World Hepatitis Day 2021
CAMPAIGN GUIDELINES

#WorldHepatitisDay
worldhepatitisday.org
Welcome to the World Hepatitis Day (WHD) campaign guidelines, provided by World Hepatitis Alliance (WHA).

We have produced a range of multi-channel campaign resources that you can use to raise awareness in your communities and online.

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Held on July 28 each year, WHD is our day to raise awareness of viral hepatitis. On this day we aim to unite the global community to demand action from decision makers globally to prioritise the elimination of viral hepatitis.

WHD is one of the World Health Organization’s officially mandated global public health days. It is a day when the world comes together to raise awareness of hepatitis, one of the most deadly and neglected diseases and health crises – one that is claiming a life every 30 seconds. Globally, 325 million people live with hepatitis, with more than 1.1 million lives lost each year to hepatitis B and hepatitis C. Yet, we have the tools to eliminate the disease by 2030.

On July 28, we raise our collective voices to call for more action for the people affected by hepatitis. Across the world, campaign supporters will raise their voices on social media, hold webinars, speak to the media and hold events to spread the message and raise awareness of hepatitis.
‘Hepatitis Can’t Wait’ is the new campaign theme to launch WHD 2021. This will bring WHA and our global network of over 300 members in nearly 100 countries together to lead the campaign internationally.

Launching in May, 2021 the Hepatitis Can’t Wait global campaign highlights the need to accelerate hepatitis elimination efforts, especially during the COVID-19 pandemic.

Alongside this, it will also highlight the social injustice and inequity caused by the current lack of action on hepatitis elimination and focus on the positive action needed to get on track to meet our 2030 elimination goals.
INTRODUCTION

**ACTION CAN'T WAIT**

With a person dying every 30 seconds from a hepatitis related illness – even in the current COVID-19 crisis – we can’t wait to act on viral hepatitis.

- People living with viral hepatitis unaware **can’t wait** for testing
- People living with hepatitis **can’t wait** for life saving treatments
- Pregnant mothers **can’t wait** for hepatitis screening and treatment
- Newborn babies **can’t wait** for birth dose vaccination
- People affected by hepatitis **can’t wait** to end stigma and discrimination

- Community organisations **can’t wait** for greater investment
- Decision makers **can’t wait** and must act now to make hepatitis elimination a reality through political will and funding.

This WHD campaign will passionately demand urgent action from all stakeholders and the population.
Policymakers can’t wait to act

2.3m
2.3 million people live with HIV and hepatitis C.

People who inject drugs can’t wait

1.1m
more than 1.1 million lives are lost each year to hepatitis B and hepatitis C.

NEWBORN BABIES CAN’T WAIT

43%
Only 43% of children receive the hepatitis B birth dose vaccine.
People in prison can’t wait

Every 30 seconds someone loses their life to a hepatitis related illness.

Pregnant mothers can’t wait

MEN WHO HAVE SEX WITH MEN CAN’T WAIT

7% of people living with TB also live with hepatitis C.

INDIGENOUS PEOPLE CAN’T WAIT

2.7m

2.7 million people live with HIV and hepatitis B.

INTRODUCTION
WHAT WE WANT TO ACHIEVE

World Hepatitis Day is our day to raise awareness of viral hepatitis. We aim to unite the global community to demand action from decision makers globally to prioritise the elimination of viral hepatitis.

We aim to:

1. To raise awareness of viral hepatitis
2. Communicate the urgent need for action on hepatitis now.
3. Reveal the social injustice caused by the lack of action on viral hepatitis
4. Raise the voices of the people and communities affected by viral hepatitis to demand positive action and fight stigma
5. Celebrate the global community combating hepatitis around the world
6. Call on policymakers, decision makers and global funders to join the fight to eliminate hepatitis
The campaign logo for Hep Can’t Wait is a core part of our campaign identity and should not be altered in any way.

The two exclamation marks in the symbol represent the ticking hands of a clock and reinforce our underlying theme for this campaign – urgency.

The campaign logo is available in three colour ways for use on different background colours – a primary campaign logo for use on light backgrounds and two reversed logos for use on Space Blue and Fire Orange.
Our campaign colour palette features a selection of attention-grabbing colours which are used to make this campaign bright, impactful and emotive.

