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 (WHO) 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, more than 300 million people are living with hepatitis, and more than 1.3 million lives are lost each year to hepatitis B and 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 is now the world’s deadliest virus, after COVID-19. For World Hepatitis Day 2024, WHA, our partners, allies, and our 337 members in 102 countries are calling for action to end this entirely preventable disease.

Every year, 1.3 million people lose their lives to hepatitis – and new data from the World Health Organization shows the number of deaths is rising. With only six years left to meet the global goal of eliminating hepatitis by 2030, we are moving backwards.

On WHD we aim to unite the global community to demand action from decision makers to prioritise the elimination of viral hepatitis.

Together, we will provide a platform for this message, and make sure it is heard by those with the power to make real change happen. It will amplify the voices of people living with hepatitis demanding testing, treatment, vaccinations and the end of stigma. It will make it clear there is no time to waste, and that leaders, politicians, doctors and communities must act now.

People living with hepatitis are still not being heard or getting the resources they need, despite the global scale of the problem. This World Hepatitis Day, it’s time for action. Meet our 2030 elimination goals.
There are over 2 million new cases of hepatitis every year. It’s time for action.

Leaders. It’s time for action. Lead the conversation to prioritise eliminating hepatitis by 2030. We have the tools, now we need your influence.

Politicians. It’s time for action. Learn about hepatitis. Read up on the data. Commit to policies. Fund its elimination.

Doctors. It’s time for action. Test. Treat. Vaccinate. Healthcare professionals also have a huge role to play in tackling hepatitis stigma and discrimination.

Communities. It’s time for action. Use your collective voices to raise awareness of hepatitis and encourage everyone where you live to get tested.

INTRODUCTION
Leaders
it’s time for action

2m
There are over two million new cases of hepatitis every year.

Politicians
it’s time for action

1.3m
Every year, 1.3 million people lose their lives to hepatitis – and new data from the World Health Organization shows the number of deaths is rising.

Hepatitis is now the world’s deadliest virus, after COVID-19.

There are over two million new cases of hepatitis every year.

Over 300 million people are living with hepatitis.

Hepatitis is the leading cause of liver cancer.

INTRODUCTION
INTRODUCTION

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

Doctors
it’s time for action

HEPATITIS IS THE LEADING CAUSE OF LIVER CANCER

Hepatitis is now the world’s deadliest virus, after COVID-19.

300m
Over 300 million people are living with hepatitis.

World Hepatitis Day – 28 July
Campaign guidelines

#WorldHepatitisDay
worldhepatitisday.org
WHAT WE WANT TO ACHIEVE

This is our day to raise awareness of viral hepatitis. We aim to unite the global community to demand action from decision makers 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
CAMPAIGN VISUAL IDENTITY
LOGOS

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.

#WorldHepatitisDay
worldhepatitisday.org
Our campaign colour palette features a selection of attention grabbing colours which are used to make this campaign bright, impactful and emotive.

Space Blue
#26376B
R38 G55 B107
C98 M88 Y30 K17

Cotton White
#F8F4F1
R248 G244 B241
C2 M2 Y2 K3

Sky Blue
#5FBCFF
R95 G188 B255
C57 M14 Y0 K0

Fire Orange
#F94B35
R249 G75 B53
C0 M81 Y76 K0

White
#FFFFFF
R255 G255 B255
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/X and use the hashtags #WorldHepatitisDay.

Download and create customised social media graphics at www.worldhepatitisday.org/campaign-materials-2024/
SOCIAL MEDIA ASSETS

Instagram stickers

We have created World Hepatitis Day stickers.

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.
A series of GIFs will be available to share on social channels 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-2023/
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-2024/
We have created a hero film for this year’s World Hepatitis Day to bring this year’s focus to life.

The film demands action for people with hepatitis around the world, who are being left behind. It calls on everyone to do their part to eliminate this entirely preventable disease 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-2024/
ZOOM BACKGROUNDS

Zoom 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 www.worldhepatitisday.org/campaign-materials-2024/
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-2024/
ACTIONS YOU CAN TAKE
WRITE TO LEADERS AND POLITICIANS

Download our WHD letter template and tell leaders and politicians there is no time to waste – WHO’s Global Hepatitis Report shows they must take action on hepatitis policy.

Find the template at worldhepatitisday.org/advocacy-actions/

[Example letter template]

[Insert health minister or government official name]

Dear [insert name],

My name is [insert name] and I am writing on behalf of [insert civil society organisation], with the support of the World Hepatitis Alliance.

It’s World Hepatitis Day on 28 July and I am writing to urge you to support the fight against this preventable disease. Hepatitis is now the world’s second deadliest virus, after COVID-19. Every year, 1.3 million people lose their lives to hepatitis – and the new World Health Organization Global Hepatitis Report says the number of deaths is rising.

More than [insert figures] people in [insert country] are living with viral hepatitis. The majority are unaware of their status, and when testing and treatment remain beyond reach for most, they will not know until it is too late. More than a third will have their lives cut short by liver cancer or other forms of liver disease.

There is a cure for hepatitis C and a vaccine and effective treatment for hepatitis B, but health programmes are not sufficiently funded. Stigma and discrimination prevent many from accessing services and millions of our most vulnerable citizens are being left behind. There is a shortfall in action available between 2024 and 2025 to reign the trajectory needed to reach the Sustainable Development Goals.

We call on [insert country or state] to prioritize viral hepatitis elimination in the following ways:

- Promote greater public and political awareness of the importance of viral hepatitis B and C prevention, testing and treatment
- Substantially increase access to testing in community and health facility-based services
- Provide high-quality, evidence-based and affordable, people-centred hepatitis care services and prevention programmes
- Address stigma and discrimination faced by populations most affected by hepatitis in healthcare and society as a whole
- Strengthen community and civil society involvement in hepatitis programmes and create innovative partnerships to drive change

We look forward to your support this World Hepatitis Day and in the future. It’s time for action.

Yours sincerely,

[Insert name]

Gary James
CEO, World Hepatitis Alliance
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 and #WHDRelay 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/
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 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/
Support WHD by pledging to take an action! All pledges will join the mailing list providing 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. Choose an action you pledge to take for WHD.
4. Share your pledge on Twitter/Facebook/Instagram/LinkedIn/Whatsapp and ask your friends to join too.
5. Discover further information and campaign resources across the WHD site.

A full list of our campaign activations can be found at [worldhepatitisday.org/pledge/](http://worldhepatitisday.org/pledge/).
MORE ACTIONS

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 stickers to tag and share across channels.

- Download our WHD letter template and tell leaders, politicians and policy makers there is no time to waste – it’s time for action on hepatitis.

- Watch a video from our 30 second mini series ‘What is...?’ and share on social with friends and followers.

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**MORE ACTIONS**

**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/world-hepatitis-day-2024-a4-poster/](http://worldhepatitisday.org/poster/world-hepatitis-day-2024-a4-poster/)

- Apply to light up a local landmark green in support of WHD. Visit our handy guide to see how at 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

- 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 for more info.

**World Hepatitis Day – 28 July**

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IT’S TIME
FOR ACTION

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