World Hepatitis Day 2011
Summary report

This is hepatitis...

Hepatitis affects everyone, everywhere. Know it. Confront it.
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This is hepatitis...

World Hepatitis Alliance
Executive Summary

• July 28 2011 was the first official World Hepatitis Day, one of only four official World Health Organization disease-specific days. What in the previous three years had been only a community initiative is now a permanent official fixture.

• July 28 was chosen to mark the birthday of Professor Baruch Blumberg, who was awarded the Nobel Prize for his work in discovering the hepatitis B virus. On being told of this he said: ‘It's good to know that my birthday will be remembered in this unusual and unexpected way. We never thought this would happen when we were studying a strange protein from Australia.’ Sadly Professor Blumberg did not live to see the day, dying in early 2011.

• In addition to events around the world, WHO held a press briefing in Geneva to mark the day and Dr Margaret Chan, WHO Director-General released a video message.

• We estimate 90-95 countries participated but we only have reports from 81*, the following ones for the first time: Angola, Bolivia, Burkina Faso, Cote d’Ivoire, Cuba, D.R. Congo, Ecuador, Guatemala, Iraq, Kazakhstan, Madagascar, Malawi, Mauritania, Mongolia, Saudi Arabia, Senegal, South Africa, Tajikistan, Thailand, Togo and Uganda.

* This includes Hong Kong, Taiwan and Scotland. It does not include Cameroon, Israel, Kenya, Libya, Puerto Rico, Qatar, Slovakia, and Uruguay where World Hepatitis Day events happened last year. We know that events took place in some of them again this year but were unable to find any details.
Executive Summary

- At least 36 Governments took part - Algeria, Australia, Bangladesh, Brazil, Canada, Colombia, Cote d’Ivoire, Cuba, Ecuador, Egypt, France, Guatemala, Hungary, Indonesia, Iraq, Japan, Lebanon, Madagascar, Mauritania, Mexico, Mongolia, New Zealand, Peru, Philippines, Romania, Scotland, Senegal, South Africa, Spain, Taiwan, Uganda, Ukraine, UAE, UK, USA, Yemen. In other countries local government or quasi-governmental bodies participated.

- There were thousands of events worldwide. Inadequate reporting means that we cannot be more specific but we estimate the range as 5,000-30,000. The majority of events centred on broad awareness-raising but a significant number also offered free testing to those attending.

- Media coverage of the day was reported in all participating countries, which between them account for 84.9% of the total global population.

- There was widespread use of social media for the first time, especially Facebook, Twitter and YouTube. Groups, blogs, videos and PicBadges, even a virtual balloon race, were employed by WHO, the Alliance, patient groups, medical societies and individuals to create a sense of community participation.
On 28 July 2011, the World Hepatitis Alliance coordinated the fourth global World Hepatitis Day and the first working in partnership with the World Health Organization (WHO). The aim for 2011 was to continue to raise awareness of chronic hepatitis B and C around the globe and to drive policy change for improvements in health outcomes for patients. Together hepatitis B and C affect one in 12 people worldwide and kill approximately one million people every year¹.

Reference
Campaign Overview

How did World Hepatitis Day start?

World Hepatitis Day was launched by the World Hepatitis Alliance in 2008 in response to the concern that chronic viral hepatitis did not have the level of awareness, nor the political momentum, seen with other communicable diseases such as HIV/AIDS, tuberculosis (TB) and malaria. This is despite the fact that the number of people chronically infected with, and the number of deaths caused by, hepatitis B and C is on the same scale as these conditions. World Hepatitis Day has generated massive public and media interest, as well as support from governments, high-profile Non-Governmental Organisations and supranational bodies, such as the World Health Organization (WHO). To date, more than 1000 events have taken place around the world, from rock concerts and press briefings to ministerial meetings and fundraising initiatives. 2011 was the first year that World Hepatitis Day was recognised as an official world disease awareness day by WHO and its 193 member states.

Working with WHO in 2011

In May 2010, the World Health Assembly passed a resolution on viral hepatitis which, together with vital commitments on prevention, treatment and patient care, made World Hepatitis Day an official WHO awareness day. WHO is now working with the Alliance as a collaborating partner on WHD 2011.

In recognition of the birthday of Professor Baruch Blumberg, who won the Nobel Prize for discovering the hepatitis B virus, WHO decided that World Hepatitis Day should take place on 28 July. Sadly Professor Blumberg died in April 2011, and adding further poignancy to the date this year.
This Year's Campaign - This is hepatitis... Know it. Confront it. Hepatitis affects everyone, everywhere.

The 2011 theme for World Hepatitis Day is ‘This is hepatitis... Know it. Confront it. Hepatitis affects everyone, everywhere.’ This theme complements ‘Am I Number 12?’ which remains the principle awareness-raising campaign of the World Hepatitis Alliance and has been a central component of the World Hepatitis Day movement since its launch. This inclusive theme emphasises the scale of viral hepatitis (1 in 12 of the global population is chronically infected with hepatitis B or C) and helps combat the stigma often associated with hepatitis B and C by conveying the fact that these viruses do not discriminate.

‘This is hepatitis... Know it. Confront it. Hepatitis affects everyone, everywhere’ tells the global human story of viral hepatitis, focusing on the real life impact of these diseases in order to generate increased understanding among the general public. The theme aims to communicate the following messages:

1. Encouraging patients to speak out about their own experiences and to play a role in educating and supporting others (‘This is hepatitis...’).
2. Challenging individuals to become better aware and involved in tackling hepatitis (‘Know it. Confront it’).
3. Reinforcing the prevalence and global impact of hepatitis and reducing the stigma associated with these diseases (‘Hepatitis affects everyone, everywhere’).
Campaign Overview

Campaign materials

The World Hepatitis Alliance developed a range of campaign materials, including posters, postcards and web banners, to support local organisations in their communications around the 2011 theme. Also new for 2011 on the website was an online material creation tool, which enables patient groups to customise their own posters, mugs, postcards and other materials. This is a truly innovative step and one that the Alliance is proud to be able to host and make available to hepatitis patient group communities worldwide.

Landing Page

For World Hepatitis Day 2011 an official webpage was created to raise awareness and to resource patient groups with the campaign materials for this year. One of the main features of the page was a large clock counting down days and hours until the Day – the clock was then replaced by a message asking everyone to contribute to the summary report. With updates of their activities. The landing page also featured information about the involvement of the World Hepatitis Alliance and WHO in the campaign. Visit WHD 2011 landing page at: www.worldhepatitisday.info
In order to promote the first official World Hepatitis Day, the World Health Organization produced a campaign video with the financial support of the World Hepatitis Alliance. The video itemises all types of viral hepatitis (A, B and C) highlighting modes of transmission and preventive measures. Furthermore, the video called attention to the huge problem viral hepatitis poses, affecting everyone, everywhere.

The video can be watched at: http://bit.ly/mVP82p

As Director General of the World Health Organization, Doctor Margaret Chan recorded a supporting video for World Hepatitis Day explaining the impact of viral hepatitis on global health.

The video can be watched at: http://bit.ly/oXhFE2
Campaign Overview

Will one day change the world?

The World Hepatitis Alliance recognises that one day will not change the world. World Hepatitis Day is a stepping stone that focuses first on raising global awareness and then on securing international and national support for improvements in prevention, diagnosis, treatment, care and support for people living with chronic viral hepatitis B and C.

Where does World Hepatitis Day take place?

World Hepatitis Day is a global initiative and should take place in every country. All 193 countries that are Member States of WHO committed themselves to marking World Hepatitis Day when they adopted World Health Assembly 63 Resolution 18 and the resolution calls on WHO to provide support for the Day for those countries needing it. WHO has also sent out suggestions for marking the day through its Regional and Country offices.
The World Hepatitis Alliance was generously supported by a range of sponsoring organisations during 2011.

Premier Sponsors support the World Hepatitis Alliance and its campaigns with an unrestricted educational grant or contribution of €125,000 and above for one calendar year.

Campaign Sponsors support the Alliance and its campaigns with an unrestricted educational grant or contribution of between €75,000 - €125,000 for one calendar year.

Sponsors support the Alliance and its campaigns with an unrestricted educational grant or contribution of up to €75,000 or in-kind support for one calendar year.
The Alliance is proud to have ongoing partnerships with a large number of organisations in the hepatitis community as well as many non-governmental organisations. The following international groups have provided the Alliance with their endorsement:
“World Hepatitis Day 2011 Represents a major step forward for the hepatitis community. We now have an official focus for our awareness-raising to which all 193 members of the United Nations have committed themselves by adopting the World Health organization Resolution WHA63.R18.

As Dr Margaret Chan remarked, this is a community-led initiative and all of the patient groups around the world who worked so hard to persuade their governments of the need for this day and the need to give viral hepatitis a much greater global priority should be justifiably proud of this achievement. What makes it especially remarkable is that it is only the fourth official disease-specific day, alongside World AIDS Day, World TB Day and World Malaria Day.

