directing people to local group websites. News outlets which covered the day included:

- Wellington Times
- 2NM Radio Hunter valley Today Show
- Radio Adelaide
- Sky News Australia
- Daily Mercury
- Illawarra Mercury



# Brunei Darussalam



A poster from Brunei Darussalam using the Think Again message

The Ministry of Health of Brunei Darussalam produced an awareness poster focusing on symptoms and prevention, and reporting on the success of the national hepatitis B vaccination programme. This was covered online by national newspaper The Brunei Times.

# Cambodia



Voice of America produced a short article, marking World Hepatitis Day, which was picked up by Voice of America Khmer. The article was also picked up on the Cambodia Information Centre website.



World Hepatitis Day features on Voice of America Khmer

# China



Chinese Foundation for Hepatitis Prevention and Control (CFHPC) launched their Hepatitis B Guidelines, produced in cooperation with Chinese Medical Association, Hepatology, Infectious Diseases, and the Chinese Medical Association, at the Peking University People Hospital.

CFHPC Vice Chairman and Secretary-General of the Institute of Peking University People's Hospital, Professor and Wang Hao appeared on the Tencent Health Channel web TV panel answering questions on hepatitis detection and prevention.

CFHPC produced 118,000 leaflets distributed through 53 hospitals and over 350 CDC and community health centres. They also distributed promotional materials such as t-shirts, mugs, etc. CFHPC organised three free testing clinics and held street and park awareness drives.

Inno Community Development Organisation hosted a flash in Guangzhou Metro, where volunteers held signs saying "I have hepatitis will you shake my hand?"; only 2 out of 8 passengers did.

Inno also hosted a flash mob in a factory in Guangdong Province, volunteers asked workers "I have hepatitis would you work with me and hug

me?". Of 200 workers 56% responded "yes". Both activities were aimed at promoting hepatitis awareness and against discrimination in public and the workplace.

Wu Jieping Medical Foundation held the Tibetan Autonomous Region's first liver disease and infectious disease treatment capacity increased training co-sponsored by Jieping Medical Foundation Liver Medicine, Chinese Medical Association Hepatology, Health and Family Planning Commission of Tibet Autonomous Region. The event was held at Tibet Autonomous Region People's Hospital. In addition they printed 30,000 promotional materials science. It also published a "National Liver science consultant training materials", for liver disease and infectious diseases doctors to provide science advice on frequently asked questions.

Jieping Medical Foundation held a "Chinese hepatitis B Forum" in Beijing, with experts on the current status of China liver disease hepatitis B, treatment, progress and future treatment needs of patients.

Jieping Medical Foundation also held a press conference on "the anti-viral treatment of chronic hepatitis B. A 10-year history"

Liver Foundation in Beijing Sunshine volunteer action organization distributed more than 2,000 copies of promotional materials in the region of Xinjiang Karamay oilfield sector and set up a free clinic for a week. Their SMS campaign reached 60,000 people.

Asian Liver Centre at Stanford University School of Medicine's "Emerald Ribbon" campaign covered China's Qinghai, Gansu, Guangxi, Sichuan, Shanghai, Beijing and other 19 provinces and regions, with nearly a hundred non-profit organizations, government agencies and universities as its partner. For this year's campaign, Peking University, Stanford Asian Liver Centre launched the "My Journey" theme.



Lancang County CDC attract crowds with a bright awareness stall

# China



Huang Ping County Health Food and Drug Administration Centre Disease Control and Prevention, based at Xinzhouzhen central hospital, carried out publicity and consultation activities in community health centres, distributing over 2000 leaflets on vaccination.

Tianjin Hemophilia Association held an awareness event in the Tianjin Blood Institute at the Chinese Academy of Medical Sciences.

Third People's Hospital in Taiyuan staff organised awareness and testing events in the main streets in the provincial capital, supported by the Xiangtan Municipal Centre for Disease Control and Prevention. As well as testing and vaccination, Xiangtan City CDC put out banners and posters, and sent mobile phone text messages to more than 60,000 members of the public pieces. The CDC also published articles in several newspapers.

The Medical Institute of Biology and Xishan District CDC, in partnership with Xishan District cities of Kunming, Panlong, Wuhua, Guandu carried out a number of awareness, testing, and vaccination activities.

Linyi Qilu Network carried out awareness campaign on the LuoZhuang Baoquan Road in the city of Linyi. Events invited experts and scholars and medical personnel to give lectures on hepatitis, and raised awareness through banners, printed publicity materials, billboards, etc.

Foshan Hospital liver Branch held a testing clinic, with the hospital liver specialist on hand to answer questions. Village and community health centres were mobilised to hold testing clinics and public awareness events. The hospital also coordinated an awareness campaign in the Zhao Township and co-sponsored 20 billboards, issued more than 300 copies of leaflets, and tested over 250 people. Shandong University Second Hospital held a testing clinic was held in the central square and co-sponsored the Shandong Business Daily "Health Fiesta". The Huimin medical community held activities in the Sports Centre Plaza and provided free testing and healthy eating advice and guidance.

The Chinese Medical Association Hepatology National Committee Professor Wang Lei, a national science advisory expert Yang Baohua, director of liver disease, the Chinese Medical Association, the National Youth Hepatology Expert Committee of Experts Dr. Liu Feng and other experts took part in a live Q & A at Shandong University Second Hospital to promote hepatitis prevention knowledge.

Shandong Province Health and Family Planning Commission produced flyers, leaflets, and promotional CDs which were distributed through community health centres.



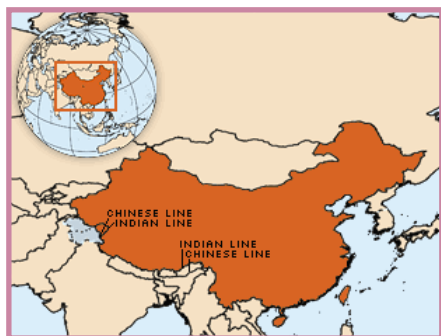
Members of AsiaHep Hong Kong Ltd and Hong Kong Family Planning Association feature in the news

Weicheng District CDC, District People's Hospital, and the township hospitals and community health centres held 10 awareness, testing, and vaccination events. They issued over 1000 leaflets and conducted over 600 screenings.

Innovation Park communities campaign involved medical personnel from Changping District Health Service Centre provided on-site consulting, displayed banners, distributed informational materials, and answered questions on prevention and control.



# China



Beitun City Mines Division CDC division held an awareness event aimed specifically at coal mine workers in the district.

Yunmeng County Volunteer Association took to the streets of Yunmeng city, with their “Jade Ribbon links you and I” campaign

AsiaHep HK Ltd organised a press conference in coordination with Hong Kong Family Planning Association to call for more blood test for HBsAg, anti-HBs and more hepatitis B vaccinations. Another press conference was held by Prof Henry Chan and Prof Vincent Wong of the Chinese University of Hong Kong on latest advances in hepatocellular carcinoma.

The Family Planning Association ran a hepatitis B screening and vaccination programme offering packages at 60% discount for 574 people.

Singapore-based International SOS regional medical director Craig Stark made a statement, picked up by The Standard, advising people from Hong Kong to get the hepatitis A vaccine.

The government of Hong Kong organised a roving exhibition on Viral Hepatitis focusing on its knowledge and prevention, organized by the Viral Hepatitis Preventive Service, Department of Health was successfully held in June and July of 2014.

Seminar, organized by the Viral Hepatitis Preventive Service, delivered by experienced professionals who provide updated information on viral hepatitis.

The US Consulate General in Hong Kong promoted the Think Again campaign on their Facebook page.

Kai County Medical Association, together with Kaixian County People’s Hospital Medical Organization, County Hospital, County CDC experts and science volunteers held a variety of events. Testing and information points were set up at 12 locations, posters and banners were displayed at various locations, and over 1500 information flyers were distributed.

Wei Planning Commission of Heilongjiang Province CDC, Health Planning Harbin, Harbin CDC, Nangang District Health Board, Nangang District CDC, CDC Xiangfang District, Harbin City Nangang District, the Infectious Diseases Hospital and Harbin community health service centres, held a big event at Harbin Park. The provincial CDC used the Tencent microblogging micro-channel public platform network to host an online Q&A. They also ran an awareness campaign on Radio Urban Women’s “Motherhood good time” program with a series of multi-media hepatitis prevention lectures with a phone in to answers parents’ questions.

Yanan University Affiliated Hospital organized a large-scale free testing campaign at which nearly a thousand people were tested and hundreds of information leaflets were distributed.

Chaohu City CDC mobilised the city’s townships hospitals and community health centres to carry out street campaigns distributing 10,000 leaflets. Testing centres were set up around the city and there were also vaccination events at a number of locations.



Yanan University Affiliated Hospital carries out testing for members of the public

# China



District towns were instructed to develop awareness campaigns and host vaccination and testing events. An estimated 2600 people received screening, over 11,000 leaflets were distributed, and 26 billboard displays were set up.

Mouping District CDC mobilised the district cities' hospitals and health centres to run awareness campaigns through a variety of media channels including radio, television, newspapers, etc. Awareness and testing events were held in 14 hospitals across the district with screening of over 1400 people, and at which more than 6000 information leaflets were handed out.

Tianjin Municipality District CDC launched its campaign from the Nankai District primary school. Children at the school produced 216 paintings under the theme "Start small, grow healthy, prevent hepatitis; the best 20 were turned into campaign posters. The campaign launch was covered by the Tianjin Daily, Meirixinbao, City Express, Tianjin Radio news station, coastal stations and other mainstream media. To raise public awareness the CDC, in conjunction with related professionals led by Hu Town Centre Hospital Public Health Division staff, held a testing and awareness event in Hu Town Street.

The Center for Disease Control (CDC), together with local partners, organised a number of awareness and testing events and distributed 1000s of leaflets. Events were reported across the following regions: Long Chang County, Lancang County, Jinyun County, Yang County, Hangzhou, Zouping County, Lakes District, Hexi District, Boshan District, Changjiang District, Meliet District, Louxing District, Huarong

District, Yicheng District, Wenling City, Xiaogan City, Feicheng City, Changde City, Kaixian City, Lanzhou City.

The following hospitals reported holding awareness and testing events: Beijing You An Hospital, Beijing Zhanlanlu Hospital, Beijing Naval Hospital, Fifth People's Hospital of Wuxi City, Icheon City National Hospital, I Hongze County town hospitals, Nanfang Hospital, Shunde District First People's Hospital, Third People's Hospital of Hangzhou Yuhang, Guangxi Autonomous Region People's Hospital, Bayi Hospital, Culture Street Community Health Centre, Southeast Street Community Health Centre, Wu Lin street hospitals, Yang Slope hospitals, Yantai City Hospital, Zhengzhou community health service centres, Zhucheng People's Hospital, Armed Police Corps Hospital of Jilin Province.

The Minister of Health gave a press conference in support of World Hepatitis Day.

Ministry of Health & Welfare, Central Government, and Ministry of Commerce websites ran stories promoting World Hepatitis Day.

A large number of medical organisations, health websites, and blogs highlighted the day.

The China Medical Tribune ran a series of 5 articles.



Yang County CDC hands out flyers to the general public

# Chinese Taipei



Taiwan Liver Foundation produced an awareness video. They held a series of events on the day, and a further series of awareness events during the following week to mark their 15th anniversary. The Taiwan Liver Research Foundation held a series of events from July 28 to August 8 at the Memorial Hospital, coinciding with the 3rd anniversary of the establishment of the Hepatitis Prevention Centre. There were 130 activities in the screening centre, 80 lectures, 7 competitions on the theme of prevention, and free screening for members of the public.

Taiwan Children Liver Foundation held a press conference at the National Taiwan University Hepatitis Centre for the “Mummy & darling baby” campaign. They also organised a series of lectures for pregnant women with hepatitis, focusing on preventing mother-child transmission.

Kaohsiung research Association for the control of the liver Disease held a public lecture aimed at hepatitis patients on how to prevent liver cirrhosis. Keelung Association for Liver Disease Prevention and Control organised a children’s drawing competition at the Chang Gung Memorial Hospital Liver Centre’s paediatrics department.

Advancing Clinical Treatment of Liver Disease, Taiwan, launched a campaign for free testing for hepatitis B and produced a video entitled “Coloured Front” with their Ambassador for Hepatitis, Tsou singer Miss Vivian Ko.

The Ministry of Health & Welfare made a statement through Director-General of the Health Promotion Administration, Chiu Shu-ti, urging people to seek treatment and to better understand the causes of viral hepatitis. The statement was reported in the Taipei Times.

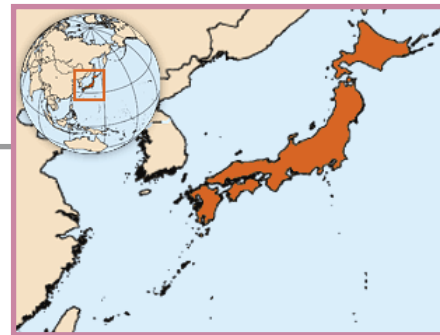
Ministry of Health & Welfare website ran a story on the launch of the “Mummy & darling baby” campaign



Taiwan Association for the Study of the Liver capture snapshots of their World Hepatitis Day activities



# Japan



The Ministry of Health, Labour & Welfare ran a campaign titled “Know Hepatitis”. The Minister of Health, Norihisa Tamura, held a press conference on July 22nd to launch the campaign supported by a number of celebrities from the world of television, music, and entertainment.

Japan Liver Patient Groups Council organised a symposium on July 27 “Third Japan World Hepatitis Day Forum”. The talks focused on the need for early detection and more awareness. The symposium was supported by the Ministry and the Japan Society of Hepatology.

Habataki Welfare Project held an awareness event at the URBAN DOCK Mitsu Shopping Park, LaLaport, Toyosu. Regional mascots who attended from all over the country. The event included hepatitis talks, a mother/child quiz, liver friendly vegetarian recipes. The Welfare Project also issued the Alliance press release on their website and the Civil Society Report.

Newspaper Nihon Keizai Shimbun sponsored the “World / Japan Hepatitis Day 2014” symposium, held at Nikkei Hall, Tokyo, organised by the Japan Association for the Promotion of Hepatitis measures



Habataki Welfare project invite mascots from across the country to attract members of the public

and attended by the Ministry of Health, Labour and Welfare. The symposium included patient talks and a press conference and was attended by over 180 people.

Koide Volunteer Centre in the Nigata Prefecture hosted a lecture by Takahashi, Director at the Uonuma Teaching Hospital, entitled “Basic knowledge of hepatitis B & C” and focusing on the importance of early detection and treatment.

Ehime University Hospital International School of Medicine, together with Matsuyama City Public Health Centre and Ehime Prefecture Health Promotion Division, held a street campaign on July 26. The campaign involved awareness raising and free testing, and was supported by local mascots to engage the crowd. On World Hepatitis Day the day they lit up the Kururin Ferris Wheel and Matsuyama Castle in light blue to raise public awareness.

Koyoto Hepatitis Friends, together with the Kyoto Prefecture Medical Association, held an awareness event at Koyoto Underground station, where they handed out tissue paper with the message “Let’s respond to the hepatitis challenge.”



Kyoto Hepatitis Friends pose with their mascot outside the underground station

# Japan



Ms. Natsuko Godai, the Special Ambassador for Hepatitis Measures, visited the Governor of Tokyo, Mr. Masuzoe, to request the government's support for hepatitis awareness and screening programmes. Viral Hepatitis Research Foundation of Japan hosted a series of lectures in Kochi City, attended by the Ministry of Health & Welfare.

Fujita University Hospital held a series of lectures and consultations for doctors and students. The following Prefectures held awareness and testing drives, including discounted screenings, promoted on their official websites: Chiba, Ehime, Fukuoka, Hiroshima, Kagawa, Niigata, Okinawa, Saga, Shimane, Wakayama, Yamaguchi.

Kyoto City, Nishinomiya City, Saga City, and Sakai City also held awareness and testing drives, promoted on their websites.

Japan Association for the Prevention of Hepatitis promoted the day on their website and Facebook page, and attended various events.

The Ministry of Health have a Facebook page dedicated to promoting their World Hepatitis Day campaigns.

The Democratic Party of Japan reported the Japan Liver Patient Groups Council symposium on their official website.

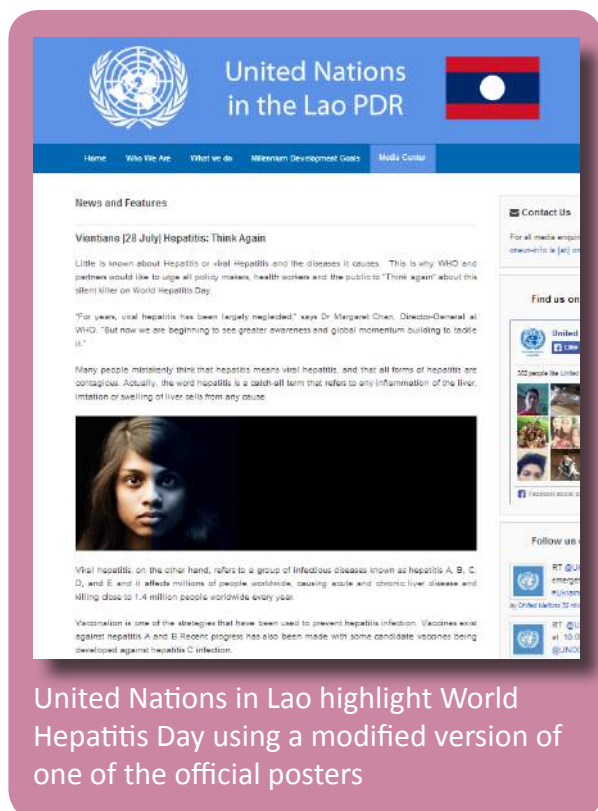
The People's Life Party reported the Japan Liver Patient Groups Council symposium on their official website.



Ehime University Hospital International School of Medicine carry out an awareness event and light up the city's ferris wheel to celebrate World Hepatitis Day



# Lao People's Democratic Republic



United Nations in Lao highlight World Hepatitis Day using a modified version of one of the official posters

The United Nations office in Lao published an article in support of the campaign and quoting WHO Representative to Lao PDR, Dr Juliet Fleischl.

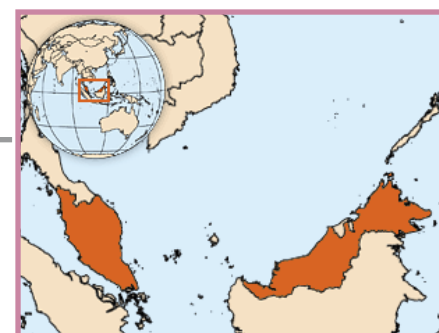
Dr Fleischl said "WHO would like to advocate for higher vaccination coverage with Hepatitis B dose at birth and other vaccines under routine schedule specifically in this province and across the country, there is a need for policy makers to strengthen prevention, screening and control of viral hepatitis."

## Malaysia

National Observation of World Hepatitis Day was at Selayang Hospital officiated by YB Datuk Seri and Dr S. Subramaniam from the Ministry of Health. The event included free hepatitis B & C screening and 2 public forums.

Pahang State Hepatitis Day observations happened at Hospital Sultan Hj Ahmad Shah, Temerloh, Pahang. The hospital is organised a "Hepatitis Update" Symposium for the healthcare providers in the state. The event was officially launched by Dato' Dr Hj Bahari Bin Dato' Tok Muda Hj. Awang Ngah, the hospital director, and was attended by around 300 members.

My Hepatitis Day is an NGO based at University of Malaya Medical Centre Kuala Lumpur that advocates for World Hepatitis Day activities and conducts social media awareness through their Facebook page.



Pahang State Hepatitis Day observations at Hospital Sultan Hj Ahmad Shah





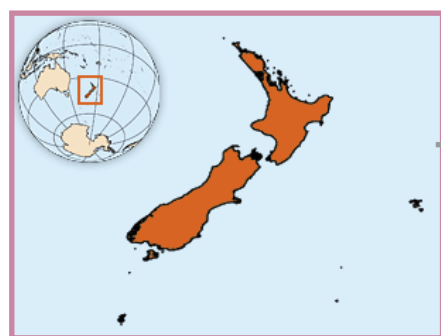
# Mongolia



Onom Foundation, together with members of the Rotaract Club of Tuul and in collaboration with the Ministry of Health and the National Centre for Communicable Diseases, held an awareness event including free testing for nearly 1000 people. They also conducted a social media campaign using twitter and facebook.

World Hepatitis Day was covered on many popular national and local TV channels including TV5 Zochin, 2TV, SBN, Aist TV and Ulaanbaatar Broadcasting System. It was also covered on news website IKON.

Onom Foundation collaborate with Rotaract Club of Tuul to set up awareness activities and give interviews for World Hepatitis Day

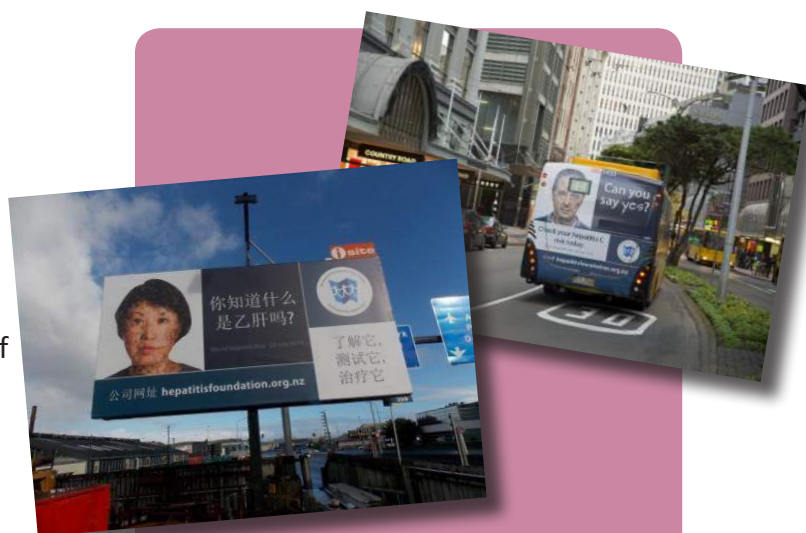


# New Zealand

The Hepatitis Foundation of New Zealand promoted awareness of viral hepatitis through advertising, using the 'Can you say yes' campaign, and produced a number of resources on their website. The advertising campaign ran throughout July and consisted of outdoor advertising on buses and billboards, radio advertising, newspaper and online advertising, all in the North island.

Hepatitis C Resource Centre - Te Waipounamu and Hepatitis C New Zealand also promoted the day on their websites and facebook pages.

The day was covered in the New Zealand Herald, New Zealand Times, Waatea News, Scoop, Manawatu Standard and on Sun FM.



Posters in target group languages are displayed across the North island of New Zealand

# Papua New Guinea



Port Moresby General Hospital posted on their website about World Hepatitis Day “Port Moresby General Hospital supports the health and wellbeing of every individual in PNG. PMGH is going through immense changes to become a leading specialist healthcare provider that is of a global standard. A large part of this process is to support the global initiatives and to be part of the many world health days. These initiatives are vital in making people aware of the many illnesses and diseases that can be cured through awareness and prevention. World Hepatitis Day, is one of these specific days and we all need to be aware of this very serious disease/virus. We will do further follow-ups to this article and provide details on how to protect you and your family from this disease/virus”

The site went on to give information about viral hepatitis transmission and symptoms.



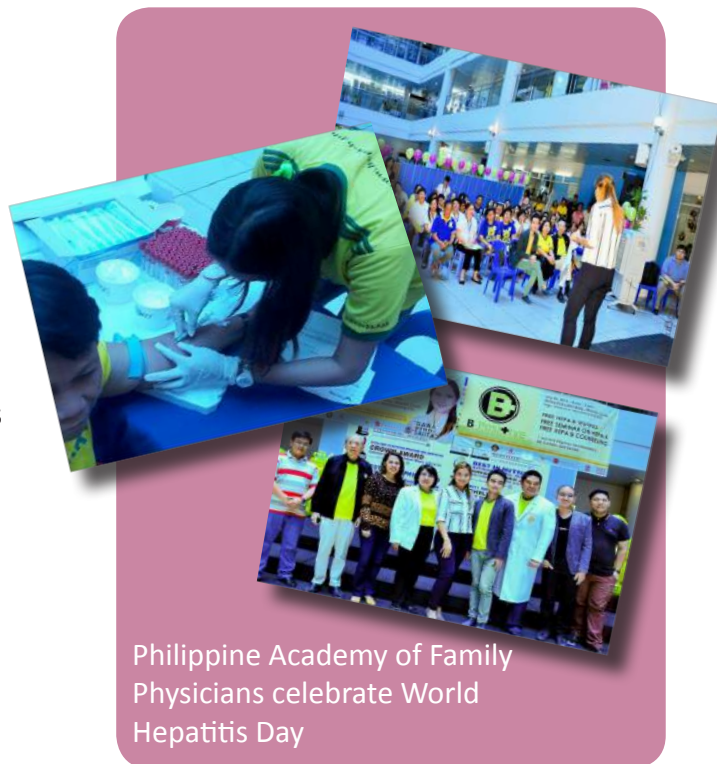
Port Moresby General Hospital show their dedication to hepatitis awareness with a piece on their website

# Philippines



As part of World Hepatitis Day celebrations, the Philippine Academy of Family Physicians partnered with Hi-Eisai Pharmaceuticals, Love Yourself Foundation, Yellow Warriors Society of the Philippines and the City of Mandaluyong to launch the “B Positive Campaign” on July 30 at Mandaluyong City Hall. Activities included Hepatitis B screening, counseling, public seminars and a press conference. The latter focused on raising social awareness on Hepatitis B and its impact on lives along with psychosocial issues like the stigma experienced by Hepatitis B patients, as well as discrimination of workers documented to be Hepatitis B carriers.

Alliance member group Yellow Warriors also conducted a comprehensive social media campaign via Facebook and Twitter, drawing peoples’ attention to the ‘Think Again’ slogan in the months before the day.



Philippine Academy of Family Physicians celebrate World Hepatitis Day

The Hepatology Society of the Philippines hosted a conference event on July 26th at The Medical City (TMC). TMC also published an article on their website focusing on hepatitis B and C.

The Philippine Online Chronicle published a full page article including lots of facts, the Alliance posters and Think Again video, and WHO infographics.

WHO WPRO Office published an article on their website entitled “Hepatitis B infection in the Philippines: Do something!”



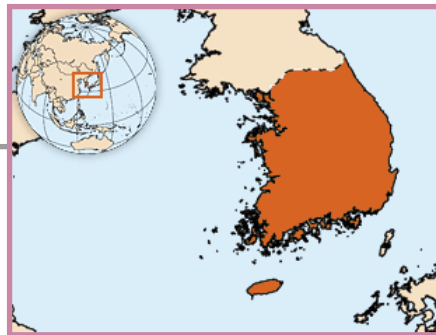
Testing and awareness-raising carried out by the Hepatitis Society of the Philippines



Yellow Warriors Society of the Philippines speak out about viral hepatitis



# Republic of Korea



The Korean CDC published Weekly Public Health Report pamphlet spanning July 28 promotes World Hepatitis Day and the Think Again campaign, and discusses “Control of Hepatitis C viral Infection through Safe Blood Management”

Pharmaceutical company MSD Korea sponsored the CCC Campaign to raise awareness amongst hospital workers and other medical professionals.

CEVHAP members the Korean Liver Society, based at the Severance Hospital of Gastroenterology, together with the National Liver Institute, planned awareness and testing activities as part of a 3 month campaign visiting 6 regions nationwide. They organised the Hope Area Healing Concert, which was attended by over 500 people and featured lectures, discussions, a quiz and musical performances. They carried out testing and handed out information pamphlets across the 6 regions nationwide. They also conducted a touring campaign visiting 3 businesses to raise awareness of liver disease. The campaign received national media attention including televised screening of the Hope Area Healing Concert.

Dong, a private medical university, published an article on their website.



Media coverage in the Republic of Korea



Hope Area Healing Concert

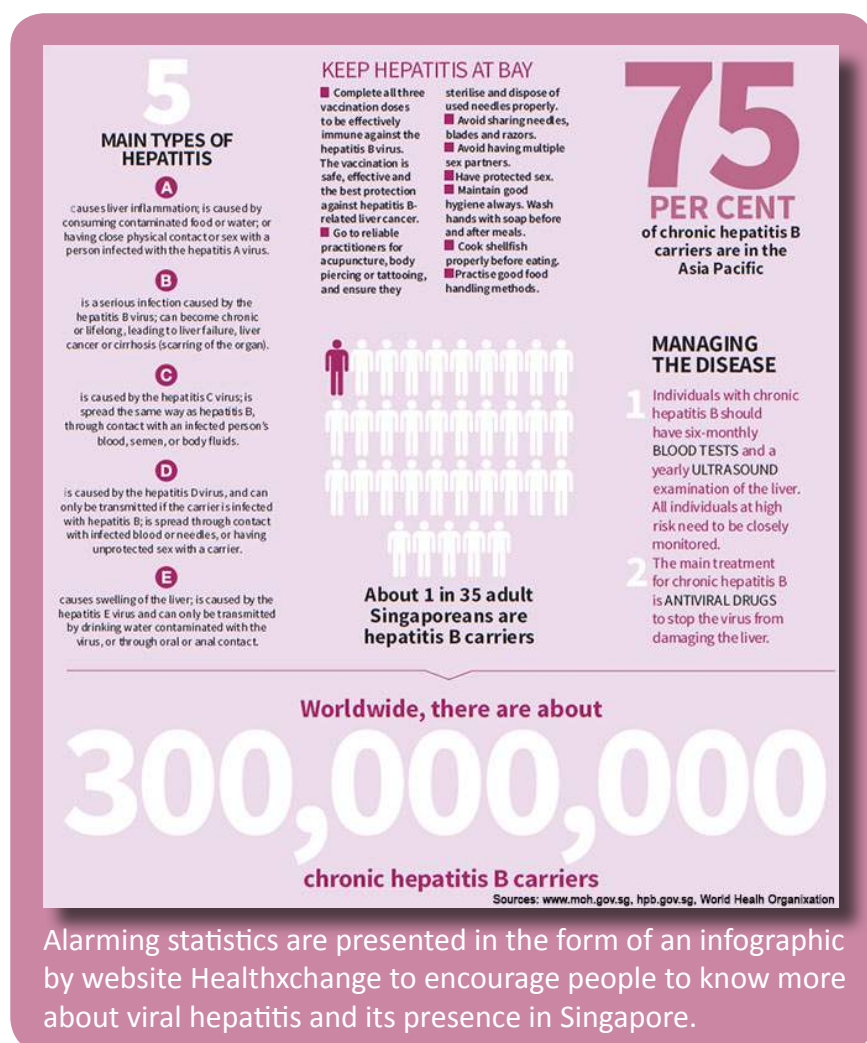
# Singapore



Healthxchange.com.sg, an interactive health and lifestyle resource portal developed by SingHealth published an infographic and awareness page on viral hepatitis to celebrate the day.

Singapore-based International SOS regional medical director Craig Stark made a statement advising travellers in the region to get the hepatitis A vaccine.

Singapore General Hospital posted an info-graphic to their Facebook page and published information on hepatitis B, visible to the 21,000 people who like the page.



Alarming statistics are presented in the form of an infographic by website Healthxchange to encourage people to know more about viral hepatitis and its presence in Singapore.

# Solomon Islands



WHO Solomon Islands country office published a media release for World Hepatitis Day. Dr. Aumua, acting WHO representative for the Solomon Islands said hepatitis is often ignored, stigmatized or misunderstood. He went on to urge people to challenge their perceptions of viral hepatitis and to start thinking about hepatitis a different way.

World Hepatitis Day was covered by the Solomon Islands Broadcasting Corporation, who published the WHO media release.



Solomon Islands Broadcasting Corporation cover World Hepatitis Day



# Vietnam



With the support of Roche Corporation in Vietnam, the Tropical Disease Hospital in Ho Chi Minh City held a meeting with the theme “Screening and Control of Viral Hepatitis - Timely Treatment”. The meeting was aimed at those with high risk of infection. In addition to educational activities to raise public awareness of the disease; 1,000 people were tested for free in the hospital.

In a statement the WHO said they would continue to work closely with the Ministry of Health, the city’s Department of Health and major hospitals to increase technical assistance to deal with hepatitis.

Doctor Le Manh Hung, Deputy Director of Ho Chi Minh city Hospital for Tropical Diseases, said “It is difficult to detect hepatitis because viral hepatitis shows no external symptoms. Around 75 to 80 percent of infected people look normal. It’s better if the disease is detected early, otherwise, the liver will be seriously affected, and this can lead to dangerous complications.”

Similar activities were also organized in the Central Tropical Disease in Hanoi.

The 9th National Liver Conference, which was held in Nha Trang City of Khanh Hoa Province on Friday last week, attracted more than 300 delegates from major hospitals and universities in Vietnam and abroad. Addressing the event, Dr. Dinh Quy Lan, chairman of the Vietnam Hepatic Association, warned that viral hepatitis kills about 1.4 million people around the world per year. At the conference, experts presented 30 papers focusing on symptoms and treatment of liver and gall diseases, hepatitis B and C prevention, and liver transplants.

WHO Vietnam country office published a media release “We commend Vietnam’s efforts in development of the national action plan on viral hepatitis.” says Mr Jeffery Kobza, Acting WHO Representative to Vietnam. “Given that a large

World Hepatitis Day was covered in Viet Nam News, Voice of Vietnam radio, Talk Vietnam, Tuoi Tre News and the website Vietnam Breaking News.



Free testing taking place at the Tropical Disease Hospital, Ho Chi Minh City

