



# WORLD HEPATITIS DAY 2016

Launching a global movement

World Hepatitis  
**Alliance**

# Agenda

- Overview of World Hepatitis Day 2016
- NOhep
- Questions
- World Hepatitis Day materials
- Questions

# Current environment

Draft: 13.11.2015



## Draft global health sector strategy on viral hepatitis, 2016-2021 - the first of its kind

Viral hepatitis is an international public health challenge, comparable to other major communicable diseases, including HIV, tuberculosis and malaria. Despite the significant burden it places on communities across all global regions, hepatitis has been largely ignored as a health and development priority until recently. It will no longer remain hidden, however, with the adoption of the resolution on the 2030 Agenda for Sustainable Development.<sup>1</sup> Target 3 is of particular relevance: it calls for specific action to combat viral hepatitis.<sup>2</sup>

This is the first global health sector strategy on viral hepatitis, a strategy that contributes to the achievement of the 2030 Agenda for Sustainable Development. It covers the first six years of the post-2015 health agenda, 2016–2021, building on the *Prevention and Control of Viral Hepatitis Infection: Framework for Global Action*,<sup>3</sup> and on two resolutions on viral hepatitis adopted by the World Health Assembly in 2010 and in 2014.<sup>4</sup> The strategy addresses all five hepatitis viruses (hepatitis A, B, C, D and E), with a particular focus on hepatitis B and C, owing to the relative public health burden they represent.

The strategy describes the health sector contribution towards the elimination of viral hepatitis as a



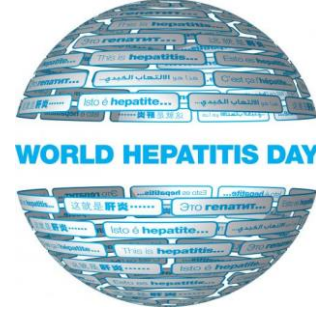


# World Hepatitis Day 2016 Theme

- Elimination of viral hepatitis.....World Hepatitis Day 2016 theme
- Every activity that addresses viral hepatitis is a step towards elimination.
- To unite these efforts, a global elimination movement we will be launched

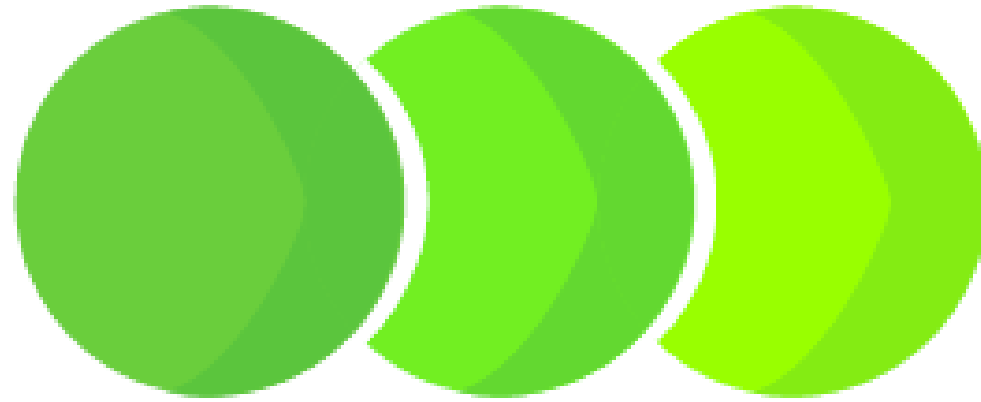


# Launching a movement on World Hepatitis Day 2016



- Movement will be launched on 28 July at 8.00am NZST / 27 July at 9.00PM BST
- A global launch of movement is being organised using a set of creative materials and online materials
- Hashtags: #NOhep & #WorldHepDay