This, however, is just the beginning. We have many more years of hard work to change the widespread ignorance about viral hepatitis, to overcome its associated stigma and to make real inroads into eradicating these diseases. But I have no doubt we will do it because what we, as a community, have achieved so far in such a short space of time, is really remarkable.”

Charles Gore, President of the World Hepatitis Alliance
“We are pleased to sponsor this first-ever World Hepatitis Day, as established by a World Health Assembly resolution in 2010.

Viral hepatitis is one of the most prevalent and serious infectious diseases in the world. It deserves much more attention, understanding, and action, and these are the goals we are aiming for today.

The initiative for this event originated with civil society activists, including the World Hepatitis Alliance and patient groups. They perceived a great need to increase awareness of viral hepatitis, the diseases it causes, and the discrimination often faced by patients. They wanted to see action against these diseases on several fronts. I agree entirely with these objectives, and with the slogan for today: Know it. Confront it. Hepatitis effects everyone, everywhere.”
“Across our Nation, millions of Americans are living with viral hepatitis. As many as three-fourths of Americans living with the disease are unaware of their status and are not receiving care and treatment for their condition. Raising awareness about hepatitis is crucial to effectively fight stigmas, stem the tide of new infections, and ensure treatment reaches those who need it.

On World Hepatitis Day, we join with people across our country and around the globe in promoting strategies that will help save lives and prevent the spread of viral hepatitis. We must work to reduce the stigma surrounding hepatitis, and to ensure that testing, information, counselling, and treatment are available to all who need it.”

NOW, THEREFORE, I, BARACK OBAMA, President of the United States of America, by virtue of the authority vested in me by the Constitution and the laws of the United States, do hereby proclaim July 28, 2011, as World Hepatitis Day. I encourage citizens, Government agencies, non-profit organizations, and communities across the Nation to join in activities that will increase awareness about hepatitis and what we can do to prevent it.”
"With more people being tested for hepatitis C, and treatments improving all the time, an early diagnosis can make a real difference. But it’s critical that people who could be at risk continue to be tested, as it’s a disease which can go undetected for years. We are looking at how we can strengthen efforts to prevent and control hepatitis C in the future, as part of our strategy for combating liver disease.

But today, on World Hepatitis Day, I urge everyone who could be at risk to go and get checked out."

David Cameron
Prime Minister of the United Kingdom
Activities around the world
Algeria

• The national association SOS Hépatites Algerie (ANHC) led a week-long media campaign leading up to World Hepatitis Day in their efforts to raise awareness of the diseases in the country where as Abdelhamid Bouallag, president of the association, declared: “1.5 million people are infected”. The campaign included awareness raising TV and radio ads as well as over 10,000 posters put up around the country. Various articles were also published calling for the government to urgently put in place the hepatitis national plan developed back in 2005 and announcing the intention of the ANHC to organise a sit-in demonstration at the Ministry of Health in September if no serious actions to tackle these diseases are taken.

• On 28th July, the day was opened by a round table debate attended by MPs, journalists and Ministry of Health representatives, which lasted until early in the afternoon and the rest of the day was dedicated to a testing campaign on the beach where thousands of people were tested for free. An awareness raising competition was also organised involving 10-question fliers about hepatitis B and C circulated to tourists in the morning and prizes such as t-shirts and caps distributed to participants able to answer more than four questions.
Angola

• World Hepatitis Day was featured by the Angolan media, including the official national news agency ‘ANGOP’ and the countrywide circulation newspaper Jornal de Angola. Most news focused on the lack of knowledge about chronic viral hepatitis, the immense number of patients around the world and the diversity of transmission routes of each type of hepatitis.
Argentina

• Following the success of previous years, the group Fundación HCV Sin Fronteras carried on with their online get tested campaign ‘Si tenés dudas, Hacete la Prueba’ (if you have doubts, get tested) targeting risk groups. Hospitals and health centres across the country handed out information about chronic viral hepatitis with the support of local patient groups and NGOs. Also, a national congress was held in Buenos Aires to discuss the impact of hepatitis in society.

• In the province of Buenos Aires information stands set up in Moreno y Peatonal Square and Peatonal San Martin were offering free screening and hepatitis B vaccination. While people waited to get tested / vaccinated, theatre acts were performed to draw attention to the issue of hepatitis. Fundación HCV Sin Fronteras also collected signatures for a petition to ensure that government asked civil society to input into a national hepatitis strategy which is being developed.

• In Rosario, province of Santa Fe, a lecture on the theme of chronic viral hepatitis was held in the local university and free screening was available in Montenegro Square – both initiatives were supported by Hepatitis Rosario group.

• In the province of Formosa, a seminar was held in the Hospital Central de Alta Complejidad to inform everyone who attended the event about viral hepatitis.

• A press conference took place at the Argentinean Society of Liver Diseases as well as an update event on the impact of viral hepatitis on the individual and on society. Additionally, TV channel ‘Canal 3’ from Rosario broadcast a show on the topic of hepatitis.
**Australia**

- World Hepatitis Day (WHD) in Australia was coordinated nationally by Hepatitis Australia and supported by their member organisations and a wide range of partner organisations as well as services. ‘Love Your Liver’ was the theme chosen to raise awareness of hepatitis within the context of liver health and a new ‘Love Your Liver’ website went live prior to WHD as part of a social media campaign that also included Facebook and Twitter. Additionally, Hepatitis Australia developed a mascot ‘O’Liver’ as part of an engagement strategy for community events with its ‘adventures’ being recorded across the country.

- The national launch of WHD took place on the lawn of Parliament House Canberra; a month later the official launch of the ‘Love Your Liver’ campaign was held in Sydney. Hepatitis Australia also hosted a National ‘Love Your Liver’ webinar which featured Dr Joanna McMillan, official nutritionist of the *Today Show*. Dr McMillan discussed the functions of the liver in broad terms and offered simple steps for better liver health. Once again, ‘Pharmacy Guild’ supported the campaign by distributing posters to every community pharmacy in Australia. Further posters and a range of other materials including balloons, lapel pins, temporary tattoos and T-shirts were distributed to organisations and individuals holding events as well as hospitals, clinics, shopping malls, libraries, universities and community centres. Hundreds of local community events ran across Australia for WHD and several states had their own official launch.

- As part of this year’s events, ‘Love Your Liver’ lunches were held, incorporating quizzes and games, music as well as dance events and ‘street shot’ exhibitions ran in four states featuring photographs taken by young people of their interpretations of viral hepatitis harm reduction and prevention. ‘Think before you ink’ and ‘plan before you pierce’ awareness raising events were also conducted, focusing on the dangers of unsterile tattooing and piercing. A 12-week youth theatre program to engage young people was held as well as art therapy workshops, mural painting and children’s colouring competitions. Smartphone and video animations were developed to raise awareness of hepatitis during the week and sports events proved a successful tactic for reaching younger people with hepatitis messages. In addition to the online media, many of the community events were reported in local print media.
Austria

• This year Hepatitis Hilfe Österreich (HHÖ) held a liver-health-check corner on a busy square in Vienna on July 28th. Hundreds of passersby had their blood tested for hepatitis and the Viennese Sick Fund social consultants provided professional advice. Moreover, various famous musicians engaged actively on a stage nearby in an Open Air Concert to raise awareness.

• At the event a model of a "walk-in liver" showed what healthy or diseased liver cells look like and an arts & craft tent was available to children where they could creatively express their experience of “my liver and me”. Members of the Austrian Workers’ Samaritans Association provided information about their services and distributed small free gifts and flyers.

• A press-conference chaired by HHÖ’s president Angelika Widhalm with Dr. Petra Munda and Dr. Reinhard Marek from the Viennese Sick Fund supported by prominent personalities in Austria such as a famous radio moderator, musicians and the founder of the Austrian House of Integration ‘Willi Resetarits’. The conference brought public and political attention to viral hepatitis and three TV networks, various radio stations as well as a great number of lay print journals and magazines, covered the story.
Azerbaijan

• The Azerbaijan Medical Doctors and Students Public Union in collaboration with Ireli Public Union and the Scientific Centre of Surgery organised several events dedicated to World Hepatitis Day.

• Seminars were held for teenagers and youngsters informing them about viral hepatitis and ways to prevent these diseases. Medical personnel were invited to attend a forum on this topic aiming to inform them about their safety as well as their patients’ safety. These events were held in Azerbaijan’s major cities such as Baku, Sumgait and Ganja.

