World Hepatitis Day 2016

Campaign Toolkit
Imagine having a cure for an illness which affects 70 million. Imagine having a vaccine that can prevent 1 million deaths each year. Imagine eliminating a global killer that takes 1.4 million lives every year. Imagine if you could be part of making it a reality by 2030.

On 28 July World Hepatitis Day (WHD) brings the world together to raise awareness of the huge burden of viral hepatitis and to influence real change in disease prevention and access to testing, treatment and care. One of just four disease-specific global awareness days officially recognised by the World Health Organization (WHO), WHD unites patient organisations, governments and the general public to boost the global profile of hepatitis.

This toolkit provides an overview of WHD 2016 and offers suggestions on how you can take part.

WHD2016 signals the start of something big - the launch of NOhep, a global movement to eliminate viral hepatitis by 2030. This toolkit introduces the movement and includes tips on how to incorporate this into your plans for WHD 2016.
WORLD HEPATITIS DAY 2016 (WHD2016)

The theme for this year’s global campaign is **ELIMINATION**.

2016 is a pivotal year for viral hepatitis. At the World Health Assembly in May, WHO Member States are set to adopt the first ever Elimination Strategy for Viral Hepatitis, with ambitious targets and a goal to eliminate hepatitis as a public health threat by 2030. This will be the first time national governments sign up and commit to the goal of eliminating viral hepatitis.

To mark this historic moment and to leverage this political commitment, we are using the theme of elimination for WHD 2016, which can be easily adapted for local use. To achieve elimination, greater awareness, increased diagnosis and key interventions including universal vaccination, blood and injection safety, harm reduction and treatment are all needed. This means **every activity that addresses viral hepatitis is a step towards elimination**. In other words, no matter what your plans are to mark WHD, be it a rally or press briefing or screening events, they can all come under the theme of elimination.

At a global level, we will use this theme to **launch NOhep, the global elimination movement**. This is a vital opportunity to create awareness and reach a wider audience. We are inviting all WHD supporters to use the theme of elimination and if you can, also incorporate the launch of NOhep in your WHD activities. You can find out more on how to do so in this toolkit.

**What is NOhep?**

NOhep is a global 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. NOhep’s goal is to reach engage over 300 million people by 2030 to accelerate action towards the elimination of viral hepatitis. To find out more, please see Annex 1.
**CAMPAIGN CONCEPT**

To elevate the theme of elimination, we have developed a campaign that is linked closely to the WHO Elimination Strategy to ensure that supporters can use WHD to support their advocacy activities whilst being broad enough to adapt to national priorities. The campaign is called: **NOhep…. Our Next Greatest Achievement.**

The concept of achievements cuts across key audiences and offers new ways to reach people and compel them to commit to achieving the elimination of viral hepatitis. For example, everybody, from the person walking down the street to the policymaker sitting in their office, wants to be part of a global achievement and even more so to be recognised as being part of it.

NOhep will be a platform which profiles achievements and will have a strong call to action for people to come together to create change. For example, instead of focusing on the illness defining a person living with viral hepatitis, it will be about celebrating their achievements and bringing the human voice to the front and centre of the campaign. Achievements will also be closely linked to the WHO Elimination Strategy and will be used to track progress, celebrate advancements and call for greater action from governments.

The campaign underpins the key actions for elimination and introduces the NOhep concept. We encourage WHD supporters to use the campaign in their WHD activities.

To reinforce the concept of achievements, the messaging and assets of this campaign will be structured around the following pillars:

**NOhep… is For All**

People living with viral hepatitis have access to safe, affordable and effective care and treatment

**NOhep… is Smart**

Governments make smart investments into the prevention and treatment of viral hepatitis

**NOhep… is Right**

An inclusive society where all people understand viral hepatitis and those living with it do not suffer stigma or discrimination in the workplace or at a wider societal level

**NOhep… Our Next Greatest Achievement**

The elimination of viral hepatitis by 2030

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**Top tip**

Insert your own data to these pillars and make them relevant to your national advocacy work
MOVEMENT IDENTITY

Title: NOhep....

Slogan: Our Next Greatest Achievement

Call to action: Join us

BRAND IDENTITY

Logo: An ellipses logo (..., or three circles) has been developed to represent the aspirational goal of a world without hepatitis and the joined up approach needed to reach the goal.

The colour green has been chosen as it is a vibrant, future-orientated and gender-neutral colour which gives high aspirations of hope and positivity.

