World Hepatitis Day 2018
Find the Missing Millions
Campaign Toolkit
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Message from Raquel Peck, World Hepatitis Alliance CEO

Every country in the world has committed to eliminating viral hepatitis by 2030.

With effective vaccines and treatment for hepatitis B and a cure for hepatitis C, this global commitment is achievable. So few devastating diseases can boast this. But the clock to 2030 is ticking.

While all the tools exist to make elimination a reality within our lifetime, we are missing a crucial piece of the puzzle. Of the 325 million people living with viral hepatitis, 300 million are still unaware. Without finding the undiagnosed and linking them to care, elimination will remain nothing but a pipe dream.

This is why we are embarking on a three-year programme to find those “missing millions”. The programme aims to help countries reach the global target to diagnose 30% of people by 2020 and 95% by 2030. We will do this in the first instance by better understanding the barriers to diagnosis and the context in which they are experienced and by exploring the role that people living with viral hepatitis can have in overcoming those barriers. We will use the information gathered to inform our future activities in the area of diagnosis. To support this work we are launching a global campaign that aims to raise awareness, influence national testing policies, encourage people to get tested and become advocates in the journey to find the undiagnosed.

As the single most important day in the viral hepatitis calendar, World Hepatitis Day (WHD) is an opportune moment to launch this ground-breaking programme. Participation in the day has grown exponentially year on year and together we can use this momentum to spur on action in area of diagnosis.

This toolkit is for anyone wishing to be part of WHD 2018 and the wider Find the Missing Millions campaign. It provides ideas and guidance for developing your own activities and initiatives, such as organising an event, raising awareness on social media or engaging the media.

We hope you find the toolkit useful and look forward to you joining us on the quest to find the missing millions.
**Background on World Hepatitis Day**

### What is World Hepatitis Day?

World Hepatitis Day (WHD) takes places every year on 28 July bringing the world together under a single theme to raise awareness of the global burden of viral hepatitis and to influence real change.

One of just four disease-specific global awareness days officially endorsed by the World Health Organization (WHO), WHD unites patient organisations, governments, medical professionals, civil society, industry and the general public to boost the global profile of viral hepatitis.

Patient advocates across the world joined together for the first WHD on 19 May 2008. Following the adoption of a World Health Assembly resolution in 2010, WHD was given global endorsement as the primary focus for national and international awareness-raising efforts. The date was chosen to honour Nobel Laureate Baruch Samuel Blumberg who discovered the hepatitis B virus and was born on 28 July. The resolution resolves that “28 July shall be designated as WHD in order to provide an opportunity for education and greater understanding of viral hepatitis as a global public health problem, and to stimulate the strengthening of preventive and control measures of this disease in Member States.”

Over the last decade, the World Hepatitis Alliance has spearheaded the initiative, resulting in the day evolving and exceeding all expectations: from the first community-led day in 2008, to a truly global celebration marked in almost every country in the world.

**Participation grows year on year:**

*Number of countries commemorating World Hepatitis Day*

![Graph showing participation growth](image)
Why is World Hepatitis Day important?

Viral hepatitis is one of the leading causes of death globally, accounting for 1.34 million deaths per year – that’s more than HIV/AIDS, tuberculosis or malaria. Together, hepatitis B virus and hepatitis C cause two in every three liver cancer deaths across the world.¹

Viral hepatitis is not found in one location nor amongst one set of people; it is a truly global epidemic that can affect millions of people without them even being aware. Globally, 90% of people living with hepatitis B and 80% living with hepatitis C are unaware they are living with the disease², resulting in the real possibility of developing fatal liver disease or liver cancer at some point in their lives and in some cases, unknowingly transmitting the infection to others.

They are silent epidemics, hitting children and marginalised populations the hardest, which includes people who inject drugs (PWID), Indigenous populations, men who have sex with men (MSM), migrants and people living with HIV/AIDS.

In the last number of years, progress has been made. In 2015, viral hepatitis was included in the Sustainable Development Goals (SDGs) and in 2016 the world’s first global hepatitis strategy to eliminate the disease was ratified. Thanks to this strategy and the availability of effective vaccines and treatments for hepatitis B and a cure for hepatitis C, the elimination of viral hepatitis is no longer a dream, but greater awareness and understanding of the disease and the risks is a must, as is access to cheaper treatment and diagnostics.

World Hepatitis Day presents an ideal opportunity: an opportunity to join together and raise the profile of viral hepatitis among the public, the world’s media and on the global health agenda, driving action towards achieving the elimination of viral hepatitis by 2030.


**World Hepatitis Day 2018 theme**

**Eliminate Hepatitis**

In 2016, 194 governments adopted WHO’s Global Strategy on Viral Hepatitis, which includes a goal of eliminating hepatitis B and C by 2030, yet only a handful of countries are on track to meet these targets.

We are at a critical juncture. Unless we take action now, our chance to eliminate a cancer-causing illness will be missed. On WHD 2018, we are calling on all individuals and organisations to unite under the theme of “Eliminate Hepatitis” to drive action, build momentum and hold governments accountable.

Only together can we eliminate viral hepatitis by 2030.