• Additionally, an awareness raising rally was organised on July 28th and leaflets were distributed. A World Hepatitis Day press event was held and most national newspapers and TV stations took part on it.
Bangladesh

• Liver Foundation of Bangladesh (LFB) observed the day with different events to strengthen the prevention, screening and control of viral hepatitis in the country. Their campaign included seminars, free screening of 1,000 Dhaka University students, free distribution of hepatitis awareness leaflets, umbrellas and souvenirs, mobile hepatitis awareness booths in the city of Dhaka for three consecutive days, awareness banners, and TV & Radio programs.
• LFB also secured the support of the President and the Prime Minister of Bangladesh, as well as WHO’s country representative and other senior policy makers who provided statements for a WHD official brochure. The brochure included a statement from the president of the World Hepatitis Alliance.
• Leading Rock Band Artcell performed a concert in Chittagong city wearing “This is Hepatitis…” T-shirts. They informed the audience about hepatitis and distributed T-shirts to their fans.
• The most exciting part of this comprehensive WHD campaign was LFB’s participation in ‘Ke Hote Chay Kotipoti’, the Bangladeshi version of the renowned reality TV show ‘Who wants to be a millionaire’, where the message of World Hepatitis Day was conveyed to millions of viewers. You can find more information about this campaign and a photo album of the events at: http://on.fb.me/nv4dfu.
Belgium

• The national francophone organisation Carrefour Hépatites – Aide et Contact (CHAC) organised a march on Tuesday 19th July from ‘place du Luxembourg’ in the centre of Bruxelles to the Ministry of Health where a cow’s liver was symbolically placed at the door. The pacifist demonstration in which mainly patients participated was entitled ‘La révolution des foies’ (The livers’ revolution) and participants wearing t-shirts featuring the logo of the organisation carried liver shaped banners and also banners featuring the theme of this year global campaign ‘hepatitis affects everyone, everywhere. Know it. Confront it.’

• A delegation of patients was received by the Government in the afternoon to voice the claims of the hepatitis community. Complaints were also made about the World Hepatitis Day change of date to the 28th July because government officials are on holiday which reduces the impact.

• The campaign also included the publication of an article in one of the national newspapers ‘La Libre’ raising awareness about the hepatitis situation in Belgium where it is estimated that 80,000 people with hepatitis C remain undiagnosed. It also warned readers that Belgium is lagging behind in the fight against hepatitis compared to its neighbouring countries especially in terms of testing and access to treatment.
Bolivia

• The Non-Governmental Organisation Manodiversa marked World Hepatitis Day with a press release using the worldwide campaign theme and logo ‘This is hepatitis… Hepatitis affects everyone, everywhere. Know it. Confront it.’

• The local media, such as the newspaper ‘La Patria’, featured information about the first World Hepatitis Day supported by the World Health Organisation as well as the need of a coordinated global approach to tackle viral hepatitis.
As in previous years, the Chronic Viral Hepatitis Patients Association ‘B18’ marked World Hepatitis Day by placing an informative stand in Banja Luka square. On this occasion, they distributed brochures on viral hepatitis B and C to inform passersby about these diseases, their transmission modes, testing, treatment and the consequences of lack of treatment. By the end of the day, about 3,000 brochures and 500 condoms were given away.

The Clinic for Infectious Diseases in Banja Luka also took part in the event by providing free and anonymous testing for hepatitis B and C. The whole event was covered by radio and TV stations as well as newspapers.
Brazil

• The group C Tem Que Saber C Tem Que Curar marked World Hepatitis Day (WHD) with a mammoth campaign in 23 cities and towns in 6 different states in Brazil. They had the support of local and state governments as well as other organisations. As part of their initiatives, 1 million information leaflets were handed out in toll booths around the region of Campinas and 160,000 quick hepatitis C screening tests were performed. Moreover, July marked the beginning of a four year campaign to screen health care workers in the country for hepatitis B and C. The events had immense coverage on the main regional and national media networks, such as TV Globo and helped to consolidate hepatitis patients’ right. The media was also used to denounce issues regarding access to treatment, which led the Ministry of Health to prolong cost free treatment from 48 to 72 weeks.

• Once again, Esperança group held a campaign in partnership with Santos Football Club and many other stakeholders in which a football game at the ‘Vila Belmiro’ stadium raised awareness of hepatitis C amongst the 20,000 spectators as well as the millions watching the game. The Brazilian Hepatology Society joined the event with its campaign ‘para quebrar o silêncio sobre a hepatite C’ (to break the silence about hepatitis C) and the Minister of Health Alexandre Padilha went to the stadium to support the initiative. Also, this year Wilson Piazza, Carlos Alberto Torres, Jairzinho e Dadá Maravilha supported the Federation of Professional Athletes Associations campaign to raise awareness about hepatitis C risk because most Brazilian athletes were at serious risk from the 1960s till the 1980s as a result of sharing medical treatment needles.

• On WHD, the group Hércules in partnership with other organisations and prominent individuals carried out screening tests and vaccinated about 400 people against hepatitis B in Florianópolis. The group also took part in several TV and radio interviews to promote the events and raise awareness of chronic hepatitis.

• In the state of Ceará, the organisation ‘ABC Vida’ partnered with the local government and other entities to held a series of events on and around WHD, such as a bazaar in Ferreira square and tribute ceremonies. Furthermore, players of the Ceará Sporting Club wore the message ‘Brazilian Campaign against Hepatitis C’ during a game held on July 28th at the Vargas President Stadium.

• One of the main current affairs shows in Brazil, ‘Fantástico’, broadcast a series of reports entitled ‘Hepatitis – ignored epidemic’ with the well-known Doctor Dráuzio Varella, which helped to raise awareness nationwide about the enormous problem faced by the country.
Bulgaria

• In order to reach out to a significant number of people, the group HepActive created a social media campaign for World Hepatitis Day using Facebook and online forums as their main venues. Additionally, a representative of the organisation attended a press conference at ‘Radio Varna’ alongside the most prestigious gastroenterologists in the country to discuss hepatitis and related issues, such as treatment. As part of their campaign, leaflets were distributed to major hospitals, laboratories and dentist clinics in the capital Sofia as well as other cities.

• The group Hepasist also attended the press conference in Varna, where they announced their initiatives to mark World Hepatitis Day, including free and anonymous testing for hepatitis B and C as well as consultations with leading gastroenterologists in Sofia, Varna, and Plovdiv.
SOS Hépatites Burkina, newly established in response to the huge health problem that viral hepatitis represents both nationally and in the whole of Africa, made a vigorous call to their Government on World Hepatitis Day to address the blatant lack of awareness amongst the population.

A press release was published in three of the most popular national newspapers ‘Le Quotidien’, the ‘Observateur paalga’ and ‘Le Pays’ in an effort to reach the public and raise awareness of these diseases in the country where according to the organisation “it is estimated that 1,600,000 people are infected with hepatitis B”. They called for the government to recognise viral hepatitis as a health priority and implement a specific national programme in addition to the already existing National Health Development Programme.
• The Minister of Health Leona Aglukkaq highlighted this year’s slogan ‘Hepatitis affects everyone, everywhere’ in her speech during World Hepatitis Day (WHD) - several issues related to hepatitis B and C were highlighted such as modes of transmission, the need for screening and government funded community programs targeting hepatitis C across the country. The Minister also invited all Canadians to consult their doctors to learn more about hepatitis and extended her appreciation to all community organizations in Canada that work to help those infected with, and affected by, the diseases.

• As in previous years the Canadian Society for International Health took the lead coordinating World Hepatitis Day activities in Canada and a variety of education and awareness events were celebrated by local community groups in British Columbia, Alberta, Quebec, Ontario, Nova Scotia and the Northwest Territories.

• Many initiatives were celebrated with barbeques, public talks, distribution of materials and displays of posters as well as screening and booths to provide information about prevention and treatment. Also, media outlets in the country featured this year’s campaign and marked WHD.
Chile

- Free screening to detect hepatitis C were conducted in a series of clinics and public hospitals in the areas of Valparaíso, O’Higgins and Bio Bio.

- The president of the Chilean Society of Gastroenterology and specialist of the ‘Red Salud UC’, Doctor Alejandro Soza, highlighted the need to improve information access and the importance of WHD in raising awareness.

- Several Chilean media outlets covered WHD, drawing attention to the status of viral hepatitis in Chile and the availability of treatment.
China

• Beijing Yirenping Center carried out a series of activities to celebrate World Hepatitis Day (WHD). One of the main awareness raising initiatives was the ‘inviting people to dinner’ campaign, which encouraged passersby to have dinner with hepatitis B patients in an attempt to de-stigmatise the disease. This initiative was held in 15 major cities such as Beijing, Guangzhou, Shanghai, Hangzhou and Tianjin, and it was reported by several newspapers which prompted considerable public engagement. Moreover, on WHD and the day before, the Yirenping Center provided assistance in two lawsuits fighting against hepatitis B discrimination in Xi’an and Chengdu that had raised social concerns and received widespread media coverage.