Please refer to the branding guidelines documentation for information on how to use and ‘own’ the brand, whilst keeping consistency.

Title: The wording NOhep.... will not be translated and should remain in English throughout all communications.

Slogan and call to action: The slogan and call to action will be translated into the World Health Organization’s (WHO) six official languages (Arabic, Chinese, English, French, Spanish and Russian) as well as Portuguese.

RESOURCES

We have created a variety of resources that bring the campaign to life. These are designed to support and complement your WHD activities and are free to download and use widely to boost the impact of your campaign. All resources include the NOhep logo to ensure your activities are part of the movement to eliminate hepatitis.

World Hepatitis Day website

The multilingual website is a central hub for WHD featuring all the campaign materials, an events map, a supporters wall and all the information and resources needed to support WHD activities.

NOhep website

On 28 July a dedicated NOhep website will be launched. The website will be multi-lingual and will have information on the key ways that people can take part in the movement. The objective of the NOhep website will be for people to sign up, stay connected and share stories. The website will also be used to monitor the growth of the movement and track progress towards elimination.
**KEY MESSAGES**

**Why?**

**NOhep... is Right**
4,000 deaths per day is 4,000 too many
Join NOhep... for greater access to life-saving medicines and vaccines

**NOhep... is Smart**
Eliminating hepatitis C will pay for itself by 2030
Join NOhep... to ensure governments make smart investments

**NOhep... is For All**
Viral hepatitis stigma stops people working, learning and having relationships
Join NOhep... to end stigma and stop discrimination

**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

**How?**

**Vaccinate for NOhep...**
300,000 cancer deaths a year can be prevented
Join NOhep... for universal vaccination coverage

**Test for NOhep...**
95% of people living with viral hepatitis don’t know
Join NOhep... for increased testing amongst those at-risk

**Treat for NOhep...**
4,000 people die every day yet life-saving medicines exist
Join NOhep... for greater access to life-saving treatments

**OVERARCHING MATERIALS**

Posters & customisable poster tool

A set of seven editable posters have been developed based on the messaging above. (See messaging above) Posters are available in the seven core languages and are customisable through the WHD website via our tool. This allows you to create your own custom posters in any language. Aside from allowing you to insert your own specific messages, our unique poster tool allows you upload images suited to your audience and add your organisation logo.

This is simple to do: just edit the online form, upload your images and your poster is instantly created and ready to download.

We encourage you to share these posters on social media, using them in your media outreach and displaying them at your local events! We also encourage you to use the posters and campaign materials to help create a unified global campaign.

Please note

All materials are available with NOhep and WHD logo and there will also be a set of materials available without the WHD logos to be used after 28 July.

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**Infographics**

Five infographics based on the key messaging pillars and the targets outlined in the WHO Elimination Strategy are available. The infographics have been translated into our seven languages. We encourage you share them on social media as well as use them as educational leaflets and post them on your website.

**Logo and web banner**

The official WHD and NOhep logos are available from the website. You can also download the NOhep WHD campaign banner to use on your website or in your WHD collaterals.

**Please note**

Original proportions should always be maintained. We would encourage you to use the logo files available on the website where possible, to ensure quality and consistency.

**Top tip**

Why not get creative? Think about using the arts to raise awareness. You could write songs, put on puppet shows or create a short film. See the Organising Events toolkit for more tips.

**ADDITIONAL MATERIALS TO SUPPORT YOUR NOHEP LAUNCH**

**Postcards**

A set of seven postcards have been developed with messaging similar to the posters. They incorporate vivid imagery and can be used to encourage people to take part in the movement, to share information and to hand out at events.

**Factsheet**

A factsheet has been developed with details on what NOhep is, the aims of the movement and how people can get involved. This can be used at events, sent to the media and shared amongst your network to provide people with additional information about the movement.

**Design elements**

A NOhep billboard and pull-up banners are available for use at events. Designs for NOhep badges and t-shirts have also been created.
USING THE CAMPAIGN MATERIALS

Pre-WHD

Animated video on 27 May

To create a buzz ahead of WHD, an infographic video on 27 May (indicative date dependant on World Health Assembly agenda) will be launched to celebrate the adoption of the WHO Elimination Strategy and to engage audiences around its targets. The video will summarise the key points of the strategy and educate audiences on the actions needed to achieve the goal of elimination.