For flexibility and range, tints of the campaign colour palette are permitted.
Our campaign font is Helvetica World.

Helvetica World is available in two weights – Bold and Regular and supports a large number of languages and writing systems from all over the globe.

If you do not have Helvetica World available to you, please either use the system fonts Helvetica Neue or Arial as a substitute.

Arabic
Helvetica World Bold

English
Helvetica World Bold
All human beings are born free and equal in dignity and rights.

Chinese
Helvetica Neue Bold
所有人类都是天生的，尊严和权利平等。

French
Helvetica World Bold
Tous les êtres humains naissent libres et égaux en dignité et en droits.

Russian
Helvetica World Bold
Все люди рождаются свободными и равными в своем достоинстве и правах.

Spanish
Helvetica World Bold
Todos los seres humanos nacen libres e iguales en dignidad y derechos.
SOCIAL MEDIA POSTS

A selection of images and headlines are available to be used – alternatively use our creator tool to produce your own materials.

When sharing any of our assets on social media always make sure to tag us @worldhepatitisalliance on Facebook and @hep_alliance on twitter and use the hashtag #WorldHepatitisDay.

Download and create customised social media graphics at worldhepatitisday.org/campaign

ADANA CAN’T WAIT

Adana has passed hepatitis B on to her children but doesn’t know it. Left untreated, their hepatitis could cause liver cancer.

Don’t wait. Get tested.

World Hepatitis Day – 28 July, 2021
#WorldHepatitisDay  worldhepatitisday.org

RODGERS CAN’T WAIT

Rodgers was born with hepatitis B but doesn’t know it. Left untreated, it could shorten his life.

Don’t wait. Get tested.
Treatment could save your life.

World Hepatitis Day – 28 July, 2021
#WorldHepatitisDay  worldhepatitisday.org
A selection of A4 size posters are available to download in six languages.

You can also create your own custom posters using our tool. You can translate and edit the text, add your organisation's logo and choose an image that is right for your community.

Download them now from worldhepatitisday.org/
FILMS

We have created a selection of short films to bring the Hep Can’t Wait message to life.

Each has two versions, one aimed at the general public to encourage testing and one aimed at decision makers demanding action.

These films are available to download and share within your communities online and in-person at meetings and community events.

If you would like support in adding subtitles in your language or on how to record a new voice over please email contact@worldhepatitisalliance.org for support.

You can download the films from worldhepatitisday.org/
ZOOM BACKGROUNDS

Two background options have been created for you to use when hosting webinars and online events/sessions/discussions as your backdrop.

Follow these steps to use:

1. Download the background from our website.
2. Upload the image file as your video camera backdrop. This function is available on most popular video conferencing apps and tools.
3. Start the conversation around hepatitis!

Our campaign zoom backgrounds and handy event guide can be found at worldhepatitisday.org
A series of GIFs will be available to share on social channels by WHA and Hep Can’t Wait including this one counting down the days (7, 5, 3, 2) until WHD.

Our campaign GIFs can be found at worldhepatitisday.org
CAMPAIGN ACTIVATIONS
JOIN OUR VIRTUAL RELAY

To show support of WHD you can join our virtual global relay across our social media channels.

Follow these steps to take part:

1. Create your video message as an individual or group. Keep to 30 seconds long.
2. Send your video recording to WHA with your preferred social media handle (optional) at contact@worldhepatitisalliance.org so that we can add any branding/graphics, tag yourselves and share them on our social media channels.
3. Share our posted content across your social media channels wherever possible.
4. Explore, interact with and track posts throughout the day to continue the conversation.

A full list of our campaign activations can be found at worldhepatitisday.org
To show support of WHD we have come up with a simple gesture that most people should be able to take part in on the day itself.

**Follow these steps to take part:**

1. Take a photo or video of yourself/yourselves intentionally and clearly posed pointing to the time. This can be any form of watch or clock. Take it in a clear space with a plain backdrop. Try to look stern/concerned in your facial expression and not too smiley as it’s a serious topic.

2. Upload the photo/video to your favoured social media channel(s) as a post or story.

3. Tag your photo/video with our hashtag #WorldHepatitisDay and add our branded stickers if using Instagram.

4. Share with your friends and followers.

A full list of our campaign activations can be found at worldhepatitisday.org
CREATE A 30 SECOND REEL

To show support of WHD you can create your own Instagram reel to share on social channels. 30 second reels are the perfect tool for this.

Follow these steps to take part:
1. Open the Instagram app and tap on the reels symbol.
2. Tap on the white icon to the left side of the screen which shows ‘15’ in a circular shape to change the length to 30 seconds. Customise any other settings and hit the record button.
3. Talk about what you are doing to mark WHD or how hepatitis has affected you.
4. Add the WHD and Hep Can't Wait GIF stickers to your reel with our hashtags #WHDRelay and #WorldHepatitisDay to share on your stories and pages.

A full list of our campaign activations can be found at worldhepatitisday.org
FRAME YOUR PROFILE PICTURE

To show support of WHD you can add a frame to your facebook profile picture.

Follow these steps to take part:

1. Open the Facebook app and to open your profile.
2. Tap on your profile picture and select ‘add frame’.
3. Search for the World Hepatitis day frame and select it. Customise any additional settings.
4. Tick ‘Share your update to News Feed’ and hit save.

A full list of our campaign activations can be found at worldhepatitisday.org
SIGN THE PLEDGE

To show support of WHD you can sign the pledge to join the mailing list with further information and updates throughout the campaign.

Follow these steps to take part:
1. Click the sign up button.
2. Fill in your contact information for updates.
3. Share the fact that you’ve signed the pledge on Twitter/Facebook/Instagram/LinkedIn/Whatsapp and ask your friends to join too.
4. Look at further information and campaign resources.

A full list of our campaign activations can be found at worldhepatitisday.org
HOW YOU CAN GET INVOLVED

One minute actions

- Take to social media and share one of our downloadable social media graphics with your followers. Don’t forget to tag us with #WorldHepatitisDay to join the online conversation.
- Send one of our graphics to your contacts via Whatsapp and encourage them to join the campaign.
- Sign the pledge on our microsite to join our mailing list to receive further information and updates throughout the campaign.

- Use Instagram’s reels function to create a 30 second story/reel. Use the #WorldHepatitisDay hashtag and add the WHD and Hep Can’t Wait GIF stickers to tag and share across channels.
- Add a Hep Can’t Wait branded frame to your Facebook profile picture to promote the campaign and WHD itself.
- Point to the time/watch/clock and share the photo/video on social media on WHD to show your support. Use the hashtag #WorldHepatitisDay and Instagram story stickers.
- Watch a video from our 30 second mini series ‘What is...?’ and share on social with friends and followers.
## HOW YOU CAN GET INVOLVED

### Ten minute actions
- Create a poster to put up at your local community centre, in your workplace or place of worship to raise awareness. You could also encourage pharmacists and medical professionals to display a poster in their pharmacy, clinic or hospital. The tool can be found at [worldhepatitisday.org](http://worldhepatitisday.org).
- Apply to light up a local landmark green in support of WHD. Visit our handy guide to see how at [worldhepatitisday.org](http://worldhepatitisday.org).

### Longer (10+ mins)
- Join our virtual global relay by submitting a 30 second video explaining what the elimination of viral hepatitis means to you. Use the hashtags [WorldHepatitisDay](https://www.worldhepatitisday.org) and [WHDRelay](https://www.worldhepatitisday.org) as well as tag us @worldhepatitisalliance and relevant organisations. People can share, explore and track posts throughout the day. These videos will be shown throughout World Hepatitis Day on the World Hepatitis Alliance social media channels.
- Ask your local billboard owners for advertising space to raise awareness of hepatitis on World Hepatitis Day. We have a guide on how to do this on [worldhepatitisday.org](http://worldhepatitisday.org).
- Hold an event or webinar to raise awareness of viral hepatitis. We have a handy guide which can help you create your event and download WHD Zoom backgrounds ready to use. Visit [worldhepatitisday.org](http://worldhepatitisday.org) for more info.
DON’T WAIT
TAKE ACTION

contact@worldhepatitisalliance.org
#HepCantWait