• A hepatitis B animation called ‘Demystifying Hepatitis B’, chiefly made by the Asian Liver Center at Stanford University with hepatitis B patients, was officially broadcast online on July 28th and free downloads were available for the worldwide Chinese-speaking community. One of the most prominent newspaper in China, The New Beijing News, highlighted the animation, which was widely disseminated on plenty of domestic websites. The second most popular website in China (Sohu) even created a special webpage for the animation.

• To mark the first WHO-Supported WHD, the Ministry of Health initiated an extensive media campaign targeting local newspaper, radio and TV programs throughout China. In Beijing, copies of a new book addressing hepatitis prevention, written by dozens of famous hepatitis specialists, were handed out in Xi Yuan hospital. Hepatitis specialists also played their part in the campaign, organizing group meetings for patients to upgrade their knowledge on hepatitis. Additionally, doctors provided mass consultations and screening tests to hundreds of patients.

• The Chinese Foundation for Hepatitis Prevention and Control and the Jilin Department of Health co-organised a 100 day long celebration campaign for WHD aimed at improving people’s understanding of hepatitis. During the event, patients also had a chance to participate and share their stories. Students from FuDan university went to Xidu in Shanghai and helped the campaign, distributing leaflets about hepatitis to the many visitors.
Colombia

• This year, the Asociación Colombiana de enfermos Hepáticos y Renales and the Asociación Colombia Saludable worked together to mark World Hepatitis Day (WHD) calling for specific measures to fight chronic hepatitis in Colombia, for example extending the coverage of hepatitis B vaccination and its integration into national immunization programs. In the aftermath of the campaign, civil society called for the Colombian Government to respond to this ‘SOS’ and recognize hepatitis as an important public health problem. Additionally, Gonzalo Guevara, president of the Asociación Colombiana de Hepatología (Colombian Association of Hepatology) disclosed some alarming data about the increase of hepatitis B prevalence in the last five years amongst young individuals between 15 and 30 years old, which emphasised the need for vaccination against hepatitis B.

• In support of WHD, the national health system of Colombia (EPS) started an initiative named ‘Infórmate contra la Hepatitis’ (Get informed about hepatitis) aiming to raise awareness of chronic hepatitis - the Social Welfare Fund of Communications delivered the campaign throughout the country highlighting prevention measures. Furthermore, the Health Department of Huila organised a conference to inform health care workers about chronic hepatitis and bring their attention to several issues such as strengthening prevention, extending hepatitis B vaccination and coordinating a global approach to tackle hepatitis.

• Finally, Doctor Luis Gerardo Castellanos from the Pan-American Health Organisation stressed the importance of WHD to raise awareness of the serious problem the community faces and to bring this issue to the attention of decision makers as well as health institutions.
Cote d’Ivoire

- World Hepatitis Day was celebrated on 28th July in Cote d’Ivoire at the hospital of Cocody in Abijan where Dr Allah Kouadio Emile, National Hepatitis Program Director and Coordinator, gave a statement to the press stressing the urgent need to tackle viral hepatitis in the country - especially in terms of access to treatment - which has a prevalence rate of 8% to 10% representing approximately 2 million infected people. Prof Koffi Justin, Head of Cabinet of the Minister of Health and fight against AIDS, was also present and together they asserted the commitment of the state to fight these diseases.

- An awareness raising short film about treatment of viral hepatitis was shown, information leaflets were distributed and all attendees - approximately 300 people including patients and health professionals – were encouraged to get tested and vaccinated.
Croatia

• This year the initiatives in Croatia were aimed at raising awareness about viral hepatitis as a big public health problem that has a social-political dimension related to discrimination and human rights violation. Hence, their campaign highlighted the need for information to combat stigma.

• The central event of the Croatian World Hepatitis Day was an awareness raising festivity that took place at the Zrce beach (Pag Island) organized by the group Hepatos. The well-known popularity of the Zrce beach among young people during the summer was the main factor behind this choice.

• As a part of this initiative, counselling and free/anonymous hepatitis C testing were available at the Red Cross tent. Dr. Antoinette Kaic-Rak, head of WHO Croatia Country Office, and Prof. Dr. Adriana Vince, head of the Referral Centre for Viral Hepatitis, were at the event showing their support.

• Aside from the beach initiative, several other activities were held in Croatia, such as a symposium in Zagreb and information days in Krizevci, Durdevac and Koprivnica. Additionally, Hepatos sent over 650 letters to Members of the Croatian Parliament, the National Institutes of Public Health, hepatologists, government representatives, decision makers and the media aiming to focus their attention on World Hepatitis Day.

• Furthermore, Hepatos Rijeka organised a local media campaign in the Rijeka and Primorsko-goranska county with the cooperation of local TV stations ‘Kanal RI’ and ‘Ri TV’ as well as the local newspaper “Novi list”. They informed people about World Hepatitis Day and invited everyone for free and anonymous hepatitis B and C testing.
Cuba

• Public authorities in the city of San Nicolás and the local community celebrated World Hepatitis Day for the first time, creating the opportunity to discuss specific measures on prevention and control of viral hepatitis as well as integrating hepatitis B into the national immunisation calendar. Also, activities involving youngsters were held at José Martí park.

• The Public Health Director in San Nicolás, Yaima Madruga Barrios, declared to the local press that from now on all actions regarding hepatitis will be scheduled around WHD.
D.R. Congo

• The newly established NGO Encadrement des Personnes Infectées par l’Hépatite (EPIH), carried out a three-day-long awareness raising campaign from 26th July up to World Hepatitis Day on 28th July in the eastern city of Goma.

• Round table debates aimed at raising awareness of the impact of the diseases were organised during the whole day on 26th July around the topic ‘How does hepatitis hinder development in our country?’ with nearly 100 university students participating.

• On the second day, 27th July, members of the organisation visited 58 patients’ homes to offer moral and spiritual support but also advice on how to best manage their disease. This was also a great opportunity to raise awareness amongst other family members. On the same day, 300 posters featuring this year’s campaign slogan ‘Hepatitis affects everyone, everywhere. Know it. Confront it’ were put up around the city.

• On World Hepatitis Day, 28th July, EPIH organised a conference under the theme ‘Don’t let hepatitis tear your life apart’ where 12 families affected by hepatitis were invited to share their experience in the presence of the press.
Ecuador

On the occasion of World Hepatitis Day, the Ministry of Health prioritised the integration of sanitary measures, early diagnosis, treatment and a national policy for hepatitis prevention and education that will secure universal access to hepatitis B vaccination. Additionally, the Ministry of Health announced plans to vaccinate all its employees as well as every single newborn in the Amazon region of Ecuador.
• At a press conference held by the National Committee for the Control of Viral Hepatitis (NCCVH) to mark World Hepatitis Day, Gamal Esmat from the Association of liver patients care – Dakalhia stated that more attention must be paid to the prevention and treatment of hepatitis C in Egypt. He also announced that hepatitis C prevalence is more than 10 percent in the country and it is the health challenge that tops Egypt’s national priorities. During the event information was shared on progress in treating hepatitis C via a National Project launched by the Health Ministry in April, involving free distribution of anti-viral drugs. Furthermore, there was general agreement on the need to align government and community to raise more resources toward tackling hepatitis C.

• According to Gamal Esmat, eliminating discrimination against hepatitis C patients is another important issue that needs to get more media attention as public and private employers refuse to take employ patients due to the fear of disease transmission. He added “Nobody has the right to deprive 10 percent of Egypt’s population from taking part in society for reasons that are not based on medical facts.” Considering the lack of awareness about hepatitis in the country and based on the adage “prevention is better than cure”, Professor Mohamed Kamal Shaker announced NCCVH will launch a media awareness campaign in the near future. He urged the media to take an active role in campaigns to educate the public on how to prevent the spread of hepatitis C.

• A ceremony was held at the East Mediterranean Regional Office (EMRO) of the World Health Organisation in Cairo to celebrate Word Hepatitis Day. Several key figures, including the Minister of Health and foreign experts, such as the head of the WHO viral hepatitis unit Dr Wiersma, attended the event, which highlighted that around 350 million people suffer from chronic hepatitis B and around 170 million from chronic hepatitis C worldwide. Egypt is at the very top of the list of countries affected by hepatitis C with prevalence reaching 14.7% of the population. On the occasion, the Egyptian government committed itself to substantially reviewing their hepatitis strategy in order to curb the disease.
European Union

• Mr. Alojz Peterle MEP, former Prime Minister of Slovenia and long-standing supporter of the fight against viral hepatitis, stressed the need for an EU political commitment to screening in an opinion piece in the European Voice, which is one of the main EU publications. The latest issue was published online on the occasion of World Hepatitis Day.