**Nohep**

A movement to eliminate viral hepatitis by 2030

 #NOhep



# What is NOhep?

- A **social justice movement** aimed at uniting the hepatitis community and beyond to take action, to speak out and be engaged to ensure global commitments are met and viral hepatitis is eliminated by 2030.
- **An interactive platform** which houses materials from across the hepatitis community and provides materials, tips and resources needed to take action.
- A **global advocacy platform** which supports single advocates to large organisations and provides them with support of a movement.
- An **independent movement** directed by the needs and priorities of the community

# What does NOhep do?

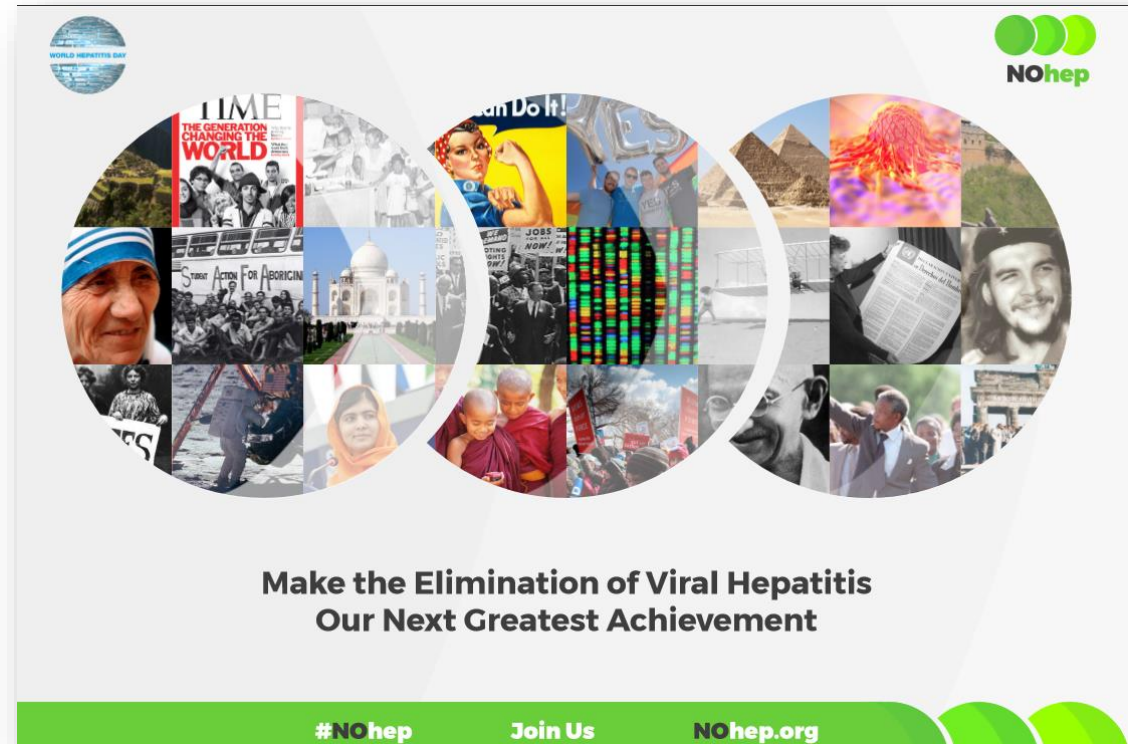
- **Connects people** across the world who have a common goal of eliminating a global killer
- **Lobbies governments** and international organisations to make sure they drive action to eliminate viral hepatitis
- **Inspires people** and tells powerful stories of the achievements of people living with viral hepatitis
- **Mobilises supporters** across the globe to be part of the next greatest achievement
- **Campaigns** for a world where people have access to life saving interventions and do not suffer discrimination





# NOhep....OUR NEXT GREATEST ACHIEVEMENT

- NOhep campaign: *NOhep...Our Next Greatest Achievement*
- Strong call to action for people to join to make the elimination of viral hepatitis our next greatest achievement
- It will take a fresh approach to campaigning by focusing and profiling achievements rather than focusing on scare tactics



