World Hepatitis Day
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.
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.
‘I can’t wait’ is the new campaign theme to launch WHD 2022. It will highlight the need to accelerate elimination efforts of viral hepatitis and the importance of testing and treatment for the real people who need it.

The campaign will bring the World Hepatitis Alliance and our global network of over 300 members across 100 countries together, to lead the campaign internationally.

On this day we aim to unite the global community to demand action from decision makers to prioritize the elimination of viral hepatitis – one of the most deadly and neglected diseases.

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.
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

INTRODUCTION

43%
Only 43% of children receive the hepatitis B birth dose vaccine.

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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

2.7 million people live with HIV and hepatitis B.

INTRODUCTION

30s

2.7m
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

IT’S TIME TO ACT
World Hepatitis Day logo

The World Hepatitis Day logo is a core part of our campaign identity and should not be altered in any way.

The symbol represents the world on its axis and is designed to be simple and recognisable globally.

The campaign logo is available in four colour ways for use on different background colours – a primary campaign logo for use on light backgrounds, and should be used where possible, a reversed logo for use on Space Blue and Fire Orange and mono white and black only versions to be used when colour printing isn’t available.
Hep Can’t Wait! logo

The campaign logo for Hep Can’t Wait is a core part of our campaign identity and should not be altered in anyway.

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 Fire Orange, Sky Blue and Apricot Orange are permitted in increments of 10%. Never use tints of Space Blue.
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.
SOCIAL MEDIA ASSETS

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/Instagram and @hep_alliance on Twitter and use the hashtags #WorldHepatitisDay, #HepCantWait and #ICantWait.

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

Social media posts

I CAN’T WAIT TO GET TREATED
I know that hepatitis is the leading cause of liver cancer. Getting treatment is the best way to protect myself.

Don’t wait. Speak to your health professional.

World Hepatitis Day – 28 July
worldhepatitisday.org

I CAN’T WAIT TO GET TESTED
I know that hepatitis is the leading cause of liver cancer. Getting tested is the best way to protect myself.

Don’t wait. Get tested.

World Hepatitis Day – 28 July
worldhepatitisday.org

I CAN’T WAIT FOR A WORLD WITHOUT STIGMA
So people with hepatitis can live freely.

World Hepatitis Day – 28 July
worldhepatitisday.org

I CAN’T WAIT TO TEST
It will help protect me and my unborn baby from hepatitis.

Don’t wait. If you’re pregnant, ask your health professional about hepatitis testing.

World Hepatitis Day – 28 July
worldhepatitisday.org

I CAN’T WAIT
The sooner I know I have hepatitis, the better chance I have of a long and healthy life.

Don’t wait. Get tested.

World Hepatitis Day – 28 July
worldhepatitisday.org

I CAN’T WAIT FOR A WORLD FREE OF DISCRIMINATION
So people with hepatitis can be free.

World Hepatitis Day – 28 July
worldhepatitisday.org
SOCIAL MEDIA ASSETS

Instagram stickers

We have created a set of five animated Instagram stickers, two for World Hepatitis Day and three for the Hep Can’t Wait! Campaign, which can be added to Instagram stories when sharing and promoting relevant content.

To use them follow these steps to use:

1. Open Instagram on your mobile device.
2. Tap the plus icon in the square on the home page and tap Story or tap the paper aeroplane icon when sharing existing content.
3. Select, share or create your content and tap the sticker icon, search hepatitis/World Hepatitis Day and select your desired sticker before sharing your story.
4. Don’t forget to tag @worldhepatitisalliance on Instagram.
GIFS

A series of GIFs will be available to share on social channels by WHA and Hep Can’t Wait including this one counting down to WHD (1 month and 7, 5, 3, 2 days).

Our campaign GIFs can be found at www.worldhepatitisday.org/campaign-materials/
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 www.worldhepatitisday.org/campaign-materials/
SHORT 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 www.worldhepatitisday.org/campaign-materials/
HERO FILM

We have created a longer 50 second hero film for this year's World Hepatitis Day I CAN'T WAIT campaign to bring this year's focus to life.

The film sheds a light on the community voices and people living with hepatitis who need testing and treatment. The film supports the need to accelerate elimination efforts of viral hepatitis by 2030.

The film is 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 hero film from www.worldhepatitisday.org/campaign-materials/
ZOOM BACKGROUNDS

Four background options have been created for you to use when hosting webinars and online events/sessions/discussions as your backdrop – two with all three logos and the other two with just the Hep Can't Wait and World Hepatitis Day logos on.

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 www.worldhepatitisday.org/campaign-materials/
POWER-POINT TEMPLATE

A set of four PowerPoint slides have been designed to be used and added to presentations including a cover slide, summaries of WHD and the Hep Can’t Wait campaign and two visual infographic pages.

Our PowerPoint template can be found at www.worldhepatitisday.org/campaign-materials/
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 with the #WorldHepatitisDay, #ICantWait and #HepCantWait hashtags.
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/get-involved/
POINT TO THE TIME

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 hashtags #WorldHepatitisDay, #HepCantWait and #ICantWait 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/get-involved/
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/get-involved/
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/pledge/
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, #HepCantWait and #ICantWait hashtags 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/poster/whd-a4poster/](http://worldhepatitisday.org/poster/whd-a4poster/)

- **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 and #WHDRelay 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

World Hepatitis Day – 28 July
Campaign guidelines

#WorldHepatitisDay
worldhepatitisday.org