**World Hepatitis Day 2018 campaign**

**Find the Missing Millions**

Out of the 325 million people living with viral hepatitis globally, upward of 290 million (that’s 9 in 10!) are living with the hepatitis B or hepatitis C and don’t know it.

Without a massive scale-up in diagnosis, treatment rates will fall, infection rates will rise and our opportunity to eliminate viral hepatitis by 2030 will be lost.

On WHD, we are launching the Find the Missing Millions global campaign to raise awareness of viral hepatitis, increase testing both at individual and policy level and improve linkage to care.
How to use the World Hepatitis Day toolkit

The elimination of viral hepatitis will only be possible if we all play our part. WHD offers the perfect opportunity for all stakeholders to join together, raise their voices and take much needed action to prevent needless deaths and help save the lives of millions.

This toolkit has been developed for you; whether you are a person living with viral hepatitis, a family member of someone who is, a healthcare professional, member of the general public or a decision-maker, everyone has a role to play.

The toolkit has been created to support the launch of the Find the Missing Millions campaign on WHD and to provide practical guidance and information for use in the lead-up to, during and after World Hepatitis Day.

As each country faces its own challenges, we encourage you to tailor the materials provided to best meet your individual needs. We hope that this toolkit will help inspire and facilitate you to develop your own local activities.

KEY

- Top tip

- Coming soon

#findthemissingmillions #WorldHepatitisDay
On WHD, the World Hepatitis Alliance is launching Find the Missing Millions, a three year awareness-raising and advocacy campaign to educate, influence national testing policies and encourage people to get screened and/or become advocates in the quest to find the undiagnosed.

The campaign will be launched on WHD to bring much needed attention to the fact the millions of people are living with viral hepatitis unaware. It should also be used to inspire the community to take action to support the uptake in screening and diagnosis, whilst driving action to join the quest and link people living with the disease to care.

**Campaign objectives**

1. To raise awareness of the importance of increasing diagnosis and linkage to care
2. To encourage people to get tested
3. To underscore the need for national testing policies
4. To educate and inform wider audiences about viral hepatitis, with a specific focus on prevention, treatment and testing

To support the launch of the campaign, we are launching a white paper on ‘Overcoming the barriers to diagnosis: The role of people living with viral hepatitis in finding the missing millions’. This paper includes the key results from a global survey on barriers to diagnosis and the key recommendations on how stakeholders can help overcome them. This is an important advocacy and awareness-raising tool for the community on WHD and beyond. Find out more how you can use the white paper and supporting resources in the ‘Advocating for change’ section.

You can find the white paper and supporting materials on the Find the Missing Millions campaign webpage, which will be launched on 14 June. [Sign up now to get a first look](#).

#findthemissingmillions   #WorldHepatitisDay
Campaign messaging

To achieve the objectives of the Find the Missing Millions campaign, we need to speak or write about WHD in one voice. The messages on the following page are suggestions and therefore should be adapted and localised for your own use.

“300 million people living with viral hepatitis don’t know it. Unless detected and treated, it can lead to disease, cirrhosis or liver cancer. Get tested.”

Tailor your messages to specific audiences. For example, decision-makers are more likely to respond to messages about cost-saving compared to the general public who will be more interested in messages which relate to them.

The messages have been developed to show that anybody can be at risk but has a particular focus on geographies and at-risk groups. Feel free to adapt and localise as you wish.

NB: The World Health Organization reports that 290 million people are living with hepatitis B and C are undiagnosed. As well as the 290 million people who have not been tested and diagnosed, there are a large number of people who have been tested but not informed of their diagnosis and not linked to care. We therefore estimate that around 300 million people are living with viral hepatitis are unaware of their status and not receiving the appropriate healthcare.

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<th>Secondary message</th>
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<td>300 million people living with viral hepatitis don’t know it.</td>
<td>Unless detected and treated it can cause liver disease, cirrhosis and liver cancer.</td>
<td>Get tested.</td>
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<td>55 million people across the world don’t know they are living with hepatitis C.</td>
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<td>If you’re aged between 45 and 60, you’re more likely to be unknowingly living with hepatitis C than any other age group.</td>
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<td>9 out of 10 men living with hepatitis B don’t know it.</td>
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<td>100 million women across the world don’t know they are living with hepatitis B.</td>
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<td>In Africa, teenagers are more likely to be unknowingly living with hepatitis B compared to any other age group.</td>
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<td>42 million children don’t know they are living with viral hepatitis.</td>
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<td>In South-East Asia, 97% of men and women living with viral hepatitis don’t know it.</td>
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<td>4 out of 5 women living with hepatitis C don’t know it.</td>
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<td>9 in 10 women living with viral hepatitis don’t know it.</td>
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<td>If you’re in your thirties your more likely to be unknowingly living with hepatitis B compared to any other age group.</td>
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Supporting messages

- Without finding the millions of people living with viral hepatitis unaware and linking them to care, the elimination of viral hepatitis won’t be achieved
- Hepatitis C is curable and hepatitis B is treatable but without finding the missing millions needless deaths will continue
- Join our quest to find the missing millions on World Hepatitis Day

Calls to action for key audiences

The most successful campaigners identify their key audiences and tailor the choice of messages and activities to best engage these groups. They also outline a set of calls to action which will best resonate amongst their groups. We’ve included a set of calls to action below based on the most common stakeholders involved in the day. You may also wish to adapt and test these with your audiences.