The video will be launched on WHA’s YouTube channel and promoted on social media. We encourage members and others to get involved and promote the video amongst your networks. It will be shared with you ahead of its launch.

WHD events map

One of the key elements to the WHD website is the events map. This map showcases the events taking place across the globe and allows anyone to publicise their activities or find out what’s happening in their local area. Adding an event to the map is easy to do through the simple upload form and it is an important step in showing the world just how global and how powerful WHD really is. By adding your event it also ensures your event will feature in summaries of the success of the day.

Launch video

A powerful and emotive filmed video will be developed to launch NOhep (“this is a different video from the infographic video we will launch in May”). It will be used as the basis for the social media campaign on WHD. We would strongly encourage you to share this video on your website and social media channels. You may also want to show it at your national events, meetings and public activities. You can find out more on how to distribute the video via social media here.

The video will be subtitled in our seven languages.

NOhep impact map

As part of our WHD campaign, we are asking people to make the commitment to join NOhep. The NOhep website will include an Impact Map that visualises the growth of the movement. Each time someone signs up to the campaign via the website, their location will be added to an impact map. Given that the increased profile hepatitis receives on WHD, the Impact Map will represent the interest in the elimination of hepatitis on 28 July and beyond.

Top tip

Thinking of organising an event? Consider prominent ways to get visibility for messages such as creating bumper stickers, pavement art, projecting the posters onto a public building. For more ideas see the Organising Events toolkit. toolkit.
GETTING INVOLVED ON WORLD HEPATITIS DAY

This section outlines on how you can celebrate WHD in your area. It also provides suggestion on how you can incorporate the launch of NOhep within your WHD activities.

WHD is a unique occasion when patients, civil society, the general public and governments come together and unite to tackle viral hepatitis. Your involvement makes a real, noticeable difference to levels of public awareness and considerably boosts government action.

Top tip
Invite celebrities to take part in the campaign. Recruit high-profile spokespeople such as celebrities, footballers or prominent religious leaders to attract media interest. More ideas on how to work with spokespeople in the Reaching Out toolkit.

HOW TO PLAN FOR THIS YEAR’S CAMPAIGN

This year, we are asking WHD supporters to use the theme of elimination in their activities. First and foremost, having a robust plan in place before commencing your activities for WHD is essential. A structured plan will ensure you create the most effective campaign possible.

1 DO YOUR RESEARCH
- Look at past World Hepatitis Day reports for inspiration
- Read the Organising Events toolkit for more ideas on how to plan your event
- Use data to inform your campaign - consider finding out some statistics (such as prevalence and mortality data) on viral hepatitis in your country

2 KNOW YOUR AUDIENCE
- Consider who you want to target - A particular age group? Gender? Patient group? Politicians? The media?
- Think about how you are going to reach them. Take a look at the Reaching Out toolkit for more ideas

3 SET YOUR GOALS
- Decide on your aims - What do you want to achieve? What do you want people to think or do as a result of your campaign?
- Consider setting short and long term objective to help measure your achievements

Top tip
Planning an event? Publicise it! Add your event to the interactive world map on the website. This way those in your area will know what’s taking place and the world can see you’re part of the WHD 2016.
LAUNCHING NOHEP ON WHD 2016

Alternatively you can incorporate the global launch of NOhep in your WHD activities. Whether you do something as large as organising a NOhep launch on WHD, sending a press release or as simple as signing up to the movement, every action has an impact.

SIGN UP TO THE MOVEMENT

- Log on to the NOhep.org to sign up to the movement. Please note that the full NOhep website will be officially launched on 28 July 2016
- Show your support and share your organisation logo on the site

INCREASE THE IMPACT OF WHD BY LAUNCHING NOHEP IN YOUR COUNTRY

PLANNING

- Create your own NOhep taskforce, a group which decides on activities to drive action towards elimination throughout the year. You could then make the announcement of this taskforce as part of your WHD media, especially if you have some celebrities involved
- Download the NOhep brand guidelines and upload the logo on your website and include in all your materials
- Decide on which event / activity would be most useful to achieve your objectives
- Include the NOhep logo in your email signature
- Use the NOhep postcards as invitations for your launch activity or share them online to create awareness

REACHING OUT

- Engage an ambassador to support the launch. This could be a celebrity, a sportsperson or a well-known entrepreneur. Check out the Reaching Out Toolkit to find out more
- Distribute a press release on WHD about the launch of NOhep to help raise awareness and educate people

PUBLIC ACTIVITIES

- Set up a public seminar and invite a local TV channel and journalists
- Organise a sports day or a fundraising event like a talent show, to celebrate achievements and share information on how elimination can be achieved

PROMOTION

- Share the infographic video with online media and your network in the lead up to WHD and the emotive video on WHD and after
- Share stories and images of people living with viral hepatitis and their achievements – it can be anything from getting a job, being a parent, graduating from university, being a sportsperson etc. We are trying to redefine what viral hepatitis and inspire people from all walks of life to help eliminate the disease
- Place signage in your area e.g. billboards, posters on transport systems
- Produce merchandise and pins to hand out at your activities
- Publish an article and include the logo on your website
- Run a social media campaign or take part in NOhep social media campaign. Always use #NOhep or #WorldHepDay in your online activities
- Share the NOhep launch video with your network, media and across social media channels

ADVOCACY

- Use global backing of NOhep as an advocacy push to ensure governments are committed to achieving the targets
- Engage governments on WHD about elimination and ask them to talk about the movement in their speeches

Top tip

Reach a wider audience with SMS Work with your country’s SMS providers to distribute messages about the day at a charitable rate. For more ideas see the Reaching Out toolkit.
LAUNCHING NOHEP ON WHD 2016

MEDIA

WHD is one of the few days where the world’s media is focusing on hepatitis. By launching NOhep on WHD, it provides an additional ‘hook’ to get media attention.

Ahead of this, make sure you have considered the media checklist:

1. Develop a media list. You can use Google News to search which media outlets and journalists are writing about hepatitis. If you find that the results are limited, broaden your search to liver cancer, HIV/AIDS and infectious diseases.
2. Set your embargo: Send out your press release on 27 July under embargo – this means that the media is not allowed to publish it until the day stipulated i.e. 28 July but it means by having it in advance they can write put out the story on the day itself.
3. Spokespeople availability: Before you send out your press release, make sure people you have quoted in your press release are available to speak to the press if any media interviews arise. We advise having your spokespeople on standby the day you send out the release and on WHD.
4. Share your assets: Media are interested in receiving additional assets along with the press release. In this case we suggest sharing a case study, relevant images, infographics and the NOhep launch video.

See the Reaching Out toolkit for more ideas.

SOCIAL MEDIA

Social media can greatly increase the impact of a campaign launch. Most conversations on social media around viral hepatitis take place on, and in the lead up to, WHD so it is a great opportunity to use social media effectively to:

- Increase awareness of viral hepatitis
- Promote your WHD activities
- Raise your organisation’s profile
- Launch the NOhep movement

In this toolkit we cover top tips for Facebook and Twitter but regardless of the social media platform you are using, the principles are the same.

FACEBOOK

Facebook can be very useful in raising awareness, inviting people to events and sharing visual content.

**TOP TIPS**
- Although there is no character limit, keep your posts short
- Include images and videos as much as possible. The NOhep videos and materials are great content to share
- Create an event and invite people to your NOhep launch or WHD activities
- After your event, create a photo album and if possible tag people who attended
- Schedule posts in advance to save time

Want to work with the media? Engaging with TV and radio can include getting viral hepatitis included as a story line on a soap opera or creating a TV advert. Consider contacting cinema advertising companies of speak to radio producers to include the day as an item on your local radio’s news programme. See the Reaching Out toolkit for more ideas.
LAUNCHING NOHEP ON WHD 2016

CONTENT IDEAS

- Ahead of WHD, share the infographic video
- On WHD, share the emotive video
- Share the NOhep posters or create your own on the WHD website
- Share the NOhep infographics
- Post key viral hepatitis statistics
- Promote your WHD and NOhep events

TWITTER

Twitter is a great platform to start conversations online and increase visibility. Using Twitter successfully can mean your message is seen by hundreds, thousands or even millions of people.

TOP TIPS

- Tweets are limited to 140 characters so keep your posts short and to the point
- Use hashtags #NOhep and #WorldHepDay
- When sharing web links in your posts, use a free link-shortening service such as bitly.com
- Follow other organisations or individuals who are posting about similar topics. Engage with them by mentioning them in your posts. Don’t forget to include their Twitter handles
- Keep on top of the conversation by following key topic hashtags and retweet and respond to others’ posts in real time
- Consider creating a content calendar and scheduling proactive posts in advance to save time

Top tip

Follow NOhep online:
Facebook: www.facebook.com/NOhepmovement
Twitter: @NO_hep
Instagram: @NO_hep

GENERIC TWEETS TO USE ON WHD

- Today is #WorldHepDay! Join #NOhep to make the elimination of viral hepatitis our next greatest achievement www.nohep.org
- Join the global effort on #WorldHepDay to launch #NOhep and call for the elimination of viral hepatitis www.nohep.org
- On #WorldHepDay join the #NOhep movement to help eliminate viral hepatitis by 2030 www.nohep.org
- I’ve joined #NOhep to help eliminate viral hepatitis by 2030 www.nohep.org #WorldHepDay

EXAMPLE TWEETS TO SHARE VIDEO

- .@WHO #hepatitis elimination strategy signals commitment to reach elimination by 2030. How do we get there? [infographic video link] #NOhep
- We can create our next greatest achievement, the elimination of hepatitis. How do we do this? [infographic video link] #NOhep

KEY MESSAGES TWEETS

See Appendix 2
STAYING CONNECTED

We hope that you find both the guidance and the template materials contained and referenced within this toolkit to be useful resources. We look forward to working with you in the lead-up to WHD and beyond, and then hearing about how you have used NOhep. You can also share your stories with us at: contact@worldhepatitisalliance.org

Top tips

- Translate and ‘localise’ materials to best meet your needs
- Add your event/activity to the WHD Events Map
- Join the NOhep movement and use the #NOhep in all your social media activities
- Share materials and resources amongst your network

ANNEX 1: Background on NOhep – a movement to eliminate viral hepatitis by 2030

NOhep is a global 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. NOhep is the overarching platform with the goal to engage over 300 million people by 2030.

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 will act as a platform where tools and materials will be available for supporters to take action. It will also have a section where supporters can engage, share stories, upload content and interact. The overall idea is that NOhep becomes an evolving movement directed by the needs and priorities of the community.

By signing up to the movement, you will stay connected with the hepatitis community, get advocacy support and materials, have a platform to share your activities and have the global backing of a movement to progress your advocacy goals.

Who runs NOhep?

NOhep is an initiative which originated as a response to a strong call from the hepatitis community for a global movement and a campaign which increases recognition of viral hepatitis the red ribbon does for HIV/AIDS. The World Hepatitis Alliance (WHA) is currently acting as the secretariat for NOhep, receiving input from a taskforce comprised of WHA members, an external international campaign agency and civil society organisations. As NOhep evolves, the objective is to have a multi-stakeholder working group made up of a variety of stakeholders and organisations to input, run and propel the global movement, in fact to own it.
ANNEX 2: Example tweets for World Hepatitis Day

We have provided a list of generic tweets which you may wish to update and localise ahead of and after WHD.

- #WorldHepDay: #NOhep… is right. 4000 deaths per day is 4000 too many. Join the movement: www.nohep.org
- #WorldHepDay: #NOhep… is right. Join NOhep… for greater access to life-saving medicines and vaccines www.nohep.org
- #WorldHepDay: #NOhep… is smart. Curing hepatitis C will pay for itself by 2030. Join the movement: www.nohep.org
- #WorldHepDay: #NOhep… is smart. Join NOhep… for the smarter choice www.nohep.org
- #WorldHepDay: #NOhep… is for all. #Hepatitis stigma stops people working, learning & having relationships www.nohep.org
- #WorldHepDay: #NOhep… is for all. Join NOhep… to stop discrimination www.nohep.org
- #WorldHepDay: #NOhep… our next greatest achievement. Taking action now will save 7 million lives by 2030. www.nohep.org
- #WorldHepDay: #NOhep… to make the elimination of viral hepatitis our next greatest achievement www.nohep.org
- #WorldHepDay: Vaccinate for #NOhep… 300,000 cancer deaths a year can be prevented. Join the movement: www.nohep.org
- #WorldHepDay: Vaccinate for #NOhep… Join NOhep… for increased vaccination coverage www.nohep.org
- #WorldHepDay: Test for #NOhep… 95% of people living with a cancer-causing disease don’t know. Join the movement: www.nohep.org
- #WorldHepDay: Test for #NOhep… Join NOhep… for better testing and cheaper diagnostics www.nohep.org
- #WorldHepDay: Treat for #NOhep… 4,000 people die every day yet life-saving medicines exist. Join the movement: www.nohep.org
- #WorldHepDay: Treat for #NOhep… Join NOhep… for universal access to life-saving treatments www.nohep.org