INTRODUCTION

AFRICAN REGION  

AMERICAS REGION  

EASTERN MEDITERRANEAN REGION  

EUROPEAN REGION  

SOUTH-EAST ASIA REGION  

WESTERN PACIFIC REGION

NB: Given the vast number of events that took place on WHD, only WHA member organisations, government bodies and WHO Country Offices are featured in this report.
Executive Summary

On 28 July World Hepatitis Day (WHD) brings the world together to raise awareness of the global 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 endorsed by the World Health Organization (WHO), WHD unites patient organisations, governments and the general public to boost the global profile of viral hepatitis.

The sixth official WHD took place on 28 July 2016 with the theme of ELIMINATION. Once again the impact of WHD grew substantially this year, with 174 countries taking part across the globe and 106 national governments commemorating the day.

With over 1,100 events held worldwide, WHD 2016 was marked with screening and vaccination drives, public seminars, press briefings, marches, health fairs as well as more unusual events such as awareness-raising pop songs and the illumination of well-known landmarks. Throughout the world the day was supported by heads of state, ministers, celebrities, private corporations, civil society organisations, the media and the general public.

WHD 2016 also signaled the start of something big – the launch of NOhep, a global movement to eliminate viral hepatitis by 2030. The launch was a phenomenal success with the movement being celebrated in 77 countries across the globe.

This report celebrates the success of WHD 2016 by showcasing the activities organised by World Hepatitis Alliance (WHA) member organisations, national governments and WHO Regional and Country Offices and serves as an acknowledgement to all those who participated in the day. The report also spotlights key activities that launched NOhep and shows the true global reach of the movement.
THE GLOBAL CAMPAIGN: ELIMINATION

WHY ELIMINATION?

As Dr Margaret Chan, WHO Director-General, announced in the WHO’s WHD press release, “the world has ignored hepatitis at its peril”. Viral hepatitis is the seventh leading cause of death globally, accounting for 1.4 million deaths per year – more than HIV/AIDS, malaria or tuberculosis. Despite effective vaccines and treatments available, the death toll has continued to rise and the disease has suffered from a lack of awareness and political prioritisation.

But we have reached a turning point and so much has changed since last World Hepatitis Day:

The global hepatitis community came together for the first time to discuss approaches to eliminating hepatitis:

- In September 2015 WHO and WHA brought together over 500 policy makers, patients, civil society representatives, physicians and journalists from across 84 countries for the first World Hepatitis Summit. Hosted by the Scottish Government, the event was the first of its kind to provide a unique platform to strengthen the hepatitis community voice, assist countries in development national action plans and to raise the global profile of viral hepatitis. The event concluded with the endorsement of the Glasgow Declaration, which asked governments to commit to elimination and develop national plans to realise this goal by 2030.

Viral hepatitis was recognised as a global development priority for the first time:

- In September 2015 the United Nations General Assembly voted to adopt the Sustainable Development Goals (SDGs). As part of the SDGs was goal 3.3 which reads: ‘By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases’ and 3.4 which states: ‘By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.

Governments committed to the goal of eliminating viral hepatitis by 2030:

- At the World Health Assembly in May 2016, WHO Member States unanimously adopted the first ever elimination strategy for viral hepatitis. The Global Health Sector Strategy on Viral Hepatitis, 2016 – 2021 (GHSS) sets ambitious targets and a goal to eliminate hepatitis B and C as a public health threat by 2030. This was the first time national governments signed up and committed to the goal of eliminating viral hepatitis.

To mark these historic moments and to leverage the political commitment finally given to hepatitis, WHA set ELIMINATION as the global theme for WHD 2016.

The theme echoed the overarching goal of elimination set out in the GHSS and was broad enough for it to be adapted for local use. The theme was used by 93% of WHA members.

This year WHO complemented the theme of elimination by organising a global campaign entitled “Know Hepatitis: Act Now”. The campaign called on policymakers, health workers and the public to “Know hepatitis - Act now”. For the public this meant informing themselves about the infection, taking positive action to know their status by getting tested, and finally seeking treatment, where appropriate, to reduce needless deaths from this preventable and treatable infection. WHO celebrated the launch of the NOhep movement on social media and by creating online content under the theme of “Know Hepatitis = #NOhep”.

A GLOBAL MOVEMENT TO ELIMINATE VIRAL HEPATITIS

At a global level the theme of elimination was used to launch NOhep.

Following the upsurge in political commitment towards hepatitis and a direct call from the hepatitis community at the World Hepatitis Summit for a movement that would elevate awareness of viral hepatitis and unify people to take action, WHA and its 230+ member organisations developed and initiated NOhep.

NOhep is a social justice global movement aimed at uniting people from across the world to take action, to speak out and to be engaged to ensure viral hepatitis is eliminated by 2030. In addition, NOhep provides a platform for the hepatitis community to share resources and materials so that action can be taken to eliminate viral hepatitis at all levels.
WHD was an opportunity to step up national and international efforts on hepatitis and urge partners and Member States to support the roll-out of the GHSS. As such, NOhep was launched as civil society’s response to the strategy. This meant that supporters could use WHD to support their advocacy activities whilst being broad enough to adapt to their own national priorities.

The campaign was 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. NOhep is a platform which profiles achievements and has a strong call to action for people to come together to create change. The campaign underpinned key actions for elimination and introduced the NOhep concept.

### Key messages

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

**NOhep… is For All**

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

**NOhep… is Smart**

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

**NOhep… is Right**

An inclusive society is needed, 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 is the goal

**Poster 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

**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

**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
Introduction

**CAMPAIGN RESOURCES**

Posters & customisable poster tool

A set of seven editable posters were developed based on the key messages. Posters were available to download from the official WHD website in seven languages (Arabic, Chinese, English, French, Portuguese, Russian, Spanish).

An innovative online poster tool enabled members of the public to fully customise the posters. With the online tool the posters could be translated into other languages, the images could be changed, organisation logos could be added and messages could be adapted to fit local campaigns.

These posters were used by organisations across the world and were displayed at local events, shared through social media and formed part of media outreach.

- 2,862 times custom poster tool used
- 122,337 visits to website
- 9,677 resource downloads
Infographics

Five infographics based on the key messaging pillars and the targets outlined in the GHSS were available. Available in 7 languages, the infographics were shared widely on social media and downloaded from the website over 1,000 times.

Logo and banners

The official WHD globe logo was made available in 37 languages. The NOhep logo was also available from the WHD website and was seen on materials across the globe.

Postcards

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

Factsheet

A factsheet which explained the NOhep movement, its aims and how people can get involved was made available in advance. This was used at events, sent to the media and shared amongst networks to provide people with additional information about the movement and its historic launch.

Design elements

A NOhep billboard and pull-up banners were available for use at events. Designs for NOhep badges and t-shirts were also been created.

NOhep Merchandise

NOhep has a strong brand that aims to become instantly recognisable as a symbol for the elimination of viral hepatitis as the movement grows. A unified brand across the movement brings supporters together and elevates the voice of individuals.

The green circle logo has already been spotted on merchandise across the globe: T-shirt, wristbands, water bottles, badges, puzzles, stress balls, yoyos, and so much more.

Here is just a snapshot of the brand bringing people together all over the world:
The multilingual WHD website was the central hub for the day. During the campaign duration (April - August 2016) the WHD website received 122,704 visits, with visitors coming from almost every country in the world. Featuring information on the background of the day, the launch of NOhep, campaign materials, an events map and a supporters’ wall, the website was the place to find everything needed to support WHD activities.

WHD Map of Impact

One of the key elements to the WHD website was the Map of Impact. This map showcased all the events taking place across the globe and anyone could upload information about their activities. This was a simple way for organisations to publicise their events as well as allowing individuals to find out what was taking place in their local area. Nearly 200 events were uploaded to the map from countries across the globe.

Supporters’ wall

Organisations were able to show their support for WHD by uploading their logo to the supporters’ wall housed on the site. From WHA member organisations and hospitals to medical journals and WHO regional offices, over 300 organisations added their support to the wall.

Social media

Following the success of the WHD 2015 social media campaign, we continued to use social media platforms as a key way to ensure the WHD message reached as many people as possible.

The official WHD Facebook page was used to keep followers up to date with all the developments in the WHD campaign and saw many followers sharing information and photos from their events on the page.

As well as the hashtag #WorldHepatitisDay, a new hashtag was introduced on Twitter this year to launch the NOhep movement: #NOhep

Snapshot of social media success

- 69,352 social media posts across Facebook, Twitter, YouTube and Instagram
- Over 363 million impressions on Twitter (341 million in 2015)
- World Hepatitis Day trended across the world:
  - #WorldHepatitisDay trended globally and specifically in the United Kingdom, Canada, India, Mumbai, Bangalore, Lagos and Sydney
  - #hepatitis trended in the United Kingdom, London, India, Bangalore, Valencia, Washington D.C., Canada and Dominican Republic
  - worldhepday trended in Washington D.C. and Lagos
  - knowhepatitisactnow trended in India and Mumbai
  - hepfreeindia, whd2016 and hepfreeindianamorrow trended in Lagos
**SOCIAL MEDIA**

**NOhep Thunderclap**

In previous years, Thunderclap has been extremely useful at helping our message reach millions of people on Twitter. Given how simple but effective the Thunderclap has proven to be, we used this platform once again for the 2016 campaign.

Supporters were able to sign up with their Twitter or Facebook accounts and the Thunderclap message was then automatically shared via their account on World Hepatitis Day. The message highlighted the launch of NOhep and encouraged people to join the movement:

> “I’m supporting #NOhep on #WorldHepDay! Sign up to eliminate viral hepatitis & save 7.1 million lives by 2030! http://thndr.me/24uM9Z”

The WHD 2016 Thunderclap received 415 supporters, helping the WHD and NOhep message reach over 1.5 million people and boost the impact of the day. However, in comparison to last year’s Thunderclap which achieved a social reach of over 14.5 million, the support was far lower than expected.

**VIDEO CONTENT**

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

To mark the adoption of GHSS at the World Health Assembly in May, an animated video was launched to engage audiences ahead of WHD. The video, which was translated into seven languages, summarised the key points of the strategy and educated audiences on the actions needed to achieve the goal of elimination. The video was viewed over 12,000 times between May and August, embedded in hundreds of websites and shown at many events on WHD.

**2030: Year in Review**

To mark the launch of NOhep on WHD, WHA created a short video which took a ‘look back’ at achievements in 2030. The video ended with a strong call to action that these achievements may not have happened by 2030 but, if we unite today, the elimination of viral hepatitis will. Within a week of launching the video gained 270,000+ views.
African region

Countries participating: 42
Number of events: 111
% of region participating: 89

- Algeria
- Angola
- Benin
- Botswana
- Burkina Faso
- Burundi
- Cabo Verde
- Cameroon
- Central African Republic
- Chad
- Congo
- Côte d’Ivoire
- Democratic Republic of the Congo
- Eritrea
- Ethiopia
- Gabon
- Gambia
- Ghana
- Guinea
- Guinea-Bissau
- Kenya
- Lesotho
- Liberia
- Madagascar
- Malawi
- Mali
- Mauritania
- Mauritius
- Namibia
- Niger
- Nigeria
- Rwanda
- Senegal
- Seychelles
- Sierra Leone
- South Africa
- Swaziland
- Tanzania
- Togo
- Uganda
- Zambia
- Zimbabwe
MESSAGE FROM THE WHO REGIONAL DIRECTOR FOR AFRICA, DR MATSHIDISO MOETI, ON THE COMMEMORATION OF WORLD HEPATITIS DAY 2016

On 28 July 2016 the world observes World Hepatitis Day under the theme: “Know hepatitis. Act now.” The theme this year calls on countries and people to become informed about the risks of hepatitis infection, get tested and advocate for increased access to treatment and care.

Viral hepatitis, an infection of the liver caused by five distinct hepatitis viruses (A, B, C, D, and E), is a highly widespread public health problem in the African Region, similar to other major communicable diseases, including HIV, tuberculosis and malaria.

All five hepatitis viruses can cause severe disease, but the highest numbers of deaths result from liver cancer and cirrhosis – a condition in which there is irreversible scarring of the liver. This occurs after several years of chronic hepatitis B or C infection. In the African Region, hepatitis B affects an estimated 100 million people.

It is also estimated that 19 million adults in the Region are chronically infected with hepatitis C. However, most people with chronic viral hepatitis are not aware of their infection and do not receive appropriate treatment. World leaders have committed to taking specific action to combat hepatitis under the 2030 Agenda for Sustainable Development. At the World Health Assembly in May 2016, countries across the globe agreed to implement the first Global Health Sector Strategy on viral hepatitis for 2016–2021. The strategy aims at stopping viral hepatitis transmission, strengthening public awareness and prevention as well as ensuring that everyone living with viral hepatitis has access to safe, affordable and effective care and treatment services.

I urge all Member States in the African Region to use the World Hepatitis Day campaign as a vital opportunity to step up national efforts on hepatitis and to spur action to implement the strategy on viral hepatitis. I appeal to the general public to seek information about viral hepatitis and services for prevention and treatment from the nearest health facility.

I call on international partners, civil society, other United Nations agencies, and the private sector to advocate for adequate domestic investments and to mobilize external funding for the viral hepatitis response in the African Region.

On its part, WHO will support Member States to implement the hepatitis strategy to tackle this growing public health problem in the Region.

Thank you.
On WHD Abdelmalek Boudiaf, Minister of Health, Population and Hospital Reform, announced the development and production of new drugs in Algeria to treat hepatitis C. He also confirmed that the Ministry has launched a national program to fight hepatitis B and C.

WHA member SOS Hépatites Algérie conducted an awareness-raising campaign around WHD.

L’Alliance Béninoise des Organisations de la Société Civile contre les Hépatites Virales (Abschvi) organised two weeks of hepatitis awareness activities. The opening ceremony was attended by representatives from the Ministry of Health and WHO Country Office where a number of urgent actions were proposed to make elimination a reality in Benin.

WHA member Foie Sain Benin organised a WHD event that brought together over 200 doctors, nurses, economists and journalists. The organisation conducted awareness conferences and testing in 6 departments and provided free hepatitis C testing to 2500 people.
**BURKINA FASO**

- WHA member activity
- NOhep launched
- Awareness raising
- Testing events
- Vaccination events
- Education
- Media coverage

WHA member **SOS Hépatites Burkina** held a number of events for WHD including an awareness campaign, distributing 2000 leaflets and featuring in 32 TV broadcasts and 16 radio spots. Throughout the media coverage **SOS Hépatites Burkina** focused on the theme of eliminating hepatitis by 2030. As part of the campaign 2304 people were screened for hepatitis B and 692 people were vaccinated. An awareness event was held with over one hundred participants including patients, singers and puppeteers. A public conference was also held with talks from hepatologist gastroenterologists.