General public

- Know the risks
- Take the Find the Missing Millions online risk assessment (available on 14 June)
- Get tested
- Join the quest to find the missing millions

Healthcare workers

- Know the risks
- Prevent infections by ensuring your hands, instruments and environment are clean
- Get tested and test your patients, if applicable
- Join the quest to find the missing millions

#findthemissingmillions    #WorldHepatitisDay
Policymakers

- Ensure you have a robust national action plan to increase testing
- Strengthen policies and implementation of infection prevention and control measures
- Implement national awareness raising and educational campaigns
- Increase access to treatment and preventative measures
- Join the quest to find the missing millions
The Find the Missing Millions campaign logo is the primary logo for the campaign. The logo is best used in landscape. Please note that this shouldn’t be translated into any other language than English. You can download it in JPEG and EPS here.

The Find the Missing Millions logo can be used on different colour backgrounds.
The WHD 2018 campaign uses three different logos which include the World Hepatitis Alliance logo, World Hepatitis Day globe and the Eliminate Hepatitis /NOhep strapline. Wherever possible these logos should be used in all reproduced material.

Additional government, civil society or private entity logos may be added. Additional logos should not overpower any one of the three campaign logos. As a general rule of thumb, logos should be clearly visible on printed material in comparison to the full and overall visual. A good guide would be to allocate one eighth of the page to the stakeholder and additional logos. Stakeholder logos should be placed on the bottom centre of the visual where possible and should always be used on a white background.
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#findthemissingmillions    #WorldHepatitisDay
Campaign assets

We have created a variety of resources that bring the campaign to life. These are designed to support and complement your WHD activities and are free to download and use widely to boost the impact of your campaign.

Posters
A set of 15 editable posters have been developed based on the campaign messaging (See messaging section). These posters are available in the seven core languages and are customisable through the WHA website via our poster tool. This allows you to create your own custom posters in any language. Aside from allowing you to insert your own specific messages, our unique poster tool allows you to mix and match the campaign images and add your organisation logo so that your materials are suited to your audience.

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

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

The posters are translated into the World Health Organization’s (WHO) six official languages (Arabic, Chinese, English, French, Spanish and Russian) as well as Portuguese.
Social media graphics
Social media platforms are a great way to spread messages widely. With 300 million still undiagnosed, we will need every possible option. As such, we have created a series of graphics which can be used across Facebook, Twitter and Instagram. They can also be used on your website and utilised for digital advertising. Find out more in the ‘Raising awareness on social media’ section.

Merchandise
WHD offers the perfect opportunity to raise mass awareness of viral hepatitis. What better way to do this than by printing your own Find the Missing Millions t-shirts and hats.

It’s very simple – download the design files here and bring them to your local merchandise manufacturer. Not only will you raise awareness but you’ll get great photographs for your website and social media channels.

‘Overcoming the barriers to diagnosis: The role of people living with viral hepatitis in finding the missing millions’ white paper
On 28 July, a global white paper on barriers to diagnosis will be launched. This new piece of global research will highlight the key barriers to diagnosis and present recommendations on how civil society groups can help overcome them. The white paper is a culmination of a global survey and stakeholder consultation, led by the World Hepatitis Alliance.

The white paper is a key advocacy tool for the hepatitis community and should be used on WHD and beyond when speaking to policymakers, engaging the media and providing community or healthcare education. Find out more in the ‘Advocating for change’ section.

The white paper will be accompanied by a short educational video highlighting the global barriers and how patients are best suited to overcome them. The video will be launched on World Hepatitis Day. To be first to see the video and access the white paper, sign up here.
Campaign tools

World Hepatitis Day website
Alongside the WHD page, this year, we have a dedicated area on the World Hepatitis Alliance site. It’s a central hub for WHD featuring all the campaign materials, the customisable poster tool and all the information and resources needed to support WHD activities.

Find the Missing Millions webpage
On 14 June, a dedicated Find the Missing webpage will be launched. This will be the official site of the Find the Missing campaign and will have information on the key ways that people can take part. You’ll be able to access an online risk-assessment tool, add your submission to the Global Quest to Find the Missing and access the white paper on World Hepatitis Day. You can sign-up here to stay informed.

Global Quest to Find the Missing Millions interactive map
The ‘Global Quest to Find the Missing Millions’ is an online platform where supporters across the globe can display their activities to find the millions of people living with viral hepatitis unaware.

Whether you are raising awareness through social media, holding a screening drive or advocating for testing policies, you are part of the quest to find the missing millions. From 14 June, you can add your activities to the interactive map in a number of ways – share images from your events, upload videos of your activities or write a summary of how you are finding the missing millions.

Find the Missing Millions Risk Assessment
Online risk assessments are useful to raise awareness of risk factors and inform people if they should get tested. On 14 June, we are launching a bespoke online assessment which allows encourages at-risk people to get tested and allows them to print their results to take to their healthcare professional and demand a test. We recommend that all WHD supporters use this tool in their activities, especially as part of their wider social media activities. Find out more on how you can do this in the ‘Raising awareness on social media’ section.
There are many ways to get involved and join the quest to find the missing millions.

**Supporting WHD as an individual**

- **Educate yourself about viral hepatitis:** Visit our website to find the latest information about viral hepatitis and how together we can find the missing millions.

- **Get tested:** Have you been tested for hepatitis B and C? Lead by example and check your status. Encourage others to do the same.

- **Sign up for regular updates:** Add your email to our mailing list and receive the latest updates about all things WHD! You’ll be the first to find out about our Find the Missing Millions webpage launch.

- **Raise awareness about viral hepatitis:** Talk about viral hepatitis to your colleagues, employees, partners, families, friends and the community and share information on social media. The more people that know about hepatitis, the greater focus it will receive.

- **Sign the Find the Missing Millions Thunderclap:** By joining the Thunderclap, a message will be shared via your Facebook or Twitter on 28 July and you will join the collective voice on World Hepatitis Day. The Thunderclap will launch on 14 June.

- **Volunteer with one of the World Hepatitis Alliance’s member organisations:** Get in touch with one of our members in your country and see if you can help out with their WHD activities. You can find all WHA member contact details here.
Supporting WHD as an organisation

- **Advocate to your politicians:** Encourage your government to commit to implementing testing policies. There are many ways to do this, from participation in high-level meetings to petitioning.

- **Encourage action by organising an event:** Activities could include informational seminars, marches, concerts, workshops for activists or healthcare professionals, art competitions or flash mobs.

- **Become a campaign supporter:** Show your support for WHD by adding your organisation name and logo to our [campaign supporters list](#). Doing so will ensure you receive regular updates about the campaign.

- **Use and adapt our campaign materials:** Use the campaign materials throughout your activities to promote WHD 2018. This could be at your events, via social media or on your website.

- **Make some noise on social media:** Channels such as Facebook, Twitter and Instagram give everyone with a voice and provides many opportunities to amplify hepatitis issues.
Supporting WHD as a corporate

• **Host an event:** Organising an event on WHD is a great way for you to engage your employees, their families and the wider community. This year, WHD falls on a Saturday, which provides a perfect opportunity to organise a community-wide activity like a sponsored walk or local concert.

• **Raise awareness:** Distribute WHD materials in your workplace (posters on walls, logos on materials etc) and provide your staff with merchandise. You can also get involved by using the #findthemissingmillions through official company social channels and publish a series of communications about World Hepatitis Day (such as an internal memo, article in the employees newsletter, CEO blog, press release, etc.)

• **Partnerships:** WHA has 258 member organisations in 86 countries who are organising their own quest to find the missing millions. Check out our members page to find out how you can work together to make a bigger splash on WHD.

• **Donations:** Spearhead an organisational fundraising effort to increase testing in the community. Double your impact by agreeing to match your employees’ total donation. This is a fantastic way to encourage employees to give and will make an even bigger difference.

• **Sponsorship:** Your organisation could become an official global sponsor of World Hepatitis Day. As an official World Hepatitis Day sponsor, you will be recognised as a partner of our global awareness campaign and have your logo included on the World Hepatitis Day website. We have a number of sponsorship opportunities available. These are designed to maximise the exposure and activities of all sponsors. For more details, please contact Karine Belondrade at Karine.belondrade@worldhepatitisalliance.org.
Join the quest to find the missing millions

Every action has an impact and we want to show how the world is coming together to find the missing millions. The ‘Global Quest to Find the Missing Millions’ is an online platform where supporters across the globe can display their activities to find the millions of people living with viral hepatitis unaware. Whether you are raising awareness through social media, increasing testing by organising a screening drive or advocating for testing policies, you are part of the quest to find the missing millions.

The Global Quest to Find the Missing Millions launches 14 June
www.worldhepatitisalliance.org/findthemissingmillions

You can add your activities to the interactive map in a number of ways – share images from your events, upload videos of activities or write a summary of how you are finding the missing millions. Showcasing your activities will help to share best practices and encourage others to join the quest as well as promote your involvement in this global quest.
Organising an activity

Organising an event is one of the most impactful ways to mark World Hepatitis Day and help to find the missing millions. The information below provides ideas, inspiration and practical tips to help you organise activities to help find the missing millions on WHD 2018.

Event ideas

To find the missing millions we must make testing widely available, reach at-risk populations and make the public aware of viral hepatitis and the associated risk factors. Your event can do this by offering tests to the public and raising awareness to encourage people to become advocates in the quest to find the missing millions.

- **Hold a testing event**: WHD is a perfect opportunity to host a screening drive. Work with community health organisations or local medical centres to organise a testing event. You could approach pharmaceutical companies to request testing kits. This could also be a good opportunity to partner with your local or national government. If resources allow, you can also consider holding a vaccination drive or vaccinating people against hepatitis B if they test negative.

- **Organise a rally**: Taking to the streets remains one of the most effective ways to reach your community so you could organise a march or rally. Plan a route where lots of people will see you and hand out leaflets and display placards on the way.

- **Hold an informational seminar**: Educate the public, healthcare professionals or community workers on the issues around increasing hepatitis diagnosis by holding an informational seminar. Ask experts such as eminent doctors, successful advocates or local politicians to speak at the event and share their expertise.

Not sure how to mark WHD? Let’s use WHD to get as many people tested as possible! Work with civil society organisations, hospital and medical centres or pharmaceutical companies to hold a testing event in your community.

- **TOP TIP**
  Looking for more inspiration? Check out successful WHD activities from previous years in the [WHD Global Summary reports here](#).
• **Try something different:** Stunts and unusual activities can be a great way to get the attention of the public, press and politicians. This should be in the form of a big public action so you could hold a flash mob, organise a concert or work with street artists to raise awareness in high footfall areas. Whatever you do needs to grab people’s attention so the more people you can get involved the better. Make sure you have the right permissions and be careful not to get into trouble!

• **Share the resources:** The posters and social media graphics are great materials to raise awareness and support your activities. Use the customisable poster tool to tailor the materials to your local priorities and to promote your event. You can ask local hospital and doctors’ surgeries to display these in patient areas. Share the materials on your social media channels and websites and hand them out as flyers at your event.

• **Raise funds:** Organise a fundraising activity such as a jumble sale, bake sale or auction. Ask local businesses to donate prizes or sponsor the event. Think about having inviting performers or face painters to encourage people to attend.

Need more help planning for your event? Check out the ‘How to organise an event’ section.
Raising awareness on social media

Social media is an essential part of any advocacy and awareness campaign and using it well can greatly increase the impact of a campaign launch and the reach of your activities. Most conversations on social media around viral hepatitis take place on, and in the lead up to, WHD so it is a great opportunity to use social media effectively to:

- Increase awareness of viral hepatitis
- Promote your WHD activities
- Raise your organisation’s profile
- Launch the Find the Missing Millions campaign

There are some great free tools out there to help your social media activity.

**Hootsuite:** Download Hootsuite to schedule your posts and monitor conversations

**Canva:** Create your own social media graphics with easy-to-use templates.

**Bit.ly:** Track the success of your click throughs with this link shortener.

In this toolkit we include tips and tricks on using social media, content ideas and an introduction to running social media adverts.

**Content ideas**

We encourage you to start your social media activity as soon as possible and ramp up your posts in the month of July as we get nearer WHD. Here are some ideas of the things you can use in your social media posts.

If you have limited resources, be strategic with your social media planning. We’ll be launching lots of the digital elements of the campaign on 14 June and this is a great time to focus your social media efforts.

#findthemissingmillions  #WorldHepatitisDay
• **Share graphics:** We have a range of social media graphics ready for you to share on Facebook, Twitter and Instagram. You can also share the posters or create your own with the customisable poster tool.

• **Highlight key people:** Give shoutouts to people who have joined the campaign, staff and supporters. Share photos, promote the impact they have had and talk about what motivated them to help. Don’t forget to tag them in your posts.

• **Share the online risk assessment:** Raise awareness of viral hepatitis risk factors and encourage people to get tested by sharing the Find the Missing Millions online risk assessment – available from 14 June.

• **Profile case studies:** Share WHA case studies from people living with viral hepatitis. Include images where possible. Sharing personal experiences encourages conversations and longer posts work especially well on Facebook.

• **Share hepatitis statistics and research from the white paper:** Support your social media activity by sharing statistics around hepatitis and data from the white paper. More tips on how to use the white paper in your activities in July.

• **Promote your activities:** Promote your events, fundraisers and meetings.

• **Sign the Find the Missing Millions Thunderclap:** By joining the Thunderclap, a message will be shared via your Facebook or Twitter on 28 July and you will join the collective voice on World Hepatitis Day. The Thunderclap will be available from 14 June.

Find the Missing Millions Thunderclap launches 14 June. [Join our mailing list](#) to hear about it first.

**Hashtags**

- #WorldHepatitisDay
- #FindtheMissingMillions
- #NOhep
- #hepatitis
- #findthemissingmillions
- #WorldHepatitisDay

Learn more about reaching a bigger audience on social media in our ‘How to run a social media advert’ section.
Advocating for change

One of the primary objectives of the campaign is to influence decision-makers to develop and implement testing strategies.

Whilst, this may not be achieved by WHD, the awareness day does offer a good platform to start your advocacy activities.

The ‘Overcoming the barriers to diagnosis: The role of people living with viral hepatitis in finding the missing millions’ white paper should be used as a vital tool for your advocacy activities. Not only does it provide new evidence, it also includes recommendations on how to overcome them. Music to your policymaker’s ears!

Below we’ve outlined a handful of ways you can start advocating on WHD:

• **Organise a meeting with relevant decision-makers:** WHD is one of the only times you can somewhat guarantee that your policymakers will focus on hepatitis. Get in touch with the relevant decision-maker and outline the campaign for 2018. Highlight the launch of the new evidence and ask for a meeting on WHD to discuss the importance of screening campaigns – especially amongst hard-to-reach populations.

• **Talk to the media:** If that doesn’t work, get in touch with your local media. The more influential, the better. Instead of focusing on the evidence of the white paper, provide the real human stories of people being cured of hepatitis C or those who had their condition misdiagnosed or missed altogether. Media are an important group to engage to exert pressure on decision-makers. Check out the “How to work with the media” guide for more information.

• **Collaboration is key:** There are 300 million people living with viral hepatitis unaware. These 300 million are made up of women, children, people who inject drugs, people who have been subjected to unsafe healthcare practices, men who have sex with men, Indigenous populations, migrants, people infected with HIV/AIDS, amongst many others. The point is that isn’t just an issue for our community but for many others, who are all working to improve people’s lives. Joining with other organisations working in these issue areas is a useful way to tap into networks and spread messages. It also strengthens your advocacy cause. Ahead of WHD, identify 5 to 6 relevant organisations and invite them to join the quest to find the missing millions.

Successful advocacy can take years of hard work but starting out with a clear aim and evidence to back up your objective is half the battle.
Evaluating your World Hepatitis Day activities

Measuring the impact of your World Hepatitis Day activities will be critical in developing strategies and driving action to meet your overall objectives. It will also help show the impact of your organisation and support future campaign planning.

We’ve outlined a few things to keep in mind when you are planning and implementing your WHD activities.

- **Keep a log of activities:** Taking time to make notes after each activity or event will be critical to understand how effective your activities are. It also helps planning for next year’s WHD activities.

- **Get feedback:** We are all limited for time and resource, therefore our activities need to have the best bang for their buck. After your activity, get in touch with people and organisations you’ve worked with to get their feedback on what went well and what didn’t.

- **Measurement is key:** Demonstrating impact of your WHD activity can be tricky, especially when it comes to behaviour change. Use free tools like Google Analytics to measure your website traffic or Facebook Insights to review social media reach. Alternatively if you are holding an event, document the number of leaflets distributed or people who have attended. This WHD, we are also encouraging supporters to take part in testing activities – so don’t forget to keep an eye on the number of people tested.

- **Celebrate victories:** The hepatitis community is a dedicated group of individuals and organisations all striving to achieve a common goal. It’s so important for us all to share and celebrate our victories, so that others can learn and we can continue the momentum. Keep a log of key successes and share with the World Hepatitis Alliance so that they can share with the wider network.

Alongside these points, the World Hepatitis Alliance has developed a robust evaluation and monitoring framework for the Finding the Missing Millions campaign. It’s intended to monitor the progress of the campaign, understand what is working and what’s not, whilst allowing us to drive action to the 2030 goals. The framework will be developed around three main objectives:

- Policy change
- Increase in testing and linkage to care
- Public awareness

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To do this, we need your input. Over the course of the year we will be in touch with a couple of surveys to help understand the impact and shape the campaign. Here are a couple of example questions, which will help you measure your impact.

1. Did you use the Find the Missing Millions campaign on WHD?
2. Did you meet with a policymaker on WHD? If so, did you speak about the white paper?
3. How many people did you screen and test on WHD?
4. How many pieces of media coverage did you secure?

We recognise that everybody is extremely busy but it’s important that we work together. We will be in touch in the coming months to help you evaluate your activities. Don’t forget to put the dates in your diary!

• Benchmarking survey (April – June 2018)
• Campaign evaluation in August 2018
• Yearly findings in June 2019

The annual World Hepatitis Day summary report will be released following WHD and a Find the Missing Millions global impact report will be distributed at the end of the programme in 2021.
# How to organise an event

**Before the event**
Planning and preparation are key to making your event a success.

1. **Decide what, when and where:** Think about your campaign objectives and your target audience to help decide which type of activity will best help you achieve your aims. Consider engaging community organisations, public health services, schools, businesses or your local or national government. Remember that World Hepatitis Day falls on a Saturday this year – this may be beneficial for engaging your local community but if you are planning to organise activities in schools and businesses, you may want to consider holding an event during the week. Where you hold your event will depend on the type of activity you want to organise. Consider how many people the venue will hold, how easy it is to get to and if you need permission to organise an activity there.

2. **Map out your key milestones:** Create a timeline with the key actions that need to be completed and work out the detailed steps needed to achieve them. Think about the order in which related tasks need to be completed.

3. **Hold planning meetings:** Organise regular meetings with all relevant parties involved in your event. Work through your timelines and if there are any delays, adjust your plans accordingly.

4. **Involve local businesses:** Contact local businesses and see if they are interested in supporting your event. They could sponsor your event or offer their staff the opportunity to volunteer. (see more in ‘supporting WHD as a corporate’ section)

5. **Recruit volunteers:** You can always do with an extra pairs of hands at events. Advertise for volunteers online, in your local paper or on noticeboards. Contact your local university to recruit students to help out. Make sure everyone has a clear role and knows what is expected of them. Depending on your event, you may want to have healthcare providers on hand to provide medical advice or help test or vaccinate attendees.