# Messaging

Campaign NOhep messages	
Why?	How?
<p><b>NOhep... is RIGHT</b>            4,000 deaths per day is 4,000 too many            Join NOhep... for greater access to life-saving medicines and vaccines</p> <p><b>NOhep...is SMART</b>            Treating hepatitis C will pay for itself by 2030            Join NOhep.... to make the smarter choice</p> <p><b>NOhep...is FOR ALL</b>            Viral hepatitis stigma stops people working, learning and having relationships            Join NOhep...to end stigma and stop discrimination</p> <p><b>NOhep... OUR NEXT GREATEST ACHIEVEMENT</b>            Taking action now will save 7 million lives by 2030            Join NOhep...to make the elimination of viral hepatitis our next greatest achievement</p>	<p><b>VACCINATE for NOhep...</b>            300,000 cancer deaths a year can be prevented            Join NOhep... for universal vaccination coverage</p> <p><b>TEST for NOhep...</b>            95% of people living with viral hepatitis don't know            Join NOhep...for increased testing amongst those at-risk</p> <p><b>TREAT for NOhep...</b>            4,000 people die every day yet life-saving medicines exist            Join NOhep... for greater access to life-saving treatments</p>




# Questions?

## How to ask a question

You can submit a question by typing it in the questions section in your meeting control panel

# WHD materials

**NOhep... Our Next Greatest Achievement**



**Taking action now will save 7 million lives by 2030**

Join NOhep... to make the elimination of viral hepatitis our next greatest achievement

NOhep.org Join Us NOhep

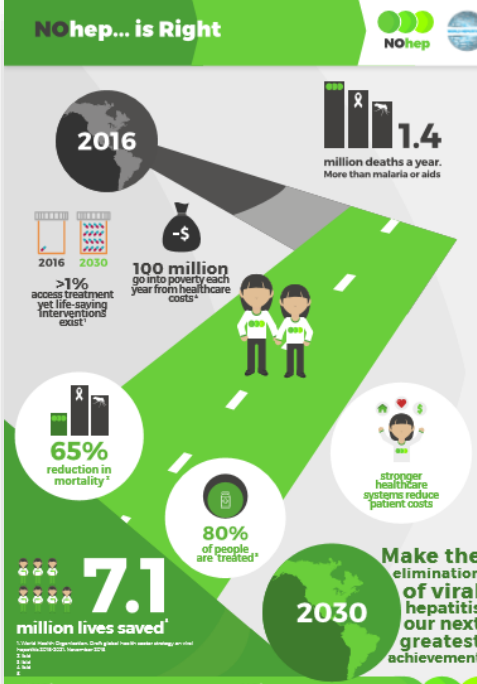
**NOhep... Our Next Greatest Achievement**