• The European Centre for Disease Prevention and Control (ECDC) brought attention to the global health problem posed by viral hepatitis and emphasised the great challenge ahead of Europe to improve currently weak hepatitis surveillance.
Former Yugoslav Republic of Macedonia

• On July 28th the group HEPTA held a press conference at the Red Cross located in the city of Ohrid, which was attended by journalists from many local and national media outlets such as ‘Sitel’, ‘Time’, ‘Info’, ‘Inpress’, ‘Kurier’, ‘Doctors’, ‘MTV1’, ‘Ohridnjuz’ and ‘MIA’. A forum was organised in the evening to stress the hepatitis situation in the country as well as to highlight activities undertaken by NGOs, particularly HEPTA, Option Ohrid and the Red Cross in improving education, prevention and better treatment of hepatitis patients. Various authorities and stakeholders participated in the event, including the World Health Organization country representative.

• On the beach beside the Ohrid Lake shoreline and in the city centre educational flyers were distributed to raise awareness of hepatitis amongst the general population. A similar initiative took place in the city of Struga, where the leaflets distributed were written in both Macedonian and Albanian because of the large Albanian speaking population.

• A mini survey with 4 questions was carried out in Ohrid targeting passersby and a symbolic pen as well as a cup or shirt were given to those who answered the questions. The survey showed that from 65 respondents, 58 think that infectious hepatitis have symptoms, whilst 20 do not know how it is transmitted.
France

• The vice-president of the French patient association SOS Hépatites Fédération Michel Bonjour, together with Professor Daniel Dhumeaux, led the conference on World Hepatitis Day, which was celebrated in Paris on May 25.

• This was an initiative of the French Ministry of Health as part of the first official WHD and Nora Berra, Secretary of State for Health, opened the conference with a speech emphasizing the magnitude of the diseases both nationally and globally as well as the significance of this day having been endorsed by the World Health Organisation as one of their 6 official days.

• The conference brought together key players in the field of hepatitis in Europe and featured a number of very informative presentations on prevention, testing, new drugs, treatment and the importance of effective cooperation between health professionals for better patient care. The Alliance was delighted to participate and presented on the place and role of patient associations alongside its members.

• Round table debates also took place with Eric Merlet, Director of SOS Hépatites Fédération, moderating a discussion on the deployment of the national plan regionally.
Georgia

• On the occasion of World Hepatitis Day, the newspaper Georgia Today provided an insight on how hepatitis C is perceived and treated in the country. They also brought attention to the fact that the government only subsidises in-patient treatment and that private insurance companies do not finance patients with hepatitis C at all. Lali Sharvadze, the head of the Dispensary Department at the Infectious Diseases, Aids & Clinical Immunology Research Centre, explained that one of the most critical problems with treating hepatitis C patients is the lack of symptoms, sometimes for decades, making it a quiet disease.

• A petition addressing the Georgian government began to be circulated on World Hepatitis Day asking for the recognition of hepatitis C patients as a public responsibility. The petition specifically asked for a hepatitis national strategy, a survey to reveal the accurate incidence of hepatitis C and assurance that the current social insurance programs will make early diagnosis, monitoring and treatment services accessible.
Germany

• The motto of the German World Hepatitis Day campaign, which was led by Deutsche Leberhilfe, was "Eine Frage mehr!" (Just one more question!) whereby physicians and medical staff all over Germany were encouraged to ask their patients during a check-up if they would like to have their liver enzymes checked as well. Elevated liver enzymes can be a sign of hepatitis and the campaign was aimed at increasing the number of diagnoses. During the course of the campaign targeted information materials were given out to doctors, patients and politicians.

• Newspaper advertisements and media announcements asked physicians to stand up and join the "one more question!” campaign and to send their photos to the campaign website at www.einefragemehr.de. Prominent medical specialists and well known actors who play the role of doctors in TV series joined the campaign to support WHD.

• Additionally, the Leberhilfe team, a doctor, a member of the local health department (Gesundheitsamt Wiesbaden) and German TV actress Kathrin Waligura, offered a free ALT test to the general public at a mall in Wiesbaden. The event went well and 75 people were queuing during the first hour alone. It only took 5 minutes to receive the test results.
Ghana

• As part of the activities to mark World Hepatitis Day, a free hepatitis B screening event was organised at the Freedom and Justice Park in Accra - the initiative was led by famous rapper Okyeame Kwame and it reached over 800 people. The event was part of a larger campaign aiming to fight the disease in Ghana and organised by the Okyeame Kwame Foundation in partnership with MTN Ghana Foundation, MDS-Lancet Laboratories Gh. Ltd, Ghana Health Services, Save Your Liver Foundation, One Mic Entertainment, Ohenemedia (OM Studios), Theobald Foundation and Coca-Cola.

• Additionally, Stephen Corquaye and Dr. Adwoa Adjei Nkansah from the Korle Bu Teaching Hospital talked on the prominent Multi TV current affairs show ‘PM EXPRESS’ about the status of hepatitis in Ghana and the need to implement a national hepatitis strategy to tackle the problem.
Guatemala

• The Asociación Guatemalteca del Hígado (AGH) and the Asociación Guatemalteca de Gastroenterología, Hepatología y Endoscopia Gastrointestinal held a forum on viral hepatitis aimed at the general population. During the forum the hepatitis video jointly produced by the World Health Organization and the World Hepatitis Alliance was played to the audience and the issues it highlighted were discussed by a Pan American Health Organization (PAHO) consultant on communicable diseases. Four liver specialists spoke about hepatitis B and C transmission modes, prevention and treatment. At the event a patient spoke about his experiences of living with hepatitis C and a minute of silence was held in honour of hepatitis patients that had died.

• World Hepatitis Day posters were published/exhibited in many places and AGH spoke about hepatitis and promoted the forum on radio as well as social web media.

• The Ministry of Health, in cooperation with the Medical School and supported by PAHO, vaccinated 324 medical students at the University of San Carlos against hepatitis B. These students were selected because they will be practicing in hospitals and clinics next year and hence it is important for them to be protected against hepatitis B. Furthermore, World Hepatitis Day t-shirts were given to students by PAHO Guatemala.
Hong Kong

• Asiahep Hong Kong staged a press conference to kick-off their World Hepatitis Day campaign (肝愛行動 Live’R’ Better Life) on the 28th of July. Attending the conference were Dr. Nancy Leung (Chairperson), special guest Dr. Thomas Tsang JP, Prof. Lee Siu Hung, Dr. Alex Hui (Council member) and four patient members.

• To promote awareness and prevention, Asiahep Hong Kong offered 2,000 free HBsAg blood tests and free hepatitis B DNA and ALT tests in the weeks following WHD. They also held health talks and expert doctors offered counselling in September for those with positive HBsAg.
• In Budapest three organizations teamed up to organise World Hepatitis Day - Májbetegkért Alapítvány, Összefogás a Vírusos Májbetegkekért Egyesület and Vírusos Májbetegek Országos Egyesülete.

• As part of their activities, they held a mini-conference on July 28 followed by a press conference at the Ministry of National Resources (Ministry of Health). The programme consisted of six presentations on a broad spectrum of themes including hepatitis treatment, prevalence of the virus, patients’ experiences, discrimination and injustice as well as upcoming treatments.

• The programme and the detailed press release appeared in many national newspapers, on ATV channel evening news and several news websites. Also, on the following days a talk-show and an internet interview were broadcast.
• Hepatitis Foundation of Tripura observed World Hepatitis Day (WHD) throughout the state of Tripura. In Agartala City thousands of participants from 25 different organizations gathered at Umakanta Mini Stadium with banners and placards for an awareness raising rally through all the main streets of Agartala. Several high government officials and experts addressed the crowd at the event and showed their support. Following the awareness event, a hepatitis quiz was conducted among students and prizes were distributed to the winners. Branches of the Hepatitis Foundation of Tripura also observed the day in different locations with a wide range of activities, such as awareness raising events at schools and rallies.

• The Tamilnadu office of the Indian Association for Study of Liver (INASL) undertook some initiatives on WHD. The need to screen and vaccinate the population at large was stressed at a press conference where major newspaper reporters were in attendance. In addition to print media, hepatitis was also featured on electronic media and ‘TV NDTV Hindu’ as well as ‘Sun TV’ who broadcast a piece about the day and the message from INASL. Other initiatives included pamphlets distributed to a large number of people, the display of posters in major shopping malls as well as medical establishments and a SMS campaign.

• The Department of Hepatology at Madras Medical College in Tamilnadu also celebrated WHD with a massive screening programme and public awareness campaign which ran from July 22nd to July 28th and reached thousands of people across the urban and rural areas of Chennai. Based on the theme ‘Hepatitis should go public’ they addressed health care workers and the public with most of the activities focusing on those populations with low socio-economic status whose hepatitis prevalence is high and for whom health care facilities are not available. Additionally, an awareness booklet named ‘Hepatitis Past, Present and Future’ was released on July 28th by the Health Minister of Tamilnadu at a public function to celebrate WHD.