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**Useful resources**

**Invite high-profile spokespeople such as celebrities, footballers or prominent religious leaders to attract public and media interest.**
6. **Cover your back:** If your event is in a public space, contact local authorities to get any permissions and assistance you need. This may apply to any public space, in particular for street rallies. You may also need special permission to organise a fundraising event. Check if you need to arrange public liability insurance for staff and volunteers. Conduct a risk assessment of your venue. Appoint first aid officers. Develop consistency plans in case of issues such as wet weather or low attendance. Find out if you need to put crowd or traffic control plans in place and if you need to consider waste management.

7. **Order your materials:** Make sure you arrange any equipment you need such as tables or chairs. Get merchandise printed and organise decorations. If you are providing refreshments, confirm these in advance.

8. **Promote your activities:** Don’t forget to promote your event far and wide to make sure people attend. Inform your local newspaper or radio station and publicise the event on social media. Invite local media to attend and cover your event. Get the word out about your event with posters and flyers.
At your event
There will be lots of things you need to ensure happen on the day to make your event a success. Include these in your planning.

1. **Arrive early:** Make sure everyone involved arrives in time to set up for the event. Hold a team briefing to ensure everyone knows what they should be doing, that any health and safety issues are covered and everyone is motivated. Circulate contact details of your staff and volunteers. Ensure everyone has a copy of the schedule and list of who is responsible for what.

2. **Greet your guests:** If you have speakers, performers or any media in attendance, make sure someone is responsible for greeting them and seeing to their needs. Depending on your event, you may want to have refreshers available and an area for your guests to relax. Make sure you have information about the event, viral hepatitis and details of your organisation to hand to respond to any questions from the media. If you have any VIP guests such as celebrities or politicians, you may want to interview them before the event.

3. **Be visible:** If your event involves the general public, make sure that someone is responsible for directing them. Ask your volunteers to wear branded T-shirts or hats so they are easy to spot in case anyone has questions and to further promote WHD. (See ‘campaign assets’ section for more details)

4. **Take photos and videos:** Remember to take lots of photos and videos of your event. Have these available in case media are interested in covering your event and if possible, share these in real-time on social media. Don’t forget to send them to the World Hepatitis Alliance and add to the Global Quest to the Find the Missing Millions interactive map to further promote your activities on a global scale.

5. **Be ready to react:** Even the best planned events can have unexpected things happen. Bad weather, last minute cancellations and poor attendance are all things you may have to deal with. Be ready to respond to these and where possible turn them to your advantage.

6. **Have fun!**
After your event

1. **Keep a record:** Along with your photo and video content, document the names of people who got involved and lessons learnt. Consider holding a debrief session to help plan for future events.

2. **Engage the media:** Follow up with any media you contacted and see if they are planning to run your story. If they did not attend the event, then offer to send them the story along with photos, interviews with key spokespeople and a list of participants.

3. **Follow up with your participants:** Thank your speakers, VIP guests, staff and volunteers. If you have collected contact details of people who participated, you may wish to follow up with them after the event.

4. **Add your activities to the Global Quest to Find the Missing Millions:** Share image, videos or a written summary of your activities on the interactive map. Showcasing your activities will help to share best practices and encourage others to join the quest as well as promote your involvement on WHD.

5. **Measure your impact:** Evaluating the success of your activities is crucial to understanding the impact we have together. (See ‘measuring your impact’ section for more details)
How to work with the media

Getting your story in the media can be a great way to raise awareness and advocate for change. Here are our top tips on how to engage the media:

1. **Know your story’s worth:** Journalists are always interested in new content for news articles or features. You need to make sure that your story is interesting, engaging and well-researched in order to make it into the news. This could be new statistics or data, events or human interest stories.

2. **Identify your target audience:** Think about who you want to reach as this will affect the type of media you approach. If you are targeting policy makers, you may wish to contact specialist political and healthcare media. If you want to speak to patients and the general public then newspapers, magazines and TV/radio would be best.

3. **Write your press release:** Press releases need to be short, punchy and full of information. Depending on your story, one page should be enough. Include quotes from prominent partners and supporters to give your story a human touch and remember to include the following:

   - Short title: pick an attention grabbing headline
   - Subtitle: tell your story in one sentence
   - Embargo date and time: if your press release is issued in advance, make sure you include an embargo so your story is published at the right time
   - Hooks: hooks are what makes stories interesting and relevant. Good hooks include topical issues, data, high-profile endorsement, patient stories and photos.
   - Boiler plate: include information about your organisation, contact details, website links and references. This helps to prove your credibility to the journalist and expands on the story if they need more information.

4. **Contact journalists:** Ask your network to help to find journalist contacts. Find out their preferred contact method. You may have more success if you call them first to explain why your story is worth covering and follow up by emailing your press release. Journalists work to very tight deadlines so make sure you are available to arrange interviews with your spokespeople or provide more information.

5. **Evaluate your success:** Review your media coverage and keep a record of the stories written. Share your coverage on social media to push your story even further. Consider following up with journalists to thank them for covering the story. Make a note of the journalists who covered your story to be able to contact them for future media outreach.
8 weeks to go
Think about your key objectives for the campaign and the messages you want communicate.

4 weeks to go
Identify and approach spokespeople and make sure they are fully briefed. Develop your press release and media materials.

1 week to go
Begin your media sell-in by contacting journalists with your press release and media materials (ensure the journalists are clear on the date you wish your story to be made public.)

6 weeks to go
Identify publications, journalists and bloggers you want to target.

2 weeks to go
If planning an event, issue a ‘save-the-date’ to targeted media. Start your blogger and media outreach. Ensure your spokespeople and key members your organisation are available immediately before and on the day your story will be made public.

On the day
If you are inviting journalists to an event, ensure you are available for them to contact throughout the day.

Post event
Conduct an evaluation of media coverage secured. Consider following up with a thank you note to journalists who covered your story or attended an event.

#findthemissingmillions #WorldHepatitisDay
Stories for WHD 2018

NEW DATA: Global barriers to diagnosis of viral hepatitis

On WHD the World Hepatitis Alliance will launch its white paper that includes key results from a global survey on barriers to diagnosis and recommendations on how stakeholders can help overcome them. Journalists want to report on new data that is relevant to their region. Use findings from the white paper and tailor your press release to include diagnosis statistics for your country or region. The country specific data will be available on the Find the Missing Millions webpage.

HUMAN STORIES: Late diagnosis impacting individuals’ lives

Human interest stories bring the issue to life. You could use case studies from people who had their condition misdiagnosed or missed altogether or stories of people being cured of hepatitis C.

1. **Prepare your case study:** Interview your case study to capture their story and write it up as a one or two page piece. Make sure the story is interesting and link it to recent news stories or policy updates around viral hepatitis. Include a paragraph about World Hepatitis Day and the Find the Missing Millions campaign.

2. **Contact journalists:** Create a targeted media list. To secure a feature, you need to contact journalists earlier than you would for a news piece. About 3-4 weeks before WHD will give the journalist enough time to interview your case study and write up the story. Note that many publications may want an exclusive case study that has not been featured in the media before. Your case study needs to be comfortable being photographer and interviewed by a journalist.

3. **Follow up:** Publicise your coverage. Share any successes with WHA so we can celebrate your work. Remember to thank the journalist and your case study.
How to write a case study
When writing-up the patient case study story you can ask the following questions to help get the information you need:

1. When did you first get diagnosed with viral hepatitis and which type of virus was detected?

2. What made you go and get tested?

3. Did you know much about viral hepatitis and the risk factors before you were diagnosed?

4. Describe your emotions and how you felt when you got diagnosed?

5. Describe your treatment pathway and how effective the medications were?

6. Following diagnosis did you experience any stigma from friends / family / work colleagues?

7. How has your life changed now and how healthy do you feel?

8. How has hepatitis affected your life overall?

9. Do you think World Hepatitis Day is important, and if so, how?

10. What do you think are some of the biggest barriers to increasing diagnosis?

11. If you could do one thing or pass on one piece of advice for others what would it be?
How to run a social media advert

If you have some advertising budget available, you can consider running social media adverts to raise awareness of the campaign or promote your event locally. Adverts are easy to set up and can help to reach many more people. Here is our guide on running social media adverts on Facebook:

1. **Create a fan page:** If your organisation doesn’t already have a fan page, you must create one. Facebook ads can only be attached to businesses and organisations, not individuals’ accounts.

2. **Create the ad campaign:** Get started by clicking the promote button at the top right of your fan page and selecting the ‘Ads Manager’. Make sure you choose the option for ads to appear on Instagram and Audience Network. This will extend the reach of your ads. Choose your objective. This is what you hope to achieve with the adverts and is likely to be sending people to your organisation’s website, increasing traffic to the Find the Missing Millions platform, raising attendance at your event or getting video views.

3. **Decide on your target audience:** Consider who you are aiming your advert at and select the appropriate demographics, such as region, age, interests or gender. If you are asking people to get tested, target your adverts at at-risk groups or if you want to encourage attendance at your event, target the local area and those with an interest in the cause. If you have a small budget, aim for an audience size of around 10,000. If you have a bigger budget, you can go between 500,000-1,000,000.

4. **Set your budget:** Set a daily budget and a fixed end date for the campaign. This will ensure you won’t spend more than your overall ‘Lifetime’ budget. If your objective is to increase traffic to a website, make sure you optimise the advert to charge for link clicks rather than impressions.

5. **Select your message and image:** Choose your layout (single image, video, image carousel etc.). We recommend you keep it simple if you’re new to social media ads. Upload an image. We have a range of graphics that are optimised for social media ads (square, 16:9 and 9:16 formats) or you can use your own. If you upload your own, ensure that text does not cover more than 20% of your image or the ad just won’t work. Add a headline that grabs your reader’s attention and include a call-to-action in your ad text. This could be ‘Take a 5 minute risk assessment’. There are also many different types of call-to-action buttons to add to the advert – ‘learn more’ may be most appropriate for your adverts.

6. **Monitor:** Keep track of how the ads go and use your lessons learnt to inform future advertising.
Thank you for your support on World Hepatitis Day 2018. If you have any questions, please contact us at:

contact@worldhepatitisalliance.org