**BURUNDI**

- WHA member activity
- National government activity
- Testing events
- Media coverage

WHA member **Association pour la lutte contre les Hepatites Virales** organised a WHD event with the Ministry of Health at the National Radio and Television Company of Burundi where they tested all 280 staff for hepatitis B and C. The event was covered on national radio and television.

**CAPE VERDE**

- NOhep launched
- National government activity
- Awareness raising

The Ministry of Health issued Facebook posts on WHD to raise awareness and mentioned the launch of NOhep. The National Institute of Public Health also created a Facebook event to mark the day.

**CAMEROON**

- WHA member activity
- NOhep launched
- National government activity
- Awareness raising
- Education
- Media coverage

The Minister of Health launched a national week against hepatitis. This included awareness raising among the general public and free hepatitis tests for pregnant women. A conference was held at the Faculté de Médecine et des Sciences Biomédicales (FMSB) with 350 people in attendance.

WHA member **Natural Initiative for Voluntary Blood Donors “NIVBLODON”** organised a number of activities to raise awareness in the country. The organisation took part in a radio programme and held an event that covered the causes of viral hepatitis, prevention methods and patient counselling. Medical students had their questions answered by leading medical professionals, took part in a quiz and formed a Heptivists Club.

WHA member **Positive-Generation** ran an awareness campaign in rural areas and held a focus group with healthcare professionals to pass on information to communities.
The Minister of Health and Population, Jacqueline Lydia Mikolo, held a WHD commemoration on the theme of ‘Know hepatitis. Act now’. Discussions focused around elimination of viral hepatitis and several scientific papers were presented. WHO Country Office in Congo representative Fatoumata Binta Tidiane Diallo and the Mayor of Brazzaville were also in attendance.
To mark WHD the Ministry of Health and Public Hygiene shared the WHO Africa Regional Director’s WHD message on their website.

WHA member Ligue de lutte contre les hépatites virales organised a training day for around 200 midwives and nurses to increase testing and raise awareness of transmission risks.

NOhep supporter Unico-vihvvtb Réseau-Ong used the NOhep logo throughout their WHD activities, encouraging people to join the movement and commit to elimination by 2030.

WHA member Association d’Encadrement des Personnes Infectées par l’Hépatite (EPIH) ran an awareness raising campaign to commemorate WHD.

The Ministry of Health raised awareness on WHD by posting on Facebook and Twitter.

WHO Country Office in Ethiopia tweeted key hepatitis facts on WHD.
The Minister of Health, Paul Biyoghe Mba, delivered a speech on WHD in which he called for greater efforts to tackle viral hepatitis.

The Ministry of Health, Dr Patrick Abok of WHO Country Office in The Gambia delivered a statement on behalf of the WHO Regional Director for Africa highlighting hepatitis as a widespread problem in Africa and urged countries to step up national offices. Deputy Permanent Secretary at the Ministry of Health, Ramatoullie Sarr, stressed that it is time to mobilise a global response. Professor Umberto d'Allessandro, the Unit Director of Medical Research Council (MRC), highlighted that The Gambia was the first country in sub-Saharan Africa to achieve mass infant vaccination against hepatitis B infection.

The Ministry of Health supported rapper Okyeame Kwame’s WHD activities. Every year Kwame aims to organise screening for 1000 people. This year he held a free medical screening and vaccination for hepatitis B in Ho. Ahead of WHD, Kwame asked supporters to make social media pledges to raise awareness and protect themselves against hepatitis B. Kwame also visited the Minister of Health, Alex Segbefia, who endorsed his campaign and made his own pledge video. To mark WHD Kwame also released a hepatitis B song that raised awareness of symptoms and dispelled myths around the illness.

WHA member Hepatitis Foundation of Ghana worked closely with WHA members the Hepatitis Coalition of Ghana and Comfort Foundation as well as the chief and people of Boabeng, Nkoranza North and district health staff to coordinate WHD in Ghana. Activities included awareness campaigns on radio and TV, quizzes in high schools, floats through a number of communities, a colourful display of drummers and dancers and a football gala, with over 2000 people attending the events. Two major screening and vaccination campaigns were also held with a total of 856 people screened. The NOhep logo was placed on all volunteers T-shirts.

WHA member Long Life Africa celebrated WHD in Sogakope in the South Tongu District of the Volta region. The organisation ran a radio campaign across three community radio stations and held awareness events in high schools, churches and the district hospital. Health care workers and community members were also vaccinated against hepatitis B.

WHA member Cedaku Foundation of Ghana organised free hepatitis B and C screening for 500 people. Doctors and patients spoke at the event to emphasise the importance of getting tested. NOhep was launched at the event and people posed for photos with handmade NOhep signs.
GUINEA

- WHA member activity
- NOhep launched
- Awareness raising
- Media coverage

WHA member SOS Hépatites Guinée held a press conference to mark WHD with 60 journalists from radio, TV and online press. The panel included representatives from the organisation, patients and medical students and they answered the audience’s questions and took part in debates. The event was the largest celebration in Guinea yet and resulted in large-scale media coverage.

GUINEA-BISSAU

- National government activity
- WHO Country Office activity
- Awareness raising
- Media coverage

In a joint statement the Ministry of Health and WHO Country Office in Guinea-Bissau stressed the burden of viral hepatitis in the country. WHO Representative in Guinea-Bissau, Ayigan Kossi, highlighted how the lack of systematic screening is worsening the extent of the epidemic in the country. Director of the Department of Communicable Diseases and Non-communicable the Ministry of Public Health, Christopher Manjuba, stressed that more must be done to ensure people are aware of their status and that the true extent of the disease is known.

KENYA

- Media coverage

In Kenya, media coverage was the focus.

LESOTHO

- Media coverage

In Lesotho, media coverage was the focus.
**LIBERIA**
- Media coverage

**MALAWI**
- WHA member activity
- WHO Country Office activity
- Awareness raising
- Media coverage

WHO Country Office in Malawi tweeted awareness-raising messages to mark WHD.

**MADAGASCAR**
- National government activity
- Awareness raising

The Government of Madagascar placed information on viral hepatitis and mentioned the recently adopted GHSS on their website to commemorate WHD.

**MALI**
- WHA member activity
- NOhep launched
- National government activity
- Regional government activity
- WHO Country Office activity
- Awareness raising
- Testing events
- Vaccination events
- Education
- Media coverage

A celebration under the theme ‘Know hepatitis. Act now!’ was held to mark WHD and was attended by Minister of Health and Public Health Dr Salif Samaké, President of WHA member SOS Hépatites Mali Toure Djénebou Samaké, representatives from WHA member ASAD/MALI and leading doctors. The celebration featured talks on raising awareness across different regions and the country’s viral hepatitis action plan. As part of the event, screenings and a press conference also took place and SOS Hépatites Mali appeared on the TV show “Grand Dialogue”.

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**Hep Free Nigeria, Nigeria**

**Chargo-Care Trust, Nigeria**

**Natural Initiative for Voluntary Blood Donors “NIVBLODON”, Cameroon**

**Rwanda Organisation for Fighting Against Hepatitis, Rwanda**

**Unico-vihhvtb Réseau-Ong, Côte d’Ivoire**
The Ministry of Health organised a WHD celebration under the theme ‘Eliminate hepatitis B and C by 2030’. The event aimed to intensify national efforts in tackling hepatitis. Secretary General of the Ministry of Health Ahmed Ould Dié, WHO Representative Dr Jean-Baptiste Pierre, Secretary General of the Ministry of Commerce, Industry and Tourism and Secretary General of the Ministry of Water and Sanitation all attended and spoke at the event.

The celebration also included an awareness campaign among midwives to raise awareness of the importance of hepatitis B birth dose vaccination.

WHA member Association Nationale pour la Promotion de l’Education et la Culture (ANPEC) held a community awareness event where they distributed stickers and banners. ANPEC also appeared on a community radio show raising awareness of hepatitis and how to prevent it.

WHA member Association Mauritanienne de Lutte contre les Infections Virales (AMLIV) celebrated the day and launched NOhep by displaying customised posters across the capital Nouakchott.
WHO Country Office in Niger tweeted awareness-raising messages to mark WHD.

On WHD the Minister of Health, Prof. Isaac Adewole, told a news conference in Abuja that viral hepatitis was a silent killer and the seventh leading cause of death globally. Under the theme of ‘Know hepatitis. Act now’, the Minister highlighted the importance of the campaign to get Nigerians to take action to get tested and, if necessary, seek treatment.

WHA member Beacon Youth Initiative celebrated WHD in 4 different communities. The activities included advocacy visits to traditional rulers in the communities, distribution of banners, stickers and leaflets, a media chat with one of the main TV channels, free hepatitis B and C screening to over 1000 people and free hepatitis B vaccination. The campaign received widespread media coverage.

WHA member Chargo-Care Trust (CCT) conducted a hepatitis road show which included distributing NOhep materials, free hepatitis B and C tests for 1500 people, free hepatitis B vaccines for 300 people, a public health talk for students of the Tarawa State University and Youth Corp Members, which was attended by 2100 people, and widespread news coverage on TV and in print.

WHA member Elohim Foundation held a number of WHD activities including a community dialogue session, free hepatitis B and C screening, hepatitis B vaccination and a media chat on national television with a physician from the organisation and the Desk Officer on Hepatitis from the Ministry of Health.

WHA member GAMMUM Center for Care and Development Nigeria held an event with the District Head of Akwanga and his council of chiefs. 1528 people attended the seminar and 732 were screened. Newspapers, radio stations and TV channels were also in attendance.

WHA member Hajo Non Communicable Diseases Prevention Initiative ran an awareness programme, emphasising the need for increased diagnosis and key interventions including vaccination, blood and injection safety education and harm reduction. President of the organisation, John Ewaoche, wrote an article published through online news outlet Idoma Voice on how best to prevent and eliminate viral hepatitis in Nigeria.

WHA member LiveWell Initiative’s WHD activities formed part of the ongoing Liver and Workplace Health Programme and culminated in the Strategic Focus Group Discussions chaired by the Minister of Health, Professor Isaac Adewole, on 1 August 2016. Representatives from WHO Nigeria spoke on WHO Guidelines on hepatitis. Numerous ministers, WHO representatives, leading clinicians, consultants and representatives from the pharmaceutical industry were in attendance. NOhep was launched at the event with the Minister of Health leading a balloon release.

WHA member Seham Health Care (SHECA) Foundation set up free mobile screening and vaccination centres throughout Lagos for the week around WHD. To raise awareness they organised an awareness walk that was attended by well-known Nollywood actresses Latasha Ngwube and Kemi Afolabi. NOhep featured on banners, T-shirts and leaflets.

WHA member Shepherd Care Initiative organised a rally and free hepatitis testing in Takum and Baissa for WHD. They also put leaflets on preventing hepatitis in churches and mosques.
A number of other organisations in Nigeria took part in WHD and the launch of NOhep including the HepFreeLagos event coordinated by Common People’s Health, a walk with 1000 participants in the Shendam Community coordinated by National Youth Service Corp Community Development Service Group and social media campaign #20daysonHepatitis from VerdeNigeria.

The Ministry of Health used WHD to launch the national programme against viral hepatitis. Dr Jean-Pierre Nyamanzi, the Permanent Secretary at the Ministry of Health, described the programme as “a game changer” in the fight against the deadly liver disease and Dr Frank Lule, WHO AFRO focal point for hepatitis, lauded Rwanda’s efforts.

As well as participating in the awareness activities, WHO Country Office in Rwanda also tweeted on WHD.
The Minister of Health and Social Welfare, Professor Awa Marie Coll-Seck, chaired a workshop on 27 July, in which she stated that thanks to the vaccination drive the country has run from February to July, 65,000 children have benefited from the hepatitis B vaccine. On 28 July the Minister of Health held a press conference to deliver an update from the workshop and information on the current hepatitis situation in Senegal.

Minister for Health Mitcy Larue issued a special WHD message under the theme of ‘Know hepatitis – know your risk, get tested and access treatment’ and the theme of elimination. The Ministry of Health conducted a number of awareness-raising activities including educational activities with the armed forces throughout July, testing drives, exhibitions at pharmacies, distribution of flyers and media outreach including radio programmes and newspaper articles.

WHO Country Office in Sierra Leone posted on Facebook and Twitter to raise awareness about WHD.

The Ministry of Health raised awareness on WHD by posting key statistics on their Facebook and Twitter pages.
**Swaziland**
- Media coverage

**Uganda**
- Testing events
- Media coverage

**Togo**
- WHA member activity
- National government activity
- WHO Country Office activity
- Awareness raising
- Media coverage
- Testing events
- Vaccination events

The Ministry of Health held an information event in partnership with the Ligue Togolaise de Lutte contre les Hépatites (LTLH) & WHO Country Office. The event was an opportunity to discuss the different types of hepatitis, the risk factors and prevention methods. 20 journalists were in attendance and the event featured speeches from the WHO Representative for Togo and the Ministry of Health and Social Protection.

WHA member ONG ASADH organised an awareness campaign and tested 2850 people for hepatitis B and 1542 for hepatitis C and vaccinated 2000 people against hepatitis B.

**Tanzania**
- Testing events
- Media coverage

The Ministry of Health shared awareness-raising posts through their Facebook and Twitter accounts.

WHO Country Office in Uganda posted via Facebook and Twitter to mark WHD.

WHA member National Organisation for People Living with Hepatitis B (NOPLHB) held a Viral Hepatitis Symposium where they launched the Hepatitis B Pocket Treatment Guidelines to 100 clinicians. The Ministry of Health was represented by the Commissioner Clinical Services, Dr Jacinto Amandua. President of NOPLHB Kenneth Kabagambe made a call for government to scale
Uganda

Uganda has increased hepatitis testing and treatment services in the country to help in reducing the needless deaths. The event received widespread media coverage and was an opportunity to launch NOhep in the country.

WHA member Giving Hope Foundation marked WHD with 5 mural paintings on public walls and placed 2,000 stickers on public transport to raise awareness amongst the general public.