• Despite the floods that hit the northeast of India, the Liver Foundation in West Bengal organised several activities on WHD, such as seminars and patient advocacy meetings. They also partnered with the Rural Health Care Providers in the state to organise an awareness raising rally.
Indonesia

• This year the Ministry of Health held a diverse campaign entitled ‘It’s Time to Fight Hepatitis’ and the Health Minister, Endang Rahayu Sedyaningsih, named hepatitis as one of the priority health problems in Indonesia. The slogan of the Indonesian campaign was inspired on the global slogan and stated: Know it, prevent it, cure it. Hepatitis causing liver cancer can attack everybody.

• On World Hepatitis Day (WHD) the Ministry of Health held a scientific symposium on the theme of viral hepatitis. Additionally, at the gala dinner of the Asian Vaccine Conference (ASVAC), the Ministry of Health delivered a speech reinforcing the need to fight hepatitis.

• Many other events took place on WHD, such as training for doctors, hepatitis B immunisation of health care workers at the Ministry of Health and high school students at Solo in Central Java as well as educational seminars in Jakarta, Surabaya, Denpasar, Yogyakarta and Medan. Furthermore, a poster competition took place for elementary school students and a demonstration was organised at the famous square of Bundaran HI in Jakarta.
Iraq

Despite the difficulties faced in Iraq, workshops and lectures were given in Albasrah and Kirkuk provinces to mark World Hepatitis Day. These activities were held by the viral hepatitis units in both provinces and primary health care workers took part.
Ireland

• Following the success of last year’s campaign, the Community Response Group organised an awareness raising Run/Walk in Dublin to raise awareness of hepatitis C. Additionally, they launched an innovative live action comic focusing on the effects that hepatitis C has on the immune system and the liver.
Italy

• This year the Italian Health Department invited the group Informazione e Prevenzione sull'Epatite C, the Italian Association for the Study of the Liver and other stakeholders to work together in delivering a comprehensive World Hepatitis Day campaign.

• For domestic reasons the Italian government decided to postpone the celebrations of World Hepatitis Day to the end of the year. In line with other countries, Italy plans to adopt the theme ‘This is hepatitis…’ as a communications platform for the initiatives.
Japan

- Japan FM network announced the first official World Hepatitis Day on its popular radio show ‘Oh! Happy Morning’. Professor Hiroshi Yanagi from the University of Tokyo was a guest on the show and talked about hepatitis prevention as well as treatment developments.

- The Ministry of Health, Labour and Welfare supported the initiative and published the radio show video on their official YouTube channel. They also promoted this year’s worldwide campaign ‘This is hepatitis... Know it. Confront it. Hepatitis affects everyone, everywhere’ on their website together with some hepatitis guidelines.
Jordan

• In this year’s World Hepatitis Day, the Friends of the Liver Diseases Patient’s Society launched a large awareness raising campaign from the beginning of July.

• Their campaign included educational initiatives in the rural southern areas of Jordan, including lectures and interactive sessions with community leaders from several districts as well as the general public. Additionally, there were lectures to health care personnel working in underserved and high risk areas to re-emphasize the role of screening, vaccination and early treatment.

• Educational awareness rollups and brochures were distributed in all hospitals and members of the Friends of the Liver Diseases Patient’s Society appeared in many local TV programs. Hepatitis documentaries were also shown in movie theatres.
Kazakhstan

- For the first time the group AGEПС (Директор ОФ) took part in World Hepatitis Day. They took to the streets of the largest city in the country, Amaty, and handed out leaflets, telling passersby about the need to get tested for hepatitis B and C.
Lebanon

• To mark World Hepatitis Day, Hép Attitude Positive partnered with the Ministry of Public Health to roll out a nationwide hepatitis B and C free testing campaign, which featured a unique mobile testing unit. There were two objectives for this initiative: to test as many people as possible – offering full support to positive cases – and to spread awareness as much as possible.

• The campaign itinerary was communicated via an array of channels, including specially designed bus stops. Furthermore, the message “STOP the SILENT EPIDEMIC” highlighted the areas where people could get tested for free.

• Hép Attitude Positive was approached by around 2,000 people from 22 July till 28 July and tested 700 of them. Moreover, as there is still no prevalence data for hepatitis B and C in Lebanon WHD was an opportunity to start building a national database.

• The campaign's impact was positive and the Municipality of Beirut Health Committee submitted a request to test Beirut's population in September in the capital’s medication outlets.

• Hép Attitude Positive's campaign also enjoyed widespread media coverage and created momentum to push the Lebanese Government to move the fight against viral hepatitis up its agenda.
Madagascar

- World Hepatitis Day was celebrated on 28th July with the testing of presidential officials in the city of Ambohitsorohitra in an effort to raise awareness of the disease in the country where it is estimated that 8% of the population is infected with hepatitis B. This initiative was part of the two-year HepMada project, which aims to test all government officials, civil servants and healthcare professional as well as ordinary citizens for hepatitis.
Hepatitis patients in Malawi took the opportunity presented by World Hepatitis Day to highlight their concerns to government about the lack of action to halt the spread of hepatitis in the country. They also asked the Ministry of Health to establish a policy aimed at reducing contagious diseases amongst Malawians.

Health Ministry spokesperson Mr Henry Chimbali declared that, although the Government did not organise any activities marking World Hepatitis Day, it is committed to reducing hepatitis. Mr Chimbali also stressed that officers were on the ground and would soon propose comprehensive programs to reduce infectious diseases such as hepatitis.

Some media outlets in the country, such as radio and online broadcaster Zodiack, conveyed the messages of the Malawian government as well as the hepatitis patients. The global campaign message ‘This is hepatitis…’ and the lack of awareness about hepatitis were also highlighted by the media.
Malaysia

• Through its theme ‘Know your liver, B aware, C a Dr’ the Malaysian campaign endeavoured to draw public attention to viral hepatitis. Conferences, photo exhibitions, testing, counselling, treatment for hepatitis B and C in addition to vaccination for hepatitis B are some of the activities that were conducted between June 15 and July 30 in 28 centres, including 20 hospitals (13 Ministry of Health hospitals, 4 private medical centres and 3 University hospitals) across the country. Several events had the participation of famous and preeminent Malaysian personalities.

• The large number of venues tried to convey the message about viral hepatitis to all segments of the population. Each venue had its own activities and the main event took place in Sunway Pyramid Shopping Mall on 16 and 17 July. Additionally, an awareness raising event was held on July 10 in collaboration with Kuala Lumpur City Council.
Mauritania

• World Hepatitis Day was celebrated on 28th July in Nouakchott, the capital and largest city of the country. The day opened with speeches from the Ministry of Health, the WHO country representative and the president of AMLIV who announced the theme of the day ‘Hepatitis B, pregnancy and newborns’ and stressed the importance of raising awareness about viral hepatitis.

• Both patients and health professionals participated in this awareness raising event, information leaflets were distributed and round table debates took place on the sensitive issue of access to treatment. AMLIV presented on the role of NGOs and shared their experience of raising awareness of the disease. The event got media coverage with newspapers and national TV stations covering the event. Radio interviews were also given.
Mauritius

• HepSupport marked World Hepatitis Day on 28th July by organising an awareness-raising campaign, which included banners displayed around the capital Port Louis, a local radio program and the publication of a press release and messaging posters. Eleven banners using this year’s slogan ‘Hepatitis affects everyone, everywhere. Know it. Confront it.’ were displayed in different parts of town and messaging posters were published in 4 different national newspapers.

• In addition, a press release denouncing the considerable difference between the numbers of officially registered hepatitis cases and real figures as well as the major inequalities in access to treatment was published on 30th July. HepSupport also participated in a local radio program on World Hepatitis Day in an effort to raise more awareness on the routes of transmission and the public health issue that hepatitis represents in the country.
Mexico

• The group Fundación Mexicana para la Salud Hepática together with Civitas Firma and other groups organised a comprehensive campaign around the slogan ‘Son 5 las hepatitis virales, conócelas, afróntalas, hazte la prueba’. This year’s campaign aimed to educate the population about each type of viral hepatitis. Additionally, the movement ‘Voces Frente a la Hepatitis C’ once again promoted early diagnosis and treatment of hepatitis C with a press conference.

• A special issue of the magazine ‘Salud Pública’ with the theme ‘Viral Hepatitis’ focused on a report about the recognition of hepatitis C as a health problem in Mexico. Also, a scientific conference at the National Academy of Medicine reminded everyone about the importance of taking hepatitis into account in the design of public policies. Both events generated a great deal of media coverage.

• On July 30th a patients forum about quality of life was held at the National Medical Centre and free hepatitis C tests were distributed. Patients were encouraged to pinpoint their address on a map of the metropolitan area of Mexico City in order to organise patient meetings according to their location. The event had participation from several public institution authorities, civil society and the pharmaceutical industry.
Mongolia

• The Mongolian Country Office of WHO and the Ministry of Health held an official press conference at the Ministry of Health on 27th of July which attracted countrywide.

• At the same time, Flagstaff International Relief Efforts partnered with national media organisations to raise awareness of hepatitis among the population - STAR TV and Education TV were the main partners and 80 minutes of broadcasting were donated to the campaign. As part of this campaign, the WHO video for WHD was translated into Mongolian and broadcast on TV channels.

• TV programs also covered hepatitis issues including its current worldwide and national status as well as prevention and treatment. The lead representative of WHO in Mongolia Dr. Wiwat Rojanapithayakorn spoke during a TV interview about the importance of this event in Mongolia as the country has one of the highest rates of hepatitis prevalence in the world.
Morocco

- The organisation SOS Hépatites Maroc celebrated World Hepatitis Day in Casablanca by holding a press conference where Professor Jamil Driss, President of the organisation, called for more commitment from the government, a better collaboration between the different stakeholders in the field of viral hepatitis, more awareness and a better promotion of good practice in order to tackle these diseases more efficiently - they affect approximately 3 million people in Morocco today. This event attracted significant national media attention from radio, TV and the press.
Nepal

- The patient alliance Union C organized public awareness events in three major cities of Nepal to mark World Hepatitis Day, which were followed by a week long fundraising initiative. In order to capture the attention of a large audience on the internet, Union C created a video for YouTube (http://youtu.be/LG2EulIZZGU) showcasing their previous campaigns as well as this year’s campaign materials.

- Two of the busiest places in the capital Kathmandu, Basantpur Durbar Square and New Road, were selected to be information focal points with volunteers distributing about 500 pamphlets to the general public. In Pokhara an orientation and open discussion was organized among people who were enrolled in methadone treatment programs to provide information on hepatitis B and C. Finally, in the city of Butwal members of Union C organised a public awareness event where pamphlets were distributed and a press release was distributed to the local media.
The Nationaal Hepatitis Centrum draw attention to World Hepatitis Day by having a circuit of 21 coaches between two of the main cities in the country, Amsterdam and Utrecht, displaying posters of their campaign during the whole month of July.

Additionally, flyers in Dutch and English were distributed in the streets of Amsterdam raising awareness about the global problem caused by hepatitis B and C.
New Zealand

• Despite the great challenges caused by the earthquake in Christchurch this year, the Hepatitis C Resource Centre Christchurch displayed posters and held community forums in Nelson, Blenheim and Christchurch during the month of July. As part of their campaign, a shocking TV advert was aired to call attention to the hepatitis C epidemic. Also, an interview with Channel 9 gave them the chance to speak out about hepatitis C and how the Resource Centre is available for all in the community.

• In the aftermath of World Hepatitis Day, the Associate Minister of Health Tariana Turia hosted a breakfast in the Grand Hall, Parliament Buildings to highlight the devastation and severity of viral hepatitis B and C in New Zealand. During the event, the Minister gave a speech thanking the chief executive of the Hepatitis Foundation of New Zealand for joining the event and expressing her admiration for the opportunity brought by World Hepatitis Day for greater awareness about this global issue. She also stressed the significant number of hepatitis patients in the country and highlighted the message ‘Know it. Confront it. Get Tested. Protect yourself.’
Nigeria

• To mark World Hepatitis Day in Nigeria, medical experts called for a nationwide mass screening and vaccination campaign lead by federal, state and local governments to make sure that the neonatal hepatitis B vaccine is available since mother to child is the major route of transmission in the country.

• At a one-day media roundtable and skills-building session on the hepatitis epidemic in Nigeria coordinated by the Health Communications and Development Initiative, several medical doctors under the aegis of the Society for Gastroenterology and Hepatology in Nigeria said that almost 20 million Nigerians were infected and about five million would die of the consequences.

• Doctor Olufunmilayo Lesi from the University of Lagos Teaching Hospital stressed that with a prevalence of 13.7 per cent or 19 million Nigerians infected, hepatitis B was a bigger problem than HIV/AIDS, which had a prevalence of about 4.7 per cent. Dr Lesi also said the virus was the second most important cause of cancer in the country. Furthermore, the event as well as several declarations about hepatitis and its status in Nigeria, was reported in the national media.

• As part of this year’s activities, the group Chagro-CareTrust CCT organised an awareness campaign and free screening for hepatitis B and C for teachers and students of the Government Junior Science Secondary School in Jalingo Taraba, north-east Nigeria, where over 100 people were tested.
Pakistan

• In the days building up to World Hepatitis Day (WHD), The Health Foundation (THF) conducted a hepatitis awareness raising session for the Arts Council staff led by their Executive Officer, Ms Qamar Jahan, where everyone was invited to come forward and support the cause. At the same time, a stall was set up to provide free screening and counselling for hepatitis B and C. On July 28th THF organised a ‘Hepatitis Free Pakistan’ walk in Karachi in which most of the participants were children under 15 years of age who were vaccinated by THF itself. The walk was covered by ‘Geo News’ and they interviewed a 12 year old girl who proudly said that “This walk is against hepatitis and today this walk is being held on World Hepatitis Day to support our cause.”

• For WHD the Muhammad Yar Welfare Foundation (MYWF) organised a hepatitis seminar in Peshawar to raise awareness as well as to promote prevention and the need to get regular check-ups. MYWF also urged all sectors of Pakistani society and the Government to pay more attention to the issue in order to tackle hepatitis. The initiative was picked up by the media, helping their goal of raising awareness.

• BRN Communications carried out a nationwide campaign for WHD, in which a variety of media were used. Two joint seminars with leading Pakistani media groups were conducted and experts as well as policy makers were invited as speakers while healthcare professionals participated as audience. Detailed information on hepatitis was provided to the general public through thirteen TV and Radio talk shows. Additionally, forty prominent billboards were used for larger projection of this year’s campaign message and over 250 public service messages were aired on radio during the day. More than a hundred news articles were published in all the leading newspapers of the country while TV media comprehensively covered the day in their hourly news headlines. Four public walks were also arranged in large cities and more than 9,000 people were screened across the country for free. The events reached over 36.5 million people.
Panama

- World Hepatitis Day was featured by the local media in Panama, which highlighted the lack of knowledge about the disease and high incidence in the country. The risks related to viral hepatitis were brought to the attention of the population and everyone was encouraged to get tested.
Peru

- The World Hepatitis Alliance went to Lima to support the Peruvian World Hepatitis Day (WHD) and the work of the Comite Cuidadano de Lucha contra la Hepatitis. The Alliance met with representatives of the indigenous peoples, among whom hepatitis B is a major problem.
- The Alliance spoke at a WHD press conference event organised by the Ministry of Health, held important meetings with national and local government authorities and conducted various media interviews. One of the main outcome of this year’s WHD in Peru was the approval of a national hepatitis strategy that when implemented will support patients from all backgrounds.
- The Asociación Ciudadana de lucha contra la Hepatitis teamed up with the Peruvian Ministry of Health to deliver a comprehensive campaign which targeted health professionals and the population at large, including distribution of leaflets and a big push for hepatitis B vaccination and testing. The national and local media got involved and the message about World Hepatitis Day was disseminated by radio DJs.
- Once again outdoor advertising company Clear Channel donated space to promote hepatitis B awareness messages on 56 billboards across Lima.
Philippines

• Ahead of World Hepatitis Day, the Yellow Warriors Society of the Philippines (YWSP) together with representatives from the government and private business sector signed the ‘Yellow Manifesto’ aiming to increase awareness of hepatitis B. The manifesto calls on different sectors in the country to fight against hepatitis B, develop healthy lifestyle practices, strict medical procedures, provide better access to hepatitis treatment and implement as well as monitor labour laws to protect hepatitis patients and those workers at risk in the workplace. The event attracted great attention and received enormous media coverage.

• YWSP also organized a fun run (3K, 5K and 10K) on August 27, which not only advocated for a healthy lifestyle, but also provided a venue for an information and education campaign about viral hepatitis. Together with the Hepatology Society of the Philippines, they provided comprehensive information to the public and to the medical community on liver-related issues.

• The Cebu Gastroenterology Group, in cooperation with the Hepatology Society of the Philippines, celebrated World Hepatitis Day with a series of activities, including the launch of liver clinics on July 28 at the out-patient departments of major hospitals in Cebu City. Additionally, a fun run (3K, 6K or 12K )was organised on August 7 with the theme: “Run for your Liver...Your Liver, Your Life.”
Poland

• In Poland World Hepatitis Day was celebrated using the slogan – be aware, protect yourself and others, check yourself. Fundacja Gwiazda Nadziei - Star of Hope Foundation - organised a press conference at cinema Culture, which is situated in the vicinity of the Presidential Palace. Experts in the field of hepatitis, sociologists and patients took part on the event.