**Make the Elimination of Viral Hepatitis Our Next Greatest Achievement**

#NOhep Join Us NOhep.org

**NOhep... is Right**



**2016**

**1.4** million deaths a year. More than malaria or AIDS

**>1%** access treatment yet life-saving interventions exist\*

**100 million** go into poverty each year from healthcare costs\*

**65%** reduction in mortality\*

**80%** of people are 'treated'

**7.1** million lives saved\*

**2030**

**Make the elimination of viral hepatitis our next greatest achievement**

#NOhep Join Us NOhep.org

**NOhep... is Smart**

**NOhep... is Right**

**NOhep... is For All**

**NOhep... Our Next Greatest Achievement**

Make the Elimination of Viral Hepatitis Our Next Greatest Achievement

NOhep

**NOhep... Our Next Greatest Achievement**



**Make the Elimination of Viral Hepatitis Our Next Greatest Achievement**

#NOhep Join Us NOhep.org

**NOhep... is Right**



**4,000 deaths per day is 4,000 too many**

#NOhep Join Us NOhep.org

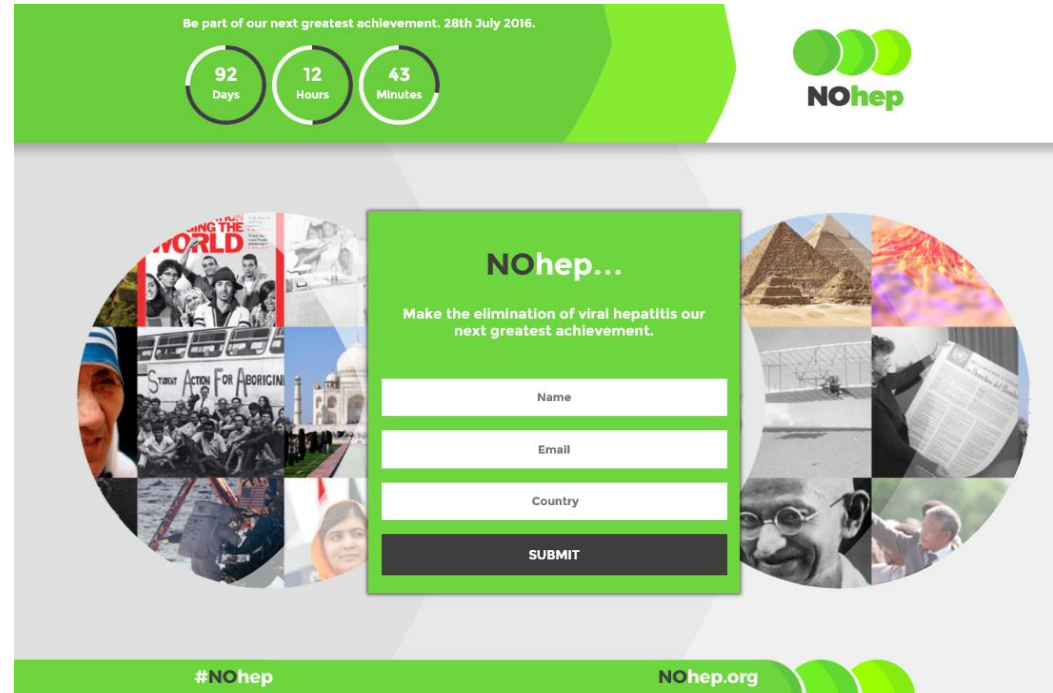
## Designed collateral





# Other key outputs

- NOhep holding page (live now)
- Animated Strategy video (27 May)
- NOhep launch video (28 July)
- NOhep website and social media platforms (28 July)

A screenshot of the NOhep holding page. The page has a green header with the text "Be part of our next greatest achievement. 28th July 2016." and a countdown timer showing 92 Days, 12 Hours, and 43 Minutes. The NOhep logo is in the top right. The main content area features a circular collage of images on the left and right, including a magazine cover, a protest, the Pyramids of Giza, and a portrait of Gandhi. In the center is a green box with the text "NOhep..." and "Make the elimination of viral hepatitis our next greatest achievement." Below this is a form with fields for Name, Email, and Country, and a SUBMIT button. The footer has the hashtag #NOhep and the website NOhep.org.

Be part of our next greatest achievement. 28th July 2016.

92 Days 12 Hours 43 Minutes

**NOhep...**

Make the elimination of viral hepatitis our next greatest achievement.

Name

Email

Country

SUBMIT

#NOhep NOhep.org

# How can you support?

- Sign up to the movement [www.NOhep.org](http://www.NOhep.org)
- Add your WHD activities to the WHD map of impact
- Use the NOhep logo on all of your materials
- Use #NOhep in social media
- Profile your activities/ campaigns on NOhep
- Share NOhep materials on social media on WHD

# Questions?



**Make the Elimination of Viral Hepatitis  
Our Next Greatest Achievement**

**#NOhep**

**Join Us**

**NOhep.org**

**patitis  
Alliance**

# Important links to note

- Website ([www.NOhep.org](http://www.NOhep.org))
- Twitter (@NO\_hep #NOhep)
- Instagram (NO\_hep)
- Facebook  
(<https://www.facebook.com/NOhepmovement/>)