Zambia

Zambia

- Regional government activity
- Media coverage

Zimbabwe

- NOhep launched
- Testing events
- Media coverage
Americas region

Countries participating: 30
Number of events: 347
% of region participating: 86

Participating countries:
- Antigua and Barbuda
- Argentina
- Bahamas
- Barbados
- Belize
- Bolivia
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominica
- Dominican Republic
- Ecuador
- El Salvador
- Grenada
- Guatemala
- Guyana
- Haiti
- Honduras
- 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
Message from the WHO Regional Office for the Americas on the commemoration of World Hepatitis Day 2016

Washington, D.C./Geneva, July 27, 2016 (PAHO/WHO) - Ahead of World Hepatitis Day, 28 July 2016, WHO is urging countries to take rapid action to improve knowledge about the disease, and to increase access to testing and treatment services. Today, only 1 in 20 people with viral hepatitis know they have it. And just 1 in 100 with the disease is being treated.

Around the world 400 million people are infected with hepatitis B and C, more than 10 times the number of people living with HIV. An estimated 1.45 million people died of the disease in 2013 — up from less than a million in 1990.

In the Americas, more than 125,000 deaths each year are associated with viral hepatitis, 99% of them due to hepatitis B and C. An estimated 7.2 million people are living with chronic hepatitis C in the region, and only 25% have been diagnosed and of those only 300,000 are receiving treatment.

Due to the availability of new treatments, about 90 percent of those infected with hepatitis C can be cured, reducing the risk of death due to liver cancer or cirrhosis. Around 2.8 million people in the region live with chronic hepatitis B, estimates show.

“Viral hepatitis continues to be a silent epidemic, because the majority of people who have hepatitis B or C don’t know that they have it, since the infections take years to appear,” explained Massimo Ghidinelli, chief of the HIV, Hepatitis, Tuberculosis and Sexually Transmitted Infections unit at PAHO/WHO. “That’s why it’s important for the countries to increase their efforts to widen access to diagnosis and treatment because those measures can save many lives. It’s also important to inform people about these diseases and ways to prevent them,” he added.

In May 2016, at the World Health Assembly, 194 governments adopted the first-ever Global Health Sector Strategy on viral hepatitis and agreed to the first-ever global targets. The strategy includes a target to treat 8 million people for hepatitis B or C by 2020. The longer term aim is to reduce new viral hepatitis infections by 90% and to reduce the number of deaths due to viral hepatitis by 65% by 2030 from 2016 figures.

Ministers of Health from the Americas in 2015 approved a series of measures to prevent and control viral hepatitis infection, with emphasis on hepatitis B and C, as part of the Plan of Action for the Prevention and Control of Viral Hepatitis 2016-2019. The plan asks countries to create national plans to fight hepatitis, to extend vaccination against hepatitis B to all children under 1 year old and target high-risk and vulnerable population groups, to raise public awareness through information campaigns, and to pursue options to expand access to medicines.

Hepatitis is an inflammation of the liver, most commonly caused by a viral infection by one of the five main hepatitis viruses (types A, B, C, D and E). It can result in acute infections and lead to chronic disease liver cirrhosis, cancer or even death.
ARGENTINA

WHA member HCV Sin Fronteras coordinates a campaign across Argentina each year and runs the WHD Argentina website. This year the organisation initiated the campaign #nomashepatitisviral to coincide with the global launch of NOhep. HCV Sin Fronteras designed and distributed information material to major public hospitals in Buenos Aires and to all organisations nationwide that make up HepaRed. At the Health Centre of the Municipality of Tigre HCV Sin Fronteras held a special meeting providing information on hepatitis B transmission and free vaccination. They also coordinated awareness campaigns in Pinamar, Villa Gesell and General Madariaga. President of HCV Sin Fronteras Maria Eugenia De Feo also gave an interview to “La Mañana de Synchro”.

WHA member Hepatitis Rosario organised a number of events for WHD. They held a training class for medical students to learn about viral hepatitis, its prevention and treatment and information on the hepatitis B vaccine. An information tent allowed the general public to ask healthcare professionals questions about hepatitis, free screening was offered to people over 40 years old and children were entertained with balloons and a theatre. Many of the public spaces in the city were lit up yellow to mark the day.

ARGENTINA

As part of the Ministry of Health, the National Programme for the Control of Viral Hepatitis coordinated a strong public prevention campaign. The campaign encouraged people to get tested and get vaccinated for hepatitis B and featured a strong social media element. Through the official Twitter and Facebook accounts the Ministry shared a number of awareness-raising messages.

WHO Country Office in Argentina shared posts via Twitter and Facebook to mark WHD.
Barbados

- National government activity
- Awareness raising

National HIV/AIDS Commission - Barbados marked WHD by sharing information and graphics on Facebook.

Belize

- National government activity
- Awareness raising

The Ministry of Health posted key hepatitis statistics on its Facebook page on WHD.

Bolivia

- NOhep launched
- National government activity
- WHO Country Office activity
- Awareness raising

Minister of Health Ariana Campero Nava took part in the government’s first WHD commemoration and launched a national hepatitis strategy. She also highlighted the development of Guidelines for the Management & Treatment of hepatitis B and C and noted other advances including the establishment of the National Committee on Viral Hepatitis and the Manual of Epidemiological Surveillance of Viral Hepatitis. She thanked the efforts of the Foreign Ministry that allowed football player Daniel Alves to donate medicines for patients. The Ministry further helped to raise awareness by posting on Twitter and Facebook.

WHO Country Office in Bolivia commemorated WHD with social media posts. This included using the hashtag #NOhep in their Twitter and Facebook posts.

Brazil

- WHA member activity
- National government activity
- Regional government activity
- WHO Country Office activity
- Awareness raising
- Testing events
- Education
- Media coverage

On WHD the Ministry of Health announced that it has purchased hepatitis C treatment for 35,000 people. As part of the announcement the MoH launched a campaign under the slogan “Hepatitis C – the test could save your life”. To celebrate the efforts of the Brazilian Unified Health System in providing new enhanced antiviral treatment for hepatitis since October 2015, the Department of STD, AIDS and Viral Hepatitis of the MoH released a video on WHD with cured patients telling their stories. The Department also published awareness raising messages through their social media channels.
**BRAZIL**

**WHO Country Office** in Brazil shared information on WHD through its Facebook page.

**WHA member** Associação Brasileira dos Portadores de Hepatite (ABPH) are spearheading the Hepatitis Zero campaign in which they partner with Rotary Clubs to travel across the world to provide free hepatitis B and C tests. For WHD they held a Hepatitis Zero Week where they set up testing stalls in metro stations across São Paulo.

**WHA member** Grupo Otimismo de Apoio aos Portadores de Hepatite organised a number of activities for WHD including a lecture from the Hepatitis Coordinate for Rio de Janeiro, free hepatitis B and C tests, an interview with media and a social media campaign.

**WHA member** ONG C Tem que Saber C Tem que Curar de Apoio a Portadores de Hepatite C ran an early hepatitis C detection campaign in São Paulo, testing 3000 people for WHD.

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**CANADA**

**WHA member** the Canadian Society for International Health (CSIH) is the primary organising body for the World Hepatitis Day initiative in Canada, providing leadership through a National Committee to coordinate events across the country. Over 100 WHD events took place across Canada. In Canada, this year’s campaign message was ‘Know Your Status? Get Tested – Learn Your Options’. The inaugural Parliamentary Breakfast, co-hosted with the office of the Honourable Jane Philpott, Minister of Health, launched the WHD campaign in Canada. The Breakfast provided a unique opportunity to engage decision makers, public health professionals, community based organizations and the general public and to make the elimination of viral hepatitis our next greatest achievement.

- WHA member activity
- NOhep launched
- National government activity
- Regional government activity
- Awareness raising
- Testing events
- Education
- Media coverage

**CANADA**

From coast to coast, WHD Canada events included health fairs, travelling road shows, free barbecues, guest speakers such as Members of Parliament, WHD Mayoral Proclamations, workshops, presentations, pancake breakfasts, information booths/displays, entertainment, activities for youth such as poster contests and henna tattooing, raffles, carnivals and games. Many of the events included testing and vaccination for hepatitis as well as 1-on-1 professional consultations with health care providers.

Additionally, several national landmarks were illuminated to mark WHD in Canada for 2016. Niagara Falls was illuminated in green on July 28th from both the US and Canadian sides to support WHD. The light green color was used to represent NOhep. Other illuminated landmarks include the Skylon Tower, the town arches of Pelham, the CN Tower, Toronto Nathan Phillips Square sign and Toronto City Hall. The media coverage for this year’s WHD Canada campaign was incredible! In total there were more than 50 articles published in both English and French, numerous interviews and social media impressions.

CSIH also organised a WHD Ottawa event outside Ottawa City Hall in partnership with the Public Health Agency of Canada. Over 600 people attended, learning how to prevent transmission of hepatitis and about treatment available for hepatitis B and C. During the event there was a free barbecue, entertainment, and raffle prizes and Mayor Watson and various community organizations were in attendance.

**WHA member** Action Hepatitis Canada (AHC) launched a petition calling for a national hepatitis C elimination plan in line with the global strategy and access to hepatitis C treatment for all. They promoted this through a call to action email newsletter and created a video calling for the strategy.

**WHA member** ANKORS (AIDS Network Kootenay Outreach and Support Society) held a week of public testing for council members in the Kootenays to receive Hep C testing to raise awareness about testing and reduce stigma. On 28 July they held an awareness event in Crawford Bay Pub where they played hepatitis related games with prizes and music. In Cranbrook the organisation held a Brown-Bag Lunch with a screening of documentary ‘Deal With It’. Prior to the lunch, volunteers handed out WHD logo cupcakes.

**WHA member** Blood Ties Four Direction Centre held an art competition and show as well as a NOhep carnival. The carnival featured a BBQ, hepatitis information displays and prizes to be won in hepatitis themed games. Over 200 people attended, 8 people were tested and the event received local media coverage.
The Ministry of Health and Social Protection launched new guidelines for diagnosis, treatment and care of hepatitis B and C. At the guidelines launch, Advisor on Health Prevention and Promotion at the Ministry of Health, Ricardo Luque Núñez, shared information on the government’s hepatitis plan and the advances made so far. The Ministry of Health also shared WHD awareness posts on social media.

**WHO Country Office in Colombia** published information about WHD on its website and shared posts via Facebook and Twitter that included #NOhep.

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**CHILE**

- WHA activity
- NOhep launched
- National government activity
- Regional government activity
- WHO Country Office activity

The Ministry of Health placed information on its website about the importance of vaccination. It also noted that certain hospitals are treating all cases of chronic hepatitis without a waiting list.

**WHO Country Office in Chile** shared tweets to raise awareness and included the #NOhep hashtag.

**WHA member Fundación de Pacientes con Hepatitis Virales (FUPAHEP Chile)** delivered a petition to the presidential home, Palacio de la Moneda, to demand of President Bachelet treatment for the 50,000 Chileans living with hepatitis C.

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**CANADA**

WHA member **Le BRAS (Bureau Régional d’Action SIDA)** hosted an information stall in the centre of Hull. Leaflets and condoms were distributed and the public could ask experts questions about hepatitis C.

As part of their Hepatitis C Ethnocultural Project, WHA member **Canadian AIDS Treatment Information Exchange (CATIE)** organised service provider and community facilitator workshops for WHD. The project builds the capacity of frontline workers specialising in immigrant and newcomer health to address hepatitis C.

WHA member **Centre Associatif Polyvalent d’Aide Hépatite C (CAPAHC)** ran a social media campaign, creating a multitude of NOhep materials including a video explaining the global elimination strategy and the purpose of NOhep in French. The social media campaign received 1145 impressions. The organisation also provided partners with NOhep stress balls and poster kits.

WHA member **HEP C BC Hepatitis C Education and Prevention Society** held an awareness event in Vancouver. The organisation also encouraged municipalities through British Columbia to make proclamations on WHD.

On WHD WHA member **Hépatites Ressources** announced the organisation will now carry out Fibroscan for hepatitis C patients in Mauricie free of charge. The announcement received widespread media coverage.

WHA member **Hepatitis Outreach Society of Nova Scotia (Hep NS)** joined Halifax Pride to mark WHD. The organisation took part in the parade and hosted an information stall at the community event. They had a henna artist on hand to demonstrate a lower risk way to enjoy body art and Rouge Fatale made a celebrity appearance supporting testing for hepatitis C. HepNS also hosted awareness events at Nova Correctional Institute for Women, Springhill Institution (for men), The Central Nova Scotia Correctional Facility, and The Northeast Nova Scotia Correctional Facility.

WHA member **Northern AIDS Connection Society** partnered with libraries in northern Nova Scotia to promote WHD and raise awareness through information displays.

WHA member **Pacific Hepatitis C Network** shared awareness raising messages through their website and social media.

WHA member **Sidaction Mauricie** shared awareness raising messages through their website and social media.

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**COLOMBIA**

- NOhep launched
- National government activity
- Regional government activity
- WHO Country Office activity
- Awareness raising

The Ministry of Health and Social Protection launched new guidelines for diagnosis, treatment and care of hepatitis B and C. At the guidelines launch, Advisor on Health Prevention and Promotion at the Ministry of Health, Ricardo Luque Núñez, shared information on the government’s hepatitis plan and the advances made so far. The Ministry of Health also shared WHD awareness posts on social media.

**WHO Country Office in Colombia** published information about WHD on its website and shared posts via Facebook and Twitter that included #NOhep.
**COSTA RICA**

- WHO Country Office activity
- Awareness raising
- Media coverage

WHO Country Office in Costa Rica placed the PAHO Regional statement on its website and shared via Facebook.

**DOMINICAN REPUBLIC**

- NOhep launched
- National government activity
- Education

The Ministry of Public Health raised awareness on WHD with posts on Facebook and Twitter.

**CUBA**

- National government activity
- Awareness raising
- Media coverage

InfoMed, the Ministry of Health’s information website, posted information about WHD, the causes of hepatitis and the recently adopted global hepatitis strategy. The Ministry also shared information on WHD via Facebook.

**ECUADOR**

- NOhep launched
- National government activity
- WHO Country Office activity
- Awareness raising
- Media coverage

The Ministry of Health commemorated WHD with posts via its Facebook page. WHO Country Office in Ecuador shared posts via Facebook and Twitter that included #NOhep.
El Salvador

- National government activity
- WHO Country Office activity
- Awareness raising

The Ministry of Health tweeted on WHD to help raise awareness.

WHO Country Office in El Salvador posted WHD messages on Twitter and Facebook.

Guatemala

- WHA member activity
- NOhep launched
- National government activity
- WHO Country Office activity
- Awareness raising
- Vaccination events
- Education
- Media coverage

WHA member Asociación Guatemalteca del Higado used social media to help spread the message ahead of WHD, sharing infographics, videos and invitations to join NOhep. On 28 July they organised a vaccination campaign, a symposium and three medical education lectures in cooperation with Medical School of San Carlos University. The vaccination campaign was conducted with the Ministry of Health who provided and administered free hepatitis B vaccines to 270 people. While waiting for the vaccination, people took part in hepatitis quizzes and were asked to join NOhep using their mobile phones. The main topic at the symposium and medical education lectures was the GHSS and what this means for viral hepatitis in Guatemala.

Guatemala

As well as coordinating the vaccination drive, the Ministry of Health raised awareness with posts on Facebook for WHD.

WHO Country Office in Guatemala marked WHD with Facebook posts and tweets that included #NOhep.

Guyana

- National government activity
- Awareness raising

Minister of Public Health, Dr. George A. Norton, released a statement on website to commemorate WHD.
To raise awareness of hepatitis C in Mexico, a press conference was held on 28 July and panelists included Dr Pablo Kuri, Undersecretary for Prevention and Promotion of Health, and WHA members FundHepa, Fundación Hepatos Aión and Unidos por una Vida Mejor. At the event Dr Kuri presented the national hepatitis C action plan, which will be implemented in the coming weeks. The Ministry of Health also published social media posts about WHD across Twitter and Facebook.

Ahead of the press conference, Fundación Hepatos Aión organised a demonstration with dozens of patients outside the Ministry of Health to demand adequate prioritisation of hepatitis C and universal access to treatment. NOhep was included on the demonstration placards.

WHA member Fundación Civitas Firma shared videos and photos of the protest via Facebook.

WHO Country Office in Mexico tweeted to mark WHD and included the hashtag #NOhep.

The Ministry of Health of Jamaica shared hepatitis facts on Facebook and Twitter to commemorate WHD.

The Ministry of Health published information about WHD on its website and shared widely via its Twitter and Facebook accounts.

WHO Country Office in Honduras marked WHD with Facebook posts and tweets that included #NOhep.

The Ministry of Health of Jamaica shared hepatitis facts on Facebook and Twitter to commemorate WHD.

Honduras

- NOhep launched
- National government activity
- WHO Country Office activity
- Awareness raising

Mexico

- WHA member activity
- NOhep launched
- National government activity
- Regional government activity
- WHO Country Office activity
- Awareness raising
- Testing events
- Vaccination events
- Education
- Media coverage
**Panama**

- NOhep launched
- National government activity
- WHO Country Office activity
- Awareness raising
- Vaccination events
- Education
- Media coverage

The Ministry of Health raised awareness on WHD via Facebook and Twitter. The WHO Country Office in Panama posted on its Facebook page to mark WHD and included the hashtag #NOhep to help launch the movement.

**Peru**

- WHA member activity
- NOhep launched
- Awareness raising
- Vaccination events
- Media coverage

WHA member Asociación Ciudadana de Lucha contra las Hepatitis joined the NOhep campaign and shared messages via Facebook.

**Paraguay**

- NOhep launched
- National government activity
- WHO Country Office activity
- Awareness raising

The Ministry of Health raised awareness on WHD via Facebook and Twitter. WHO Country Office in Paraguay shared information about viral hepatitis and WHD on its website. To accompany this, it released a video of Dr. Miguel Ángel Aragón speaking about hepatitis and shared posts on Facebook including #NOhep.

**Saint Kitts and Nevis**

- National government activity
- Regional government activity
- Vaccination events
- Media coverage

The Community Health Services of the Ministry of Health coordinated hepatitis B vaccine outreach that began on WHD. Under the theme of elimination, the Ministry wanted to ensure key populations are vaccinated.
The Ministry of Health of Trinidad and Tobago placed information about viral hepatitis and WHD on its website and shared posts on Facebook to raise awareness.

The 4th Annual Hep B United National Summit was held in Washington, D.C. 27-29 July 2016, coinciding with World Hepatitis Day events. Over 50 individuals from 37 partner organizations attended, including representatives from community organizations, health clinics, academic institutions, and federal agencies. The event began with a discussion of Federal Leaders and coalition members through the U.S. Department of Health and Human Services Town Hall Meeting on hepatitis B. Following the town hall meeting, coalition members implemented their advocacy training during the Summit to advocate for prioritization of hepatitis B on Capitol Hill. The coalition made visits to 25 Congressional offices. During the Summit, Hep B United and the CDC also presented Hep B Champion Awards. The event was attended by many WHA members.
United States

WHA member American Liver Foundation participated in Liver Health Network's free testing day in Skyline Park, Denver and organised events with partners Houston Viral Hepatitis Task Force, GBAPP, CCAR Bridgeport and Greater Bridgeport Area Prevention Program.

WHA member Berkeley Free Clinic (Berkeley Community Health Project) was part of the #EndHepCSF campaign and used WHD to connect patients to care.

WHA member California Hepatitis C Task Force launched the #EndHepCSF campaign, an initiative working towards hepatitis C elimination in San Francisco and promoted it via its social media channels.

WHA member The Bonnie Morgan Foundation for HCV ran a social media campaign, sharing photo graphics that raised awareness and tackled stigma. They also held a twitter chat on hepatitis awareness.

WHA member Caring Ambassadors Program used social media to raise awareness and mark WHD.

WHA member Charles B Wang Community Health Centre ran an Instagram competition, asking participants to upload photos of them giving a "pinky promise" to a friend promising to love their liver. They also shared videos encouraging vaccination.

WHA member Climbing for Carleen marked WHD by completing the Pikes Peak Climb with members of their team dressed as a giant liver.

WHA member COPE (Coalition on Positive Health Empowerment) hosted a "Lunch and Learn", providing information on hepatitis prevention, transmission, treatment, and testing.

WHA member Global Liver Institute launched NOhep with guest blog from WHA CEO Raquel Peck.

WHA member H.E.A.L.S of the South shared awareness raising messages via social media.

WHA member HBI-DC attended the Hep B Summit and used social media to raise awareness.

WHA member HBI-Minnesota (MN) attended the Hep B Summit and shared posts on social media to celebrate WHD. The organisation used to WHD to promote its regular activities, which include weekly testing events, media placement and awareness raising.

WHA member Hep Free Hawaii released a video "The Educator", a short film about one man's efforts to empower and educate his Marshallese community about hepatitis B. The organisation also promoted NOhep heavily through social media and were in attendance at the Hep B Summit.

WHA member Hepatitis B Foundation organised the Hep B Summit, On World Hepatitis Day, HBF's President Dr. Timothy Block, Executive Director Joan Block, and Medical Director Dr. Robert Gish and Dr. Doan Dao visited the Hepatology Dept. and Lab of the Medic Center in Vietnam.

WHA member The Hepatitis C Mentor & Support Group, Inc. (HCM&SG) held a day of action on understanding the link between hepatitis C and liver cancer. They also organised a health fair with free hepatitis C screening.

WHA member Hep C Support Project shared awareness raising messages via social media.

WHA member HONOReform Foundation published a special WHD blog.

WHA member Laotian American National Alliance (LANA) used social media to raise awareness and mark WHD.

WHA member Liver Health Connection participated in the big hepatitis C testing event in Denver's Skyline Park.

WHA member NASTAD observed WHD on social media, calling on governments to increase their commitment and funding to achieve the goal of elimination.

WHA member National Association of Hepatitis Task Forces (NAHTF) shared the elimination video on WHD.

WHA member The Community Health Outreach Work to Prevent AIDS Project (CHOW Project) raised awareness through Facebook, highlighting that Hawaii has the highest rate of liver cancer in the US and calling on people to join NOhep.
Uruguay

- NOhep launched
- National government activity
- Regional government activity
- WHO Country Office activity
- Awareness raising
- Testing events
- Education
- Media coverage

WHO Country Office in Uruguay published information on its website and tweeted to mark WHD and the launch of NOhep.

Venezuela

- National government activity
- Awareness raising
- Education

The Ministry of Health raised awareness on WHD by tweeting information about viral hepatitis.
**Countries Participating:** 21  
**Number of Events:** 90  
**% of Region Participating:** 95

**Participating Countries:**
- Afghanistan
- Bahrain
- Egypt
- Iran
- Iraq
- Jordan
- Kuwait
- Lebanon
- Libya
- Morocco
- Oman
- Pakistan
- Palestine (Occupied territory)
- Qatar
- Saudi Arabia
- Somalia
- Sudan
- Syrian Arab Republic
- Tunisia
- United Arab Emirates
- Yemen
MESSAGE FROM THE WHO REGIONAL DIRECTOR FOR THE EASTERN MEDITERRANEAN REGION, DR ALWAN ALA ON THE COMMEMORATION OF WORLD HEPATITIS DAY 2016

Hepatitis C can be cured: Put hepatitis C medicines within everyone’s reach.

On World Hepatitis Day, 28 July 2016, WHO is calling for bringing hepatitis treatment within reach of everyone who is living with chronic hepatitis C. While the availability of new, safe and effective treatment for viral hepatitis C is cause for rejoicing worldwide, the high price of this treatment is cause for concern.

Every year in the Eastern Mediterranean Region, around 400,000 people are newly infected with hepatitis C virus. Over two thirds of those people will develop chronic C, which is one of the main causes of liver cirrhosis and liver cancer. Around 16 million people currently have chronic hepatitis C in our region.

Previously, treatment for hepatitis C infection required injections over long periods, was limited in its effectiveness and caused severe side-effects. Today there are new game-changing medicines at hand that offer the promise of an end to chronic hepatitis C. These medicines, called direct acting antiviral agents, are safer to use, cause fewer side-effects and can cure over 95% of cases with a treatment course of 12-24 weeks. Yet the price of one course of treatment with this new generation of hepatitis medicines can reach many thousands of dollars. This is not affordable for individuals or for governments.

The WHO Constitution asserts that “every individual has the right to enjoy the highest attainable standard of physical and mental health”. The responsibility of ensuring the right to health falls equally on governments and on pharmaceutical companies. Pharmaceutical companies have an obligation to put into place mechanisms for improving access to essential medicines for those who cannot afford it, and governments have a responsibility to make essential medicines available in a sustainable manner.

This year’s campaign aims at reaching out to everyone with the information that there is now a treatment available that can cure hepatitis C, and that this treatment must be made accessible to everybody in need.

By recognising the availability and the potential of the new direct acting antivirals for the treatment of hepatitis C infection, people affected by and at risk of hepatitis C can take charge of their health and demand access to treatment as part of their right to health. Here I would like to draw attention to global commitment to the Sustainable Development Goals, which include “combating viral hepatitis”, and to the commitment made by Member States in May 2016 when they endorsed the Global Health Sector Strategy for hepatitis. This strategy sets the goal of eliminating hepatitis C infection as a public health problem by 2030, for which treatment of existing infections is key.

WHO is part of this global commitment and will join hands with people affected by hepatitis C, civil society and governments to ensure that everyone who needs treatment for hepatitis C receives it.
The Ministry of Public Health held WHD events in Kabul and Nangarhar. Over 200 delegates including officials from the Ministry of Public Health, parliament, WHO, delegates from key ministries, UN agencies, national and international NGOs attended the event in Kabul. HE Deputy Minister Dr. Najia Tariq highlighted the burden of hepatitis in Afghanistan and a representative from the WHO Country Office expressed WHO’s commitment to fighting communicable diseases in the region.

In Nangarhar around 150 delegates from provincial authorities, UN agencies, medical professionals and the media came together to observe WHD. Awareness campaigns were carried out in the city and information was distributed to the public throughout the city. The Ministry of Public Health also posted awareness-raising messages on Facebook and Twitter.

NOhep was launched in Afghanistan with the WHO Country Office using #NOhep in its awareness-raising posts on social media.

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<tr>
<th>AFGHANISTAN</th>
<th>BAHRAIN</th>
<th>EGYPT</th>
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<tr>
<td>✓ NOhep launched</td>
<td>✓ National government activity</td>
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<td>✓ Awareness raising</td>
<td>✓ Testing events</td>
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The Ministry of Health held a special WHD celebration under the theme of “Hepatitis. Know it. Confront it”. The Minister of Health delivered a speech highlighting the burden in Bahrain and stressing the importance of knowing transmission risks and preventing the disease’s spread.

The Ministry of Health and Population and WHO Country Office in Egypt organised a biking marathon in the Giza Pyramids area. More than 300 participants from MoHP, universities, civil society and UN organisations joined the event and cycled for 4.6km. Educational materials were also distributed at the event.

Association of Liver Patients Care (ALPC) marked WHD at the Egyptian Liver Hospital (ELRIAH) with activities including distributing flyers and posters, distributing promotional T-shirts and personal hygiene kits and providing free liver function tests and hepatitis B and C tests. ALPC have been running
The Ministry of Health held a press conference to mark WHD and conducted education and testing services at Tabriz hospital. During the press conference, the government committed to eliminating viral hepatitis in 15 years.

ALPC also implemented public awareness campaigns in El Dakhlyia. As part of their WHD activities, the association held a fun day for children with competitions, a puppet show and a magician and presented nine Arabic animated films to raise awareness about hepatitis C risks. ALPC incorporated NOhep throughout their activities to help launch the movement in Egypt.

The Ministry of Health organised a two-day workshop to raise awareness of hepatitis among nurses and teach ways to ensure patients safety. The government also hosted an information stand in a shopping mall where they distributed information about viral hepatitis and displayed NOhep posters.
The Ministry of Health and the Commission of Engineers organised a panel discussion with medical experts and government representatives to mark WHD. The Ministry’s efforts to carry out screening drives and safe blood transfusions were highlighted during the discussion. NOhep posters were used throughout the event.

**LEBANON**

- WHA member activity
- National government activity
- Awareness raising
- Testing events

The Ministry of Health held a press conference, highlighting that the government has had a national hepatitis programme in place since 2007 and Lebanon was one of the first countries in the Eastern Mediterranean Region to introduce the hepatitis B birth dose vaccine. The Minister stressed the country’s commitment to the goal of eliminating viral hepatitis by 2030.

WHA member *Soins infirmiers et développement communautaire* used WHD to promote their programme that offers people who inject drugs rapid testing and counselling for hepatitis C.

**LIBYA**

- National government activity
- Regional government activity
- WHO Country Office activity
- Education
- Media coverage

To mark WHD the National Centre for Disease Control hosted a meeting, which was attended by the Ministry of Health, WHO, civil society and doctors. Dr Ahmed, head of the Viral Hepatitis Infection Department in the National Centre for Disease Control, appeared on a Tripoli radio station to raise awareness of WHD.

**KUWAIT**

- NOhep launched
- National government activity
- Regional government activity
- Awareness raising
- Testing events
- Vaccination events
- Education
- Media coverage

The Media Center at the Ministry of Health and the Commission of Engineers organised a panel discussion with medical experts and government representatives to mark WHD. The Ministry’s efforts to carry out screening drives and safe blood transfusions were highlighted during the discussion. NOhep posters were used throughout the event.

**MOROCCO**

- WHA member activity
- National government activity
- Awareness raising
- Testing events
- Education
- Media coverage

The Association de Lutte Contre Les Hépatite au Maroc organised WHD in collaboration with the Ministry of Health, WHO and other civil society organisations. The event included presentations from the Ministry of Health on the national strategy and WHO presented on the global situation. Participants were also offered free hepatitis tests.
**OMAN**

- Media coverage

**PAKISTAN**

- WHA member Bridging Health Foundation conducted an awareness programme at a madrasa in Rawalpindi. Around 100 students and teachers attended the session. They also conducted awareness and screening sessions in Rawalpindi and Islamabad.

- WHA member Life Foundation celebrated WHD with an awareness walk in Faisalabad with over 1500 students and patients. 3000 leaflets were distributed and 230 people were tested for hepatitis B and C.

- WHA member The Humanitarian Organization for Public Establishment (The HOPE) organised a seminar and awareness walk in Lahore in collaboration with Alkhidmat Foundation Pakistan and used NOhep throughout their activities.

- WHA member Gujranwala Liver Foundation launched their Jiggar Dost awareness campaign with a ceremony on WHD.

- WHA member Huqooq-ul-Ebad Development Foundation organised a conference in Multan where different speakers discussed transmission, prevention and treatment of viral hepatitis. The organisation also shared the NOhep videos on Facebook to help raise awareness.

- WHA member The Health Foundation marked WHD with an awareness walk in Thariyo Halepoto village and followed this with an awareness talk at the Seenghoro village primary school. The organisation appeared on local TV channel PTV.

- WHA member Pakistan Rural Workers Social Welfare Organization (PRWSWO) organised a street theatre for rural communities that focused on how to prevent transmission of viral hepatitis.

- WHA member Zhwandoon Welfare Organization gained media coverage in a local paper in Peshawar to raise awareness on WHD.

The Pakistan Health Research Council and Ministry of National Health Services, Regulations and Coordination (NHSRC), with support from TEPHINET, organised an awareness walk and promotional media activities to raise awareness of hepatitis.

The Department of Clinical Microbiology and Immunology, Dadabhoy Institute of Higher Education (DIHE), Pakistan Society for Microbiology (PSM) and Bio Safety Association of Pakistan (BSAP) jointly organised an interactive workshop on “Controlling Hepatitis through Awareness and Vaccination”, in collaboration with Chief Minister’s Hepatitis Prevention and Control Programme.
Under the regional theme of “Hepatitis C can be cured: Put hepatitis C medicines within everyone’s reach” the Ministry of Public Health organised an awareness campaign in collaboration with the Hamad Medical Foundation in a number of primary healthcare centres. The government announced it is also intensifying its efforts to combat hepatitis by opening a Communicable Diseases Centre later this year.

Representatives from the Ministry of Health attended a special opening of a health centre on WHD. The event included speeches and video presentations and congratulated the Ministry on its effort for prevention, control and treatment of hepatitis.

NOhep supporters Bani Malik General Hospital Infection Control Department launched NOhep on WHD by distributing awareness leaflets and NOhep materials.

To launch NOhep in Somalia Dufle Specialist Hospital and Benadir University Medical College organised a commemoration that was attended by students, medical professionals and civil society. The event included talks about modes of transmission and prevention methods. The organisers adapted their own NOhep posters to raise awareness at the event.
The Ministry of Health held a press conference to mark WHD which was also attended and promoted on social media by WHO Country Office.

At an educational lecture at the University of Khartoum it was announced that Iba Sina Hospital in Khartoum will begin free testing and vaccination in collaboration with the Ministry of Health.

To mark WHD the Ministry of Higher Education, Ministry of Health and WHO Country Office held an event at the Faculty of Medicine at Damascus University. At the event the Deputy Minister of Higher Education, Dr Hassan Robe Ji, stressed the importance of scientific research in the field of viral hepatitis to improve prevention and treatment. Dr Ahmed Khalilawi, Deputy Minister of Health, highlighted the measures the Ministry is taking to address chronic diseases in the country including clinics to raise awareness and provide free treatment. WHO Country Office emphasised the burden across the Middle Eastern region.

On WHD Minister of Health Said Aidi announced that new hepatitis C treatments will be available from August. The Minister added that the Ministry aims to eliminate hepatitis C within the next 8 years.

NOhep supporter Dr. Kayasseh Medical Clinic launched NOhep in UAE by sharing awareness messages and NOhep materials on social media and mentioning the movement on TV shows.
Participating countries:

- Albania
- Andorra
- Armenia
- Austria
- Azerbaijan
- Belarus
- Belgium
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Ireland
- Israel
- Italy
- Kazakhstan
- Kosovo
- Kyrgyzstan
- Latvia
- Lithuania
- Luxembourg
- Macedonia
- Malta
- Moldova
- Montenegro
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russian Federation
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Turkey
- Ukraine
- United Kingdom
- Uzbekistan

Countries participating: 49
Number of events: 137
% of region participating: 117
MESSAGE FROM THE WHO REGIONAL OFFICE FOR EUROPE ON THE COMMEMORATION OF WORLD HEPATITIS DAY 2016

World Hepatitis Day 2016: Speaking out on hepatitis, the "silent killer".

Over 13 million people in the European Region are estimated to be living with hepatitis B virus (HBV) infection, and over 15 million with chronic hepatitis C virus (HCV) infection. These two viruses account for the greatest burden of viral hepatitis in the Region. More than 400 people across the WHO European Region die from causes related to viral hepatitis every day.

Hepatitis B and C usually occur as a result of blood-to-blood contact with infected body fluids: for example, from blood transfusions or invasive medical procedures using contaminated equipment. They can also be transmitted through sexual contact, although this is less common with hepatitis C.

Action plan to address viral hepatitis

In September 2016, Member States will discuss the first action plan for the health sector’s response to viral hepatitis in the WHO European Region.

Living with hepatitis

28 July is World Hepatitis Day, and WHO calls on policy-makers, health workers and the public to “Know hepatitis. Act now”. The disease is often called the silent killer, because globally 95% of people with hepatitis are unaware of their infection and people remain asymptomatic in most cases. To mark World Hepatitis Day, five people from across the WHO European Region with first-hand experience share their experience with living with the disease. (Three experiences are shared here.) Visit the WHO EURO website here for more.

Marko, economics graduate from Slovenia

My journey from being diagnosed with hepatitis C to now being cured has been a long and complicated one. I was in denial when I was first diagnosed – I asked myself, “How can this be true when I am feeling so ‘normal’?” I put off treatment for 10 years, and it was not until some tests came back showing that liver damage had occurred that I was able to trust my doctor – after some tough reality talks – and begin the life-saving treatment that I needed.

Hepatitis is a silent killer. If you do not have access to the services you need and a supportive environment around you, then it is easy to go on with your life and ignore it until it is too late. It is very hard to start treatment, one that you really need to take time out of your life for, when you feel no symptoms. You need to trust the blood tests and the medical professionals.

The treatment path for me was extremely tough. However, I now see that treatment and care are improving, with fewer and fewer side-effects. The treatment I went through – interferon – and the side effects induced were so complicated and debilitating that I felt the need to write a book about my experience. I really was not prepared for the psychological side effects – I did not get warned about these, but rather more of “we will just manage as we go”. Maybe my doctor did not want to scare me off and just needed me to start the treatment, but it was a very hard time for my family and me. Due to the treatment and side-effects, I was disconnected from my friends and business colleagues for a year and a half.

Because of the stigma surrounding hepatitis, I hid my diagnosis for too long from everyone – my friends, family and colleagues. A defining moment for me was when I truly came to accept my diagnosis and the need to take care of myself in order to recover fully. I was out alone and I collapsed in the street – I was not eating or drinking sufficiently at the beginning of my treatment, as I was still in denial about being sick at all. I thought I was a healthy young man, but I was not. When the ambulance arrived I had to openly tell them the medications I was on and that I was hepatitis C positive.

I needed to go through this treatment and tough times to reach the place I am now. I now live hepatitis C free and have supportive family and friends around me, with no secrets about my diagnosis.

I want to be able to support others and help to enhance the accessibility and equity of services, not only in my country but in the whole European Region. I started the Slovenian national organization for people living with hepatitis C. We are a community committed to creating an enabling environment promoting effective action and delivering equity in care and treatment. It provides a platform for civil society to contribute to the national response on viral hepatitis. Our goal is to build a community for people affected by hepatitis, and I could not be more proud to be a part of it.
Aleksey, communications specialist from the Russian Federation

In 2000 I decided to get tested for hepatitis at a Médecins Sans Frontières mobile unit. I was an intravenous drug user at the time, so I was not surprised when I received the diagnosis of hepatitis B and hepatitis C. Before receiving these diagnoses, I did not suspect that anything was wrong with my health. To tell you the truth, when I first found out about my diagnosis I felt a sense of belonging to this “selected group of individuals” of drug users. For me it was like an initiation process. At the time, all I knew about the disease was that hepatitis C was called a tender killer because there were no symptoms, yet your liver was slowly dying. For me it felt like my diagnosis was permission to continue using drugs.

In 2006 I stopped using drugs (now I am 10 years clean) and began the state programme for free treatment of hepatitis C. After 48 weeks of treatment, I became free from hepatitis C. Today I still have hepatitis B, and go in for medical check-ups twice a year for monitoring. The most difficult part of treatment was that injecting my medication made me feel cravings to use intravenous drugs again. The syringes and the act of injecting something into my body just brought back the memories and old habits. The main thing that is important to remember throughout the process is that the treatment is to benefit your own health. Having the right mental attitude is crucial before beginning treatment.

There is certainly a stigma around having hepatitis, and at times it was difficult to cope with. I once told my dentist about my diagnosis before performing surgery, and I remember the fear in her eyes and how she did not even want to do the procedure. When the information about my diagnosis was transferred from my local clinic to the district epidemiologist, she telephoned my parents and told them to get separate dishes and bath towels to avoid contamination with hepatitis. I felt embarrassed. It was 2000 and the times were certainly different then, but one doctor told me that he would rather have HIV than hepatitis C. Despite what society thinks, self-stigmatization also occurs. I think having a sense of self-irony about the whole situation is extremely important.

My experience with hepatitis has definitely shaped who I am, because now I have dedicated my career to coordinating projects on hepatitis for (a nongovernmental organization (NGO)) called EVA. I am really hoping to use my experience with hepatitis to make a positive impact on the lives of others. My hope is that the general public is aware of routes of transmission of viral hepatitis, and understands that viral diseases are not just diseases of drug addicts and sex workers.

My main suggestions for those recently diagnosed with hepatitis would be not to be afraid to be open and honest with your friends and loved ones. Together, we all must fight against the stigma.

Tove, teacher from Sweden

When I was first diagnosed with hepatitis C, I had never even heard of the disease. Looking back, it all makes sense now. I had many different symptoms throughout my life, but they were never serious enough to associate them with a disease and I always tried to find a way to justify them, such as ageing or working too hard. I was diagnosed with genotype 3, and the doctors believe that I had had the disease for over 30 years. Though still unsure, I think I got the disease from a dentist in Nepal who used dirty instruments for my procedure.

I tried to learn as much as I could about my diagnosis on my own. The more I learned, the more it depressed me. It was really difficult and disheartening to see all of my hospital papers with a screaming red label stating “contaminated blood”. Psychologically, knowing that my blood was poisonous was a horror. I was terrified that I might have transmitted my terrible blood disease to my daughter; I could not handle it. The suspense of waiting for my daughter’s blood test was unbearable, but thankfully it was negative.

My treatment process was very complicated. I was over 60 years old, I had thrombocytopenia (low blood platelet count, causing slow blood clotting) and cirrhosis (liver damage), and all of my symptoms were advancing very quickly. I think being diagnosed with cirrhosis was the most difficult part of my process. For me cirrhosis felt like a definite goodbye to my children, adventures and life itself. I was so upset, afraid and sad that I lost my sense of orientation. I could not even find my way around – I constantly felt lost.

One day I met a French professor who told me about a novel treatment, which was used in France. At the time, this was not legal in Sweden, but my doctor was able to enrol me in a clinical research trial. I had to have a special prescription, and could only buy the medication at one pharmacy in a very distant hospital. I was treated for a year, going to the hospital twice a week to get injections and testing. I was taking three different medications, each with terrible side effects. I lost my hearing and have had two corneal transplants, but somehow my fantastic treatment team kept me going. Practically lived at the hospital. Although it was exhausting, having this team supporting me was both reassuring and comforting. The unwavering support from the hospital made the terrible drugs seem not as bad.

I like to think that my participation in the research trial of that medicine has helped save others’ lives. The drug is now accepted as treatment for hepatitis C patients.

I hope that I can help people by telling them what to expect from treatment and where to get help. At the same time there are moments of sadness when I think that if I had had the possibility to have the new drugs on the market today, I might not have lost my hearing and vision. I am mostly trying to adopt an educational view of my experience. I want to tell people to fight for their rights to seek the best treatment and educate themselves about all of the options. They should know how important it is to play an active role in their own healing process. My goal is to work internationally to provide these better conditions for everyone.

To patients currently diagnosed, do not give up because your doctor says you have to wait for treatment. Keep fighting for information and treatment, and seek the best treatment possible. Educate yourself as much as you can about hepatitis. Do not become a victim, and do not feel sorry for yourself. Do not accept defeat or let this disease define you – do something about it! Some of us are luckier than others in regards to access to treatment, but even if you are faced with obstacles, never give up! Contact patient organizations – seek help in different ways, because everyone deserves treatment and to live a healthy life.
**Albania**

- National government activity
- Awareness raising
- Media coverage

For WHD the Minister of Health, Ilir Beqaj, visited the University Hospital of Obstetrics-Gynaecology in Tirana to promote awareness of the disease.

**Armenia**

- National government activity
- Awareness raising
- Media coverage

The Ministry of Health are continuing work on the Programme for the Prevention and Control of Viral Hepatitis in Armenia, 2015-2020. This year free hepatitis B vaccines have been introduced for high-risk groups. The Ministry of Health also spoke out about the threats of the virus and how it is transmitted.

**Andorra**

- Awareness raising

**Austria**

- WHA member activity
- NOhep launched
- Awareness raising
- Media coverage

To celebrate World Hepatitis Day, WHA member Hepatitis Hilfe Österreich held a press conference and conducted liver health screenings.
## Azerbaijan

- WHA member activity
- National government activity
- Awareness raising
- Education

To celebrate World Hepatitis Day, Stop Hepatitis Public Association of Azerbaijan held several events along with hepatologists. They also approached clinics and companies, asking them to sponsor free check-ups for the public and the printing of informational materials.

The Ministry of Health shared information on viral hepatitis through their Facebook page.

## Belarus

- Awareness raising
- Media coverage

## Belgium

- WHA member activity
- NOhep launched
- Awareness raising
- Media coverage

On WHD WHA member Vlaams Hepatitis Contactpunt vzw were active on their social media accounts, raising awareness for hepatitis with informational articles and urging interested parties to sign up to NOhep.

WHA member Carrefour Hépatites Aide et Contact (CHAC) gave an interview to RTBF to raise awareness.

## Bosnia and Herzegovina

- WHA member activity
- NOhep launched
- WHO Country Office activity
- Awareness raising

WHA member Chronic Viral Hepatitis Association – “B18” carried out a number of events to raise awareness. They distributed informational leaflets to the public and spoke to the media about the importance of new treatments for hepatitis, as well as the need for an elimination strategy in the country. They also held an information lecture, attended a jazz festival wearing NOhep merchandise and offered free and anonymous testing for hepatitis B and C.

The WHO Country Office in Bosnia and Herzegovina chose to raise awareness via their social media platforms, reminding the public of the presence of combating hepatitis in the Sustainable Development Goals.
This year the HepActive Association in Bulgaria organised two days of free testing for hepatitis in Stara Zagora and updated their social media platforms throughout the day with informative posts. They also staged a demonstration outside the National Health Insurance Fund in Sofia to protest about the delay in access to treatment for HCV patients. The protest received a lot of media coverage and within two hours the NHIF announced that they would start approving treatment for those most in need.

WHA member Hepasist held free hepatitis B and C tests in the cities of Ruse and Burgas.

To celebrate WHD WHA member Croatian Association of Treated and Ill with Hepatitis (Hepatos) visited multiple cities with a mobile screening van, delivering free and anonymous testing and liver exams.

WHA member Association of treated and ill with hepatitis “Hepatos Rijeka” partnered with the Institute for Public Health for WHD. They held a press conference and ran a media campaign around the topic of elimination.

The organisation provided free testing, staged a play and participated in a technical symposium as well as providing educational materials and condoms at a student centre.
The Ministry of Health of the Czech Republic shared information on hepatitis online. They also published a press release giving information on the different types of viral hepatitis with statistics for the country. The new Chief Medical Health Officer, Eva Gottvaldová, spoke out urging people to get vaccinated against hepatitis B, take care when consuming food and water, especially when travelling, and to avoid risky behaviour where drugs are involved.
To mark WHD this year WHA member SOS Hépatites Fédération created a special newsletter and set up an information stand to distribute leaflets to members of the public. The president of the organisation, Pascal Melin, wrote an article for the Huffington Post in which he discussed the steps to eliminating viral hepatitis by 2030.

The Ministry of Health and Social Affairs held a press conference which was well attended and set up a 9-day screening programme with a van which travelled to various locations and tested people for hepatitis C. Throughout the day they were very active on their social media accounts and shared videos from their “StopC” campaign. The Prime Minister, Giorgi Kvirikashvili, publicly thanked the Ministry of Health for their work on the introduction of a hepatitis elimination program. He dubbed the program, which is in its initial stages, ‘a great success’, and reported that 10,000 people had already benefitted from it.

To celebrate World Hepatitis Day this year, WHA member Deutsche Leberhilfe launched a big media campaign to generate awareness about eliminating viral hepatitis by 2030. This received vast media coverage, both online and on television. WHD was also covered by many health websites in the country.

The Ministry of Health launched NOhep on their social media accounts, and shared information posts.

To mark WHD this year the Ministry of Health and Social Affairs published a press release on their website to mark WHD this year, which offered information on hepatitis, as well as announcing negotiations which are underway for more affordable and innovative treatments for hepatitis C.

WHA member Hellenic Liver Patient Association “Prometheus” this year joined the NOhep movement, and publicised the goal of eliminating viral hepatitis by 2030. They also provided free testing to the general public from a mobile unit, which visited the central Monastiraki Square in Athens, in collaboration with the Hellenic Centre for Disease Control and Prevention (HDCP).
Greece

WHA member Hellenic Association for the Study of the Liver (HASL) issued a press release, calling on the government to commit to eliminating viral hepatitis by 2030. The organisation also used the WHD and NOhep materials throughout its WHD outreach.

Hungary

WHA member Majbetegek Alapítvány Foundation for Patients with Liver Disease held a press conference in collaboration with Vírusos Májbetegek Országos Egyesülete and Vírusos Májbetegekért Egyesület. The main topics were the elimination of viral hepatitis, promoting screening and raising awareness of risk factors. The press conference was attended by the head of the WHO Country Office for Hungary, as well as the Deputy State Secretary for Health Policy of the Hungarian government.

Ireland

On WHD the Health Service Executive published information on their website and supported the NOhep campaign in Ireland, pushing for the Irish government to eliminate viral hepatitis by 2026. St. James Hospital announced that 14,800 patients in their care have been tested for hepatitis since their routine ‘opt-out HIV, hepatitis B and C testing’ initiative started on WHD 2015. Thanks to this initiative, 21 new cases of hepatitis B and 57 new cases of hepatitis C have been diagnosed.

The Irish Hepatitis C Outcomes Research Network (ICRON) awarded two PhD scholarships worth €100,000 for graduates to conduct research on viral hepatitis.

To celebrate WHD WHA member the Hepatitis C Partnership created a campaign called “Know your F-ing story” to encourage people to know their F-score by coming forward for testing liver assessment. A research study called Hep C & Me was conducted on those living with HCV in Ireland. The studies were then analysed and used to enhance statistics around HCV rates in press releases. The Hepatitis C Partnership also created a mobile testing unit in order to screen individuals in Dublin, gather qualitative data and encourage those affected by HCV to link into care. As part of this initiative, Nicola Perry, General Manager of WHA member group Community Response gave an interview to NewsTalk radio.
The Ministry of Health made an announcement two days before WHD this year, stating that they have launched a plan to eradicate hepatitis. The cost of treatment is now expected to decline significantly.

WHA member Hetz (Israel Association for the Health of the Liver) expressed their happiness to the media on the government’s new programme after years of advocating for the importance of eliminating viral hepatitis. They also posted information online to raise awareness of hepatitis.

Centro Diagnostico Italiano (CDI) offered free tests to the public for hepatitis C. Those with a positive result were then offered a telephone consultation with a hepatologist. CDI promoted this initiative across all their communication channels, and it was covered by local and national media.

On WHD this year WHA member Epac joined the NOhep movement online, advocating for the elimination of viral hepatitis by 2030.

One month of hepatitis awareness was observed in Kazakhstan this year, in which the Ministry of Healthcare and Social Development held training seminars and workshops around the country for healthcare professionals and the public. Main healthcare organisations offered open days with free screening and consultations.

WHA member AGEP'C conducted a meeting with multiple stakeholders on establishing a state programme for the elimination of viral hepatitis in Kazakhstan and to increase new treatments. They also posted online to raise awareness, including a link to an online quiz for the public to test their knowledge of hepatitis.

To mark WHD this year a round table discussion was held with the motto “Know hepatitis – ACT NOW”. The debate was attended by clinicians, policymakers and public health experts and speeches were made by government officials as well as the head of the WHO Country Office for Kosovo. As a result the Ministry of Health has agreed to establish a working group to develop an action plan for the country’s health system in response to viral hepatitis. The event received good media coverage, and a press release prepared by the Ministry of Health was shared with all local media. The head of the WHO Country Office in Pristina gave several interviews to local media and WHO posters were distributed to healthcare institutions.
Responding to a request from Kyrgyzstan’s Ministry of Health, a team of experts from the WHO Regional Office for Europe conducted a mission on 11-15 July 2016 to assess the national hepatitis response. The team visited 13 institutions and interviewed more than 35 clinicians, researchers, university professors and others. They also met the working group developing the national strategy on viral hepatitis and experts who are reviewing the clinical guidelines for its care and treatment. A summary of the findings and recommendations was presented to the Minister of Health.

The Disease Prevention and Control Centre offered free testing in various locations around the country in conjunction with the Latvian Red Cross. The Hepatitis C Patients Association also live-streamed a discussion entitled “For a life without hepatitis C” between the Ministry of Health, the National Health Service and the Centre for Disease Prevention and Control Centre, amongst others.

On WHD the Ministry of Health announced that new treatments for hepatitis C would be added to the country’s drug reimbursement system.

The Ministry of Health in collaboration with the Luxembourg Institute of Health and the HIV Berondung de la Croix-Rouge organised an event at the main train station where they handed out pamphlets, condoms and information about getting tested. Medical practitioners were present to answer any questions from the general public.
**Macedonia**
- WHA member activity
- NOhep launched
- Awareness raising
- Testing events

For WHD this year, WHA member NVO HEPTA held a round table discussion and launched the NOhep movement using the information leaflets they distributed.

WHA member Heptar Centar Bitola made a media announcement in collaboration with other organisations about WHD and held awareness lectures where they distributed information leaflets. They also offered free tests to the general public, medical staff, prison guards and prisoners.

NOhep supporter Save the Liver Association for Patients (SLAP) held a humanitarian concert, which was attended by national celebrities as well as an education lecture and balloon release to symbolise elimination.

**Moldova**
- NOhep launched
- National government activity
- Awareness raising
- Education

The Ministry of Health committed to increasing access to treatment for people living with hepatitis B and C.

The State University of Medicine and Pharmacy “Nicolae Testemitanu” in collaboration with other local organisations, held a conference dedicated to the hepatitis situation in the Republic of Moldova and worldwide. During the conference they discussed prevention and new regimens of antiviral treatment. Around 100 patients and medical staff attended the conference, and the event was supported by many media outlets.

**Montenegro**
- WHA member activity
- NOhep launched
- Awareness raising
- Media coverage

WHA member CAZAS raised awareness for WHD on their social media platforms, supporting the NOhep movement to eliminate viral hepatitis by 2030.

**Netherlands**
- WHA member activity
- Awareness raising
- Media coverage

WHA member Dutch Liver Patients Association set out to increase public awareness of hepatitis across their social media platforms. On the 24 September they held information sessions on hepatitis C and plan to celebrate the National Hepatitis Day of the Netherlands on 1 November this year.
Portugal

- **WHA member activity**
- **NOhep launched**
- **National government activity**
- **Awareness raising**

The National Health Service in Portugal acknowledged WHD on their website in line with the WHO campaign, and outlined the progress they have already made towards eliminating viral hepatitis in Portugal.

WHA member **SOS Hepatites Portugal** spent WHD campaigning on the beach to raise awareness for the disease.

WHA member **Crescer na Maior** marked WHD with community outreach, raising awareness of the risk of hepatitis among people who use drugs. The organisation also marked the NOhep launch with a social media campaign, sharing photos of its volunteers and supporters holding NOhep posters.

Norway

- **National government activity**
- **Media coverage**

In June of this year, the Ministry of Health released a national strategy to combat hepatitis. Amongst other things, the strategy set out that the hepatitis B vaccine will now be included in childhood immunisations.

Poland

- **WHA member activity**
- **NOhep launched**
- **WHO Country Office activity**
- **Awareness raising**

WHA member **Fundacja “Gwiazda Nadziei” Star of Hope Foundation** held a meeting to commemorate WHD this year. The conference was well attended by medical professionals and a national celebrity and had “Is it possible to eliminate hepatitis C in Poland and around the world?” as the topic of discussion.

The WHO Country Office for Poland published an article which discussed the Global Health Sector Strategy on their website to raise awareness of hepatitis.

Romania

- **WHA member activity**
- **NOhep launched**
- **Awareness raising**
- **Media coverage**

To commemorate WHD this year WHA member the Romanian Liver Patients Association (APAH-RO) held events across multiple cities, encouraging members of the public to get tested. They supported the NOhep movement through an advertising banner and leaflets.

WHA member **Fundatia Baylor Marea Neagra** raised awareness of hepatitis by sharing facts on their social media platforms and supported the NOhep movement.
RUSSIAN FEDERATION

- WHA member activity
- NOhep launched
- National government activity
- Awareness raising
- Education
- Media coverage

WHA member Saratov regional public organization for treatment and prevention of hepatitis «ANTI-HEPATITIS» held a “Get tested for hepatitis” camp this year to celebrate WHD, where free testing for hepatitis B and C was offered. Medical consultations on preventative methods and treatment were also offered. The organisation also held a round table event, which was attended by specialists from the Ministry of Health Care in the Saratov Region and media representatives. Information regarding the event was published on the Saratov Region Ministry of Health Care website.

WHA member Not-For-Profit Partnership E.V.A supported the NOhep movement on their social media platforms.

WHA member United Against Hepatitis organised a press conference with ‘Russia Today’. Among other things, the panel of experts discussed the need for a national strategy.

SERBIA

- WHA member activity
- NOhep launched
- National government activity
- Awareness raising
- Media coverage

On WHD this year, WHA member AS Center for the Empowerment Youth of people who are living with HIV and AIDS held an event in Republic Square in Belgrade along with WHA member Hepatitis Hilfe and activists to raise awareness of hepatitis. Members of the public were handed information leaflets and free condoms. The event was well attended by young people and government officials, including the Deputy Minister of Health.

WHA member HRONOS was very active in raising awareness across their social media platforms, and President of the organisation Ivana Dragojevic spoke to national media about the lack of a national strategy in Serbia and how the system is failing patients.

SLOVAKIA

- WHO Country Office activity
- Awareness raising
- Media coverage

To mark the occasion of WHD this year the WHO Country Office in Slovakia posted information on their website to raise awareness of viral hepatitis.
On WHD this year the Ministry of Health in Slovenia participated by sharing information on viral hepatitis on their social media platforms. They also posted information on their website.

WHA member Association Slovenia HEP marked WHD by publishing news articles on hepatitis awareness and NOhep on its website.

This year on WHD the Spanish Ministry of Health opted to raise awareness on their social media platforms. They shared a link to information from WHO to improve understanding of the virus.

From 19 May to 28 July WHA member Associació Catalana de Malalts D’hèpatits (ASSCAT) ran a campaign entitled “Diagnostico y tratamiento para todas las personas con hepatitis C: #objetivoNOHEPatitis” [Diagnosis and treatment for all people with hepatitis C: #goalNOHEPatitis”]. The hashtag was widely used across social media in Spain and many events took place during the time the campaign was running. A website was created especially for the campaign and three videos were launched as part of the online drive.

WHA member Organization Nacional de Afectados por hepatitis virales (ONAH) celebrated WHD with a social media drive, launching the NOhep movement to their online followers.

On WHD this year WHA member Riksforeningen Hepatit C (RHC) were active on their social media in order to raise awareness of viral hepatitis.
SWITZERLAND

- WHA member activity
- Awareness raising
- Media coverage

WHA member Swiss Experts in Viral Hepatitis (SEVHep) campaigned to raise awareness on WHD this year. They distributed 20,000 leaflets in total to members of the public and estimate that some 50,000 people were reached online. The campaign was well covered by the Swiss press.

WHA member Swiss Hepatitis C Association partnered with Life Science Communication to call on the general public to use their online hepatitis risk assessment tool.

TURKEY

- WHA member activity
- NOhep launched
- National government activity
- Awareness raising

The Ministry of Health in Turkey held a one-hour social media drive on WHD day this year. Medical experts were on hand to answer questions from the general public, in an effort to increase understanding of viral hepatitis amongst the general public.

WHA members Türk Karaciğer Vakfı and Hep Yasam produced a video to commemorate WHD, which was composed of pictures of supporters holding up their hands in a ‘C’ shape in solidarity and support of their work against hepatitis C. The video also included the NOhep logo and was shared on Türk Karaciğer Vakfı’s social media platforms.

UKRAINE

- WHA member activity
- NOhep launched
- National government activity
- WHO Country Office activity
- Awareness raising
- Testing events
- Education
- Media coverage

The Ministry of Health in Ukraine shared information on their website and released a statement during an awareness event in central Kiev, pledging their support for the Global Health Sector Strategy. The head of the WHO Country Office was in attendance and advised that WHO is currently working on the first action plan for viral hepatitis in the country, which will have the objective of raising awareness amongst the general public and increasing access to testing. Free testing was offered at the event and it received a lot of media coverage.

WHA member Gay-Alliance Ukraine took part in the “We demand the treatment!” campaign, organised by the Alliance for Public Health. Testing was available, as well as private consultations for those who tested positive. There were talks from NGOs and information materials were distributed. An information campaign on increasing access to free rapid testing for hepatitis B and hepatitis C and treatment at the Community Centre for MSM in Kyiv in support of the NOhep movement.

WHA member NGO Spark of Hope held press conferences and roundtable events with government officials on the topic of “Time expires. Do not take away our chance”. The events focused on the issues of introducing testing for hepatitis C, free access to treatment, the implementation of programmes to combat hepatitis and funding for regional programs.
The Department of Health (DH) published their annual hepatitis C 2016 report on WHD with latest figures suggesting improved access to treatments may be having a positive impact.

This year for WHD an online petition was started on parliament.uk by a Liberal Democrat MP, calling for more awareness, increased diagnosis and universal vaccination for viral hepatitis. The petition also asked that the House of Commons give full support to the NOhep movement, back World Hepatitis Day and encourage Ministers to work with international partners to help eliminate hepatitis. The petition received signatures from 16 Members of Parliament.

Nicola Sturgeon MSP joined with opposition leaders to pledge her support for WHD, re-iterating the Scottish Government’s commitment to tackling viral hepatitis. She released a statement pledging her support for the Global Health Sector Strategy, stating that Scotland will continue to invest in prevention initiatives. She also called for governments around the world to come together to ensure effective prevention and treatment strategies are in place.

Haemophilia Scotland joined with other charities and patient organisations to meet with the Scottish government’s Cabinet Secretary for Health, Wellbeing and Sport. The group called for the elimination of hep C in the bleeding disorders community to be an early milestone in the Scottish Government’s efforts to eliminate viral hepatitis and supported the NOhep movement.

The World Hepatitis Alliance and WHA member The Hepatitis C Trust co-organised the first ‘die-in’ for viral hepatitis at Piccadilly Circus in London. Almost 100 activists took part, lying on the steps of the famous Eros Statue to send a message to world leaders that there is no excuse for deaths from viral hepatitis across the globe. To elevate the impact of the ‘die-in’ the organisations also secured a digital billboard in the iconic Piccadilly Circus lights. The billboard created awareness and called on people to join the NOhep movement. The Hepatitis C Trust also ran a two month hepatitis C awareness billboard campaign in London and Manchester.
**South-East Asia region**

- **Countries participating:** 10
- **Number of events:** 245
- **% of region participating:** 91

**Participating countries:***
- Bangladesh
- Bhutan
- Democratic People's Republic of Korea
- India
- Indonesia
- Maldives
- Myanmar
- Nepal
- Sri Lanka
- Thailand
MESSAGE FROM THE WHO REGIONAL OFFICE FOR SOUTH-EAST ASIA ON THE COMMEMORATION OF WORLD HEPATITIS DAY 2016

Commemorating World Hepatitis Day 2016, the World Health Organization in collaboration with the Ministry of Health & Family Welfare (MoHFW), Government of India organized a global event in Mumbai on 28 July 2016 to raise awareness about hepatitis among the general public as well as health care providers and policy makers at the highest level.

Speaking on the occasion, Ms Anupriya Patel, Minister of State, Health & Family Welfare, Government of India said, “Through the Health Ministry’s flagship program of Mission Indradhanush, the government plans to vaccinate all children (up to the age of two years) by 2020 for seven diseases that include Hepatitis B vaccine. I am sure like HIV, we would be able to contain the spread of Hepatitis infection and with access to newer drugs, the life of those already infected with hepatitis would be improved.”

Special Guest of Honour, Mr Amitabh Bachchan, highlighted that awareness and detection are very important, because hepatitis B is a silent killer and, if not diagnosed in time, it can be lethal.

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The conference speaks of many statistics and details in numbers which is quite staggering. I stand here today to commit myself absolutely to furthering the cause,” he added.

Dr Poonam Khetrapal, Regional Director of WHO South-East Asia Region, said that controlling hepatitis in the South-East Asia Region is vitally important.

“Safe practices related to injections, blood transfusions and other health care procedures must be advanced; and availability of hygienic and clean food and water must be scaled up. We must similarly ensure that all children receive the hepatitis B vaccine at birth and complete the full schedule of follow-up shots. These and other interventions are critical to rolling back the hepatitis epidemic and ending the disease as a public health threat,” she said.

Today, only 1 in 20 people with viral hepatitis know they have it. And just 1 in 100 with the disease is being treated. In India, viral hepatitis is now recognised as a serious public health problem with an estimated 40 million people with chronic hepatitis B and about 6 million people with hepatitis C, which represents 40% and 20% of the hepatitis B and C burden respectively in the South-East Asian Region.

Speaking at a technical session at the event, Dr Henk Bekedam, WHO Representative to India, highlighted that most people with hepatitis B and C, D and E are not aware of their status as the disease in the initial phase has barely any symptoms. Creating awareness, therefore, is a priority.

“A major issue to reach elimination is to increase the number of people who know their status through sound surveillance system, including cost effective screening and follow-up with particular focus on hotspots with high prevalence,” he added.

The event was graced by the presence of Health Ministers from Haryana, Himachal Pradesh, Jharkhand, Odisha, Sikkim and Uttarakhand; Mr. N. S. Kang, Secretary & Director General, NACO; Dr Jagdish Prasad, Director General Health Services, MoHFW; Dr Gottfried Hirnschall, WHO; Dr S. K. Sarin, Institute of Liver and Biliary Sciences (ILBS); along with health secretaries, water and sanitation secretaries of the state governments and senior officials of the Health Ministry and WHO. Stakeholders from academia, clinicians, public health experts, civil society and partner agencies also participated in the discussions.


Mr Nalinikanta Rajkumar, President of the Community Network for Empowerment from Manipur was presented with a WHO-EASL Certificate for an innovative community-based testing approach.
The Government of Bangladesh fully embraced the theme of elimination and the Honourable Prime Minister Sheikh Hasina MP issued a special message acknowledging the goal of the elimination of hepatitis B and C, expressing the government’s commitment to reaching this target.

To celebrate WHD, WHA member the National Liver Foundation of Bangladesh organised a large number of events and activities. To raise awareness, they launched a hepatitis mobile application in Bengali. They also implemented a social media awareness campaign and secured coverage in national media. They held a seminar in Dhaka at The Daily Star Center. Prof. Mohammad Ali, General Secretary, was the keynote speaker and he urged governments to adopt a comprehensive viral hepatitis strategy for the elimination of viral hepatitis in Bangladesh.

The Directorate General Health Services of the Bangladesh Government, the Association for the Study of Liver Diseases Bangladesh, Forum for the Study of the Liver Bangladesh and WHA members the National Liver Foundation of Bangladesh and the Viral Hepatitis Foundation Bangladesh attended a round table discussion to discuss the journey to elimination. They also partnered with hepatology departments of medical colleges, Association for the Study of Liver Diseases Bangladesh and Forum for the Study of the Liver Bangladesh in various cities to deliver educational seminars. Hepatitis B and C screenings took place in various locations. An official World Hepatitis Day song was also launched.

The National Liver Foundation of Bangladesh also celebrated the launch of NOhep. They travelled around Dhaka in a NOhep branded bus and set up information booths, which were attended by cricket players. Volunteers dressed in NOhep t-shirts distributed leaflets.

To celebrate WHD, the National HIV and STI Control Programme of the Ministry of Health, organised a meeting in Bhutan to raise awareness and to discuss next steps following the adoption of the WHO Global Health Sector Strategy. The Ministry of Health issued a press release stating that Bhutan will carry out a nationwide hepatitis seroprevalence study to inform public health strategic interventions.

WHD received considerable media coverage on social media platforms and through radio stations.

The Ministry of Health held a WHD celebration that included awareness talks from representatives from the government and WHO Country Office as well as a dance performance.
This year the World Health Organization’s official global event took place in Mumbai, India. WHO and the Ministry of Health and Family Welfare organised an event to raise awareness among the general public as well as health care providers and policymakers. At the event WHO launched its Injection Safety Project in India and Bollywood star Amitabh Bachchan gave a speech highlighting the importance of hepatitis awareness. WHA supported the event by sharing a personalised video message which was played in front of an audience of 300 people.

WHA member the Asian Liver Foundation implemented a public awareness programme. They organised an awareness walk where over 300 people marched through the streets wearing NOhep t-shirts and holding NOhep banners. Their activities resulted in media coverage and a high level of social media activity.

WHA member Chennai Liver Foundation targeted a younger demographic. A pledge was taken by 1000 students to reach out to 10 other people to teach them about hepatitis. They also organised a Walkathon and distributed leaflets. Founder Dr.R.P.Shanmugam also spoke on Radio one Chennai to raise awareness.

WHA member Community Network for Empowerment Manipur with MPNF and MSLSA also launched NOhep by distributing leaflets.

WHA member Liver Foundation, West Bengal organised rallies in three locations, where over 2000 people including celebrities, patients and doctors got involved. Their efforts resulted in mass media coverage. They also held an education seminar on how to cope with hepatitis at a personal and societal level.

WHA member Public Awareness for Healthful Approach for Living (PAHAL) set up a hepatitis awareness camp and tested more than 200 people for free.

WHA member the National Liver Foundation announced on WHD that it has earmarked funds to target treatment of 1000 such patients of thalassemia with hepatitis C all over the country. They also organised awareness programmes, receiving media coverage for their activities.

WHA member Jnana Shakti Foundation ran an advertising campaign targeting 5 million people. It lasted for 15 days and ended with a seminar on hepatitis exposure.

WHA member Tibetan Voluntary Health Association (TVHA) ran WHD events in 30 Tibetan settlements and 46 schools in India. At the events the organisation held health talks, drawing competitions, sports competitions and free tests. At the organisation’s headquarters in Dharamshala they gave a health talk and tested 211 hepatitis for hepatitis B.

Many other events and activities were undertaken by WHD supporters and NOhep activists. These included awareness programmes for doctors, free vaccinations, the launch of an e-pamphlet for dentists and informational lectures.
On WHD, a seminar on hepatitis was held by the Ministry of Health in collaboration with healthcare company Johnson and Johnson.

WHA member Persaudaraan Korban Napza Indonesia (PKNI) implemented a joint awareness campaign with the government to increase understanding of the illness. The activities were covered in the media and profiled across social media.

The Ministry of Health marked WHD with social media posts through its Twitter channel.

WHA member Liver Foundation Myanmar organised a WHD event to raise awareness of the risks of hepatitis and to demonstrate the importance of access to hepatitis testing and treatment services. A representative of WHO at the event said the hepatitis B vaccine will be distributed to every new born in the country.

NOhep supporter The Liver Unit, Myanmar General Hospital held an awareness-raising seminar and displayed NOhep banners and information across the hospital.

NOhep was launched in Nepal with a feature in The Pulse, a medical magazine from the Grande International Hospital.
SRI LANKA

- NOhep launched
- Awareness raising

NOhep supporter Colombo Cambridge Lions Club conducted an awareness programme in Negombo. They distributed education leaflets to 2,000 people and were on hand to provide further information about the illness.

THAILAND

- WHA member activity
- NOhep launched
- National government activity
- Regional government activity
- WHO Country Office activity
- Awareness raising
- Testing events
- Vaccination events
- Education
- Media coverage

On 28 July the Department of Disease Control, Ministry of Public Health and Association of Liver Disease Foundation held a meeting to discuss the importance of early detection and treatment of liver cancer. They announced that the Department of Health has set up a coordination centre for viral hepatitis which will take input from various sectors and independent organizations such as the hepatitis and HIV/AIDS organisations, liver disease foundations and the Thai Red Cross Society.

The WHO Country Office ran a social media campaign on WHD to celebrate the launch of NOhep. They included the #NOhep in their posts and distributed the NOhep video.

WHA member Thailand Hepatitis Alliance organised WHD activities at the Nong Khai Hospital and Isan Liver Care Foundation. The events included hepatitis B and C screening, educational workshops to raise awareness of the risks of viral hepatitis and patients shared their experiences of living with viral hepatitis.
Western Pacific region

Countries participating: 22
Number of events: 193
% of region participating: 79

Participating countries:
- Australia
- Brunei Darussalam
- Cambodia
- China
- Chinese Taipei
- Cook Islands
- Fiji
- Japan
- Lao People's Democratic Republic
- Malaysia
- Mongolia
- Nauru
- New Zealand
- Papua New Guinea
- Philippines
- Republic of Korea
- Samoa
- Singapore
- Solomon Islands
- Tonga
- Vanuatu
- Viet Nam
Viral hepatitis is an infection resulting in liver impairment and is caused by one of the five hepatitis viruses: A, B, C, D and E. The five hepatitis viruses are transmitted through different routes: hepatitis A and E through contaminated food and water; hepatitis B through blood and other bodily fluids; hepatitis C and D mostly through blood. These viruses can all cause acute hepatitis. Most people fully recover from acute infection. However, hepatitis B and C infection can lead to chronic liver disease, which is the most common cause of liver cancer and cirrhosis, which can be fatal.

To celebrate WHD, WHO WPRO conducted an awareness-raising campaign entitled "#HepHero". The online campaign showcased the stories of individuals and organisations in the Western Pacific region who are doing outstanding work for viral hepatitis. The stories were also housed on the NOhep website.

COALITION TO ERADICATE VIRAL HEPATITIS IN ASIA PACIFIC (CEVHAP)

To commemorate the day, CEVHAP completed its first Asia Pacific Hepatitis Policy 2016 Survey on the status of progress on national hepatitis programmes across Asia Pacific. The survey, conducted with the help of CEVHAP members in 15 countries in the region, will be published in full on the CEVHAP website in September 2016. Ms Jennifer Johnston, CEVHAP’s Executive Director attended a Meet the Media Session with other NGOs representatives.

NEWS RELEASE FROM THE WHO REGIONAL OFFICE FOR THE WESTERN PACIFIC ON THE COMMEMORATION OF WORLD HEPATITIS DAY 2016

WHO appeals for strengthened efforts to eradicate hepatitis in the Western Pacific Region

MANILA, 28 JULY 2016 – On World Hepatitis Day, which is observed today, the World Health Organization (WHO) in the Western Pacific Region calls on policy-makers, health workers and the public to work towards the complete elimination of hepatitis by 2030. Viral hepatitis is a major killer worldwide, claiming an estimated 1.5 million lives each year, a toll that is greater than worldwide deaths from HIV/AIDS, malaria or tuberculosis.

Viral hepatitis is widely spread, affecting 400 million people worldwide – more than 10 times the number of people infected with HIV. The WHO Western Pacific Region bears a disproportionately high burden of hepatitis. Home to one quarter of the world’s population, the Region accounts for about 40% of hepatitis-related deaths worldwide – over 90% of these deaths from hepatitis B- or C-related liver cancer and cirrhosis.

Yet, hepatitis C is largely treatable, as more than 90% of people with hepatitis C can be cured with treatment. Vaccination is the main prevention method to control hepatitis B. Hepatitis D can be prevented through hepatitis B vaccination, since it is only transmitted to people infected with hepatitis B virus. Recent data revealed that hepatitis B vaccination across the Western Pacific Region has averted 7 million deaths and 37 million chronic infections that would have occurred among children born between 1990 and 2014. This signifies a tremendous public health achievement for the Region.

“Despite progress made in the Region, hepatitis still remains a concern,” said Dr Shin Young-soo, WHO Regional Director for the Western Pacific. “But we now have effective antivirals that can stop hepatitis B and even potentially reverse the progress of the disease. The vast majority of hepatitis C cases can now be cured in just three months. Unfortunately, treatment remains unaffordable and inaccessible for most in the Region.”

The vision of eliminating hepatitis as a public health threat by 2030 is attainable. In the Western Pacific Region, WHO assists Member States to fight viral hepatitis through supporting implementation of the WHO Regional Action Plan for Viral Hepatitis in the Western Pacific 2016–2020. The regional action plan provides a systematic approach to priority areas for action to reduce the impact of viral hepatitis.

Vaccines against hepatitis A and hepatitis E are also available. In 2011, the first vaccine to prevent hepatitis E infection was licensed in China. Although not yet available globally, it will likely become available in a number of other countries in the Region. There is currently no vaccine against hepatitis C virus.

WHO recommends that infants receive a dose of hepatitis B vaccine at birth, followed by at least two doses to complete the vaccine series that provides long-term protection. The vaccine is safe and effective. The hepatitis B vaccine should also be administered to high-risk groups and health workers.

World Hepatitis Day provides an opportunity to:

- continuously raise awareness of the high burden of viral hepatitis and to influence real change in disease prevention and access to testing, treatment and care;
- strengthen prevention, screening and control of viral hepatitis and related liver disease;
- encourage increased hepatitis B vaccine coverage and increased integration of the vaccine into national immunization programmes including a hepatitis B vaccine birth dose; and
- coordinate a global response to viral hepatitis.

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- encourage increased hepatitis B vaccine coverage and increased integration of the vaccine into national immunization programmes including a hepatitis B vaccine birth dose; and
- coordinate a global response to viral hepatitis.
The Hon Sussan Ley MP, Minister for Health and Aged Care, and Minister for Sport, released a statement on WHD acknowledging the enormous strides Australia is making in the world-wide effort to eliminate viral hepatitis as a public health concern.

To celebrate WHD, WHA member Hepatitis Australia implemented an integrated media campaign which showcased the advances Australia is making in curing people living with hepatitis C. This resulted in a total of 577 pieces of media coverage.

WHA member Hepatitis ACT organised an event for workers and managers to discuss the new hepatitis C treatment and how they can support people accessing treatment. They also organised a WHD afternoon tea with Assistant Health Minister Meegan Fitzharris.

WHA member Hepatitis SA organised a cooking demonstration on healthy alternatives to rich indulgent foods. A Hepatitis SA educator spoke about eating well for liver health, hepatitis B vaccination and new hepatitis C treatments, as well as the NOhep campaign. The organisation also visited mayors of local councils across metropolitan Adelaide to inform them about the NOhep campaign and get their support and shared photos of the visits via social media and local newspapers. At clean needle programme sites, nurses also provided special consultations on hepatitis testing and treatment.

WHA member Hepatitis Victoria organised the LIVERability Festival with a range of awareness events across Melbourne including information stalls, symposiums and community events. Hepatitis Victoria ran a photographic and video competition for young people called StreetShot to educate about risk factors. The exhibition ran from 28 July - 12 August.

WHA member Tasmanian Council on AIDS, Hepatitis and Related Diseases held a WHD launch in Tasmania.

WHA member Hepatitis NSW organised a WHD morning tea.

WHA member Hepatitis WA held a WHD lunch in the park where the organisation provided information on accessing new treatments and the community services available in the area.

WHA member Hepatitis Queensland ran a campaign encouraging people to host an orange themed meal to raise awareness and funds to support people living with hepatitis. They also organised a cocktail event to present the changes to the hepatitis landscape in Queensland as well as a comedy fundraiser event.

WHA member Australasian Society for HIV Medicine received widespread media coverage on their announcement reaffirming the commitment to tackling viral hepatitis in Australia.

WHA member Northern Territory AIDS & Hepatitis Council organised a WHD information stall where participants were encouraged to take selfies with WHD messaging and post to social media to win an iPad.

NOhep supporter Hepatitis B Free created a special music video called ‘NOhep’, a cover of Meghan Trainor’s NO, which was released on WHD.

Many other events and activities were undertaken by WHD supporters and NOhep activists. These included a social media campaign called #Nohepnt targeting Asian and African Australians to raise awareness about testing and treatment. Other activities included a webinar, distribution of free sterile water at Cairns Sexual Health Service and health fairs.
The Chinese Preventive Medical Association, the Chinese Center for Disease Control and the National Health and Family Planning Commission held an awareness event in Beijing’s Olympic Forest Park. National Health and Family Planning Commission Deputy Director, Wang Guoqiang, attended the ceremony and quizzes were carried out to promote knowledge and understanding of viral hepatitis.

On 26 July WHA member Wu Jieping Medical Foundation and the WHO Country Office for China held a hepatitis C forum and press conference in Beijing to commemorate WHD. Government representatives, liver experts, patient advocates and civil society met to discuss how to achieve the elimination targets in China. The event was also used to announce the launch of a patient-centric communication programme that aims to raise awareness of the importance of hepatitis C testing, treatment and care. At the event WHA launched the NOhep movement in China. The event resulted in coverage in than more than 30 mainstream news outlets.

WHA member Beijing Yirenping Center organised a lecture for 50 people at NanFang hospital. They also held a workshop for people living with hepatitis B and organised their fifth trek to Beijing.

WHA member Inno Community Development Organisation commemorated the day in a number of ways. They set up an outreach booth to raise awareness about NOhep and to engage with migrant communities. They provided life-saving information to 120 people and committed 40 to becoming Hepatitis B Outreach Champions within their own communities. They also used online platforms to raise awareness. They launched an Art-motivated Crowdfunding project for NOhep. They also created hepatitis emojis for social media, a word cloud reflecting Chinese Patients’ life and spearheaded the making of a Fight Hepatitis theme song. They also launched the 2030 NOhep video in Chinese on the two most popular online video platforms, Youku and Tencent.
Minister of Health and Welfare Lin Tzou-yien announced that the oral treatment for hepatitis C would be covered by the National Health Insurance (NHI) programme from 2017. The announcement was made at an international conference hosted by the Centers for Disease Control (CDC) celebrating the 30th anniversary of universal hepatitis B vaccinations in the country.

WHA member Taiwan Liver Research Foundation held a number of activities around WHD including a celebration on 28 July and screenings at community centres. On WHD they launched NOhep by sharing messages and images through their social media channels.

China

WHA member China Foundation for Hepatitis Prevention and Control (CFHPC) held an event aimed at rural and poor populations at Dingbian People’s Hospital and awarded 10 hepatitis patients with grants to cover healthcare costs. The event was attended by the local community, clinicians and over 200 local media representatives.

WHA member Asiahep Hong Kong held a press conference with the theme of advocating for zero mother-to-child transmission of hepatitis B. As part of their initiative they are providing free blood tests for children and started a series of weekly radio talks.

Chinese Taipei

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Chinese Taipei

WHA member Kaohsiung Research Association for the Control of Liver Disease held awareness lectures and distributed educational materials at their information stand. They also shared NOhep messages through their Facebook page.

WHA member Advancing Clinical Treatment of Liver Disease partnered with the National Taiwan University Hospital Research Center to hold a press conference on the 2030 elimination target. At the press conference the organisation called on the government to make hepatitis C prevention a higher national priority.

Cook Islands

Media coverage

WHA member Japan Hepatitis Council held the 5th Japan Hepatitis Day Forum, which included lectures from professors on hepatitis B and preventing viral hepatitis. The forum was attended by 400 delegates including representatives from the Ministry of Health, Labour and Welfare.

On WHD WHO representative to Lao, Dr Juliet Fleischl, and Minister of Health, Dr. Bounkong Syhavong, visited Xiengkhouang Province, which had a recent hepatitis A outbreak. The trip resulted in mass media coverage about viral hepatitis.

Minister of Health, Datuk Seri Dr. S. Subramaniam, held the National WHD Observation in Sandakan, Sabah on 6 August. The event included various activities such as a lecture, a public forum, counselling, free hepatitis B and C screening and exhibition on viral hepatitis. The event was widely promoted on social media.
MONGOLIA

- WHA member activity
- NOhep launched
- National government activity
- WHO Country Office activity

WHA member Flagstaff International Relief Effort – FIRE partnered with the Ministry of Health and Sport, National Center for Communicable Diseases (NCCD), Public Health Institute and the WHO Country Office in Mongolia to run a national community awareness campaign. A working group with representatives from each of the partners developed a slogan “Your Liver, Your Life” and developed a logo of the Mongolian traditional knot “Ulzi” with the jade ribbon. Public service announcements were developed to raise awareness of infection, transmission and prevention of viral hepatitis B and C. The announcements will be broadcasted on TV throughout the next year as well as shown in healthcare facilities waiting rooms.

24 government and private hospitals attended an advocacy meeting where NCCD and FIRE discussed the current viral hepatitis situation in Mongolia and the activities implemented for WHD. A press conference was also held on WHD where presentations included the government’s policies and actions and WHO’s global and regional focus.

On WHD WHA member Onom Foundation organised a successful NOhep launch and meeting on the hepatitis situation in Mongolia with the Parliamentary standing committee on social policy, education, culture and science.

NAURU

- Media coverage

NEW ZEALAND

- WHA member activity
- National government activity
- Regional government activity
- Awareness raising

The Ministry of Health issued information and awareness posts on their Twitter account on WHD. The Waitemata District Health Board also posted a WHD statement on their website.

WHA member The Hepatitis Foundation of New Zealand distributed a press release to raise awareness of WHD.
WHA member Yellow Warriors Society Philippines organised a number of activities across the Philippines to celebrate WHD. In Manila, they hosted their 5th General Assembly, which put a focus on hepatitis B screening. They also offered free hepatitis B and C screening to the general public. In Bulacan, they hosted a hepatitis A and B vaccination event and organised a number of hepatitis B and C screening events in regional medical centres across the country. They also set up a number of ‘lay forums’ to create awareness and provide education on hepatitis.

WHO Country Office in Papua New Guinea led WHD by teaming with partners to set up hepatitis B vaccination camps in the Central Province. Many mothers came with their babies and families to participate in the camps. They received vaccinations for their children, as well as information and skills regarding hepatitis prevention and testing.

To celebrate the launch of NOhep, NOhep supporter Beubi Korea established ‘Inter-Health Week’ from 25-29 July, where various activities were undertaken to promote a healthy liver. As part of their activities, they created ‘NOhep GO!’ a game modelled on Pokemon Go to encourage staff to engage with hepatitis and be aware on WHD.
Singapore

- Awareness raising
- Testing events
- Education

Solomon Islands

- Regional government activity
- Awareness raising

Honiara City Council posted a statement on their website and directed people to the worldhepatitisday.org website.

Samoa

- Media coverage

Tonga

- Media coverage
On 29 July Viet Nam’s Ministry of Health (MoH) hosted an event for World Hepatitis Day at its office. Highlights included presentations by representatives from WHO, the MoH and the Hospital for Tropical Diseases. The event also featured a flash mob of students from the Hanoi School of Public Health, who dressed as friendly livers to convey the anti-hepatitis message.

WHA member Center for Supporting Community Development Initiatives organised a community campaign to raise awareness about hepatitis C.

WHA member The Viet Nam Viral Hepatitis Alliance, together with partners, the Ho Chi Minh City (HCMC) Department of Health (DoH), WHO Country Office in Viet Nam and Pham Ngoc Thach Medical University, hosted an international scientific conference in Ho Chi Minh City on July 31st, 2016. Entitled, “Collaborative and Multidisciplinary Efforts Towards Hepatitis B and C Elimination Goal in Ho Chi Minh City”, the conference aimed to publicise, help define and call for collaborative actions on the significant public health burden of hepatitis B and C in HCMC. This was in line with the Vietnamese Ministry of Health’s National Viral Hepatitis Action Plan 2015. As part of their activities they launched the NOhep campaign in Viet Nam by having interviews with two TV stations and showed the GHSS animation video.