• At this event, research results about Polish society were released, revealing that most Poles cannot explain the difference between hepatitis B and C. The study also concluded that in Polish society there is a significant number of people that do not get tested for chronic viral hepatitis.

• The initiative was a success with World Hepatitis Day and the Polish campaign being featured in over 125 media outlets, including newspapers, TV stations and radio.
To initiate a parliamentary debate aiming to establish a national strategy in the country, Associação Grupo de Apoio SOS Hepatites Portugal has been collecting signatures for a petition. They expect to deliver the document to the Republic’s Assembly before the end of the year and achieve their goal to have a policy framework to better support hepatitis patients in Portugal.

As in previous years, Associação Grupo de Apoio SOS Hepatites was handing out leaflets and raising awareness in Lisbon as well as Coimbra and Chaves.

World Hepatitis Day had great media coverage in the country with two of the most important TV channels broadcasting about the occasion.
Romania

• Romanian Liver Disease Patient Association (APAH-RO) in partnership with Baylor Black Sea Foundation marked World Hepatitis Day (WHD) with a nationwide campaign. They started on the 26th with a press conference alongside Paginamedicala.ro entitled ‘Hepatitis, a random fact…!’ and a short video about their campaign.

• APAH-RO’s activities took place in Lasi, Cluj, Brasov, Timisoara, Giurgiu and Alexandria with further press releases and distribution of materials, such as brochures, flyers, calendars and blue balloons. National and local medical personalities attended all the events, including State Secretary in the Ministry of Health Dr. Adrian Streinu-Cercel. Moreover, they also announced the start of a testing campaign for hepatitis B, which received widespread media attention and promoted public discussion on treatment access.

• WHD was presented in the main national news; ‘TVR INFO’ broadcast live the press conference held in Bucharest on July 26 while debates were conducted in the studio about chronic viral hepatitis in Romania.

• Additionally, Baylor Black Sea Foundation inaugurated a mobile lab for HIV/hepatitis B/hepatitis C that will go all over the county offering free and confidential testing and counselling.
Russia

• On the threshold of WHD the Saratov Regional Public Organisation for Treatment and Prevention of Hepatitis continued the work within the scope of their school project ‘Beware of Hepatitis!’ A presentation on hepatitis and its preventive care was prepared together with the schoolchildren and teachers and presented at a school conference.

• On July 28 Saratov Regional Organisation conducted the campaign ‘Test Yourself for Hepatitis!’ For this event free counselling on hepatitis prevention measures as well as voluntary testing for hepatitis B and C were organised in the Saratov DNA-Centre and 225 people were tested. Additionally, Saratov Regional Organisation together with Narcotics Anonymous conducted a meeting with patients of Saratov City Clinical Hospital №2 on July 28.

• The information about these events and WHD was published on ‘Saratovskaya Oblastnaya Gazeta’, ‘Gazeta Nedeli v Saratove’ and on the website of the Health Ministry.
Saudi Arabia

• King Saud University, Saudi Gastroenterology Association and a number of cooperating health organisations joined efforts to celebrate WHD in the kingdom and improve Saudi Arabian citizens’ awareness of hepatitis as well as informing people of its symptoms and available treatments.

• Dean Mubarak Al-Faran kicked off the activities at the King Saud University under the slogan ‘This is hepatitis…’ with a tour of an exhibition with various educational and health organization displays, which were also shown at the King Abdulaziz University Hospital and Riyadh’s Hayat Mall.

• In addition to the exhibition, the event included an entertainment programme, instructional competitions, distribution of information leaflets and memorial gifts.
Scotland, UK

• Edinburgh’s Grassmarket became a Scottish focal point as it joined thousands of events across the globe to mark World Hepatitis Day on 28 July. Voluntary sector health organisations from across the Scottish capital worked together in an afternoon of fun and support for those affected by viral hepatitis, raising awareness and disseminating information on local services and how to get tested and treated. Organised by The Hepatitis C Trust in collaboration with Hepatitis Scotland, Waverley Care, HIV Scotland, Addaction and with support from the Scottish Government and NHS Lothian, the public event aimed to unite service-users and service organisations and members of the public and aimed to communicate: During the afternoon’s ‘Big High Tea’ event, members of the public were invited to participate in a ‘Joyworks’ Laughter Workshop, underlining how laughter can release feel-good endorphins. The event was attended by the Alliance’s President who also wrote a piece for The Scotsman newspaper.

• On July 28th a 5-a-side football tournament was organised in Glasgow to celebrate World Hepatitis Day. It was a great success and had a fantastic turnout, with Phoenix Futures coming out on top. Some were there to play and to support their team along with family, friends and partners. Medals and trophies were presented by Moira Washington, C-Level group manager who reminded everyone why they were there – to work together to raise awareness of hepatitis C. During the games individuals spoke about their treatment and how they were feeling. A moment of silence was held on the pitch to honour those affected by hepatitis B or C worldwide. Additionally, a special fundraising page was created for the event and Robertson Trust agreed to triple the amount raised bringing a grand total of £4800 to C-level.

• Many other awareness raising events were held in Glenrothes, Kirkcaldy, Aberdeen, Inverclyde, Hamilton and Airdrie with stands and information stalls, testing and other initiatives.
Senegal

- The World Hepatitis Alliance participated in the ‘Appel de Dakar’ International Conference, which brought together key players in the field of hepatitis in Africa and which took place from 26 to 28 July 2011 in Dakar. This was an initiative of the Ministry of Health and Prevention of the Republic of Senegal, as part of the first official World Hepatitis Day.

- The ‘Appel de Dakar’ gathered professionals, government officials and patient associations from all over francophone Africa who together prepared a statement addressed to all African Heads of States calling on them to tackle viral hepatitis in their countries. This was read out by the Health Minister on World Hepatitis Day – statement available on http://hepatites.sn/actualites/117-lappel-de-dakar.html.

- Patient groups from across the francophone world attended the event including SOS Hépatites Fédération, SOS Hépatites Algeria, SOS Hépatites Mali, SOS Hépatites Burkina, SOS Hépatites Cote d’Ivoire, AMLIV from Mauritania, ASADH from Togo and ACCHV from Cameroon.

- SOS Hépatites Senegal was created in the aftermath of the event and Professor Aminata Sall Diallo who is the National Hepatitis Programme coordinator became the patron of the newly formed patient organisation.
• ‘DO NOT TURN YOUR BACK’ was HRONOS Association’s campaign for this year and their aim was to tell the population about viral hepatitis, its risks and prevention as well as the stigmatisation and discrimination of patients. HRONOS partnered with the Institute for Public Health of Serbia to distribute posters to 180 health and medical centres in Serbia.

• A press conference was held on July 26th with several eminent people, including HRONOS president Jasminka Nikolic, Director of Clinic for Tropical and Infectious Diseases in Belgrade Dr Dragan Delic as well as Danijela Simic and Dr Milan Jovanovic Batut from the Institute of Public Health. The conference had a great number of attendees and was widely reported in the media.

• A comprehensive media campaign reached almost all the citizens of Serbia. The initiatives included an advertisement about problems related to viral hepatitis at TV Studio B (Belgrade). HRONOS also participated in three national television morning programs on RTS 1, TV Avala and TV B92 as well as a Studio B evening show and prime time show Dnevnik RTS1, which released a report on viral hepatitis and WHD.

• In addition, HRONOS was involved in several radio programs in Serbia including the most popular one in the country (Radio Beograd). Finally, representatives from HRONOS were interviewed by the prominent daily newspaper ‘Politika’, the oldest media outlet in the Balkans.
Singapore

- The media in Singapore highlighted World Hepatitis Day and the importance of regular blood tests. It was also noted that one out of every 35 Singaporeans have hepatitis B and called on those who have not been vaccinated against hepatitis B to do so.
South Africa

- The National Institute of Communicable Diseases in South Africa highlighted the opportunity presented by World Hepatitis Day to recognise viral hepatitis as a major global health problem in order to advance prevention and control. The South African Press Release service drew attention to this year’s campaign theme ‘This is hepatitis...Know it. Confront it. Hepatitis affects everyone, everywhere’. Doctors noted that hepatitis is a silent killer because few people have any outward symptoms before they develop life-threatening complications.

- Professor Wendy Spearman, head of the department of hepatology at the University of Cape Town, said the country was struggling with endemic hepatitis B. Although vaccination against hepatitis B was universally available in South Africa since 1995, rural areas have a much higher prevalence. In some areas of the Eastern Cape and KwaZulu-Natal up to 20% of the population is infected with hepatitis.
Spain

• On July 28, the Catalan Association Hepatitis Patients (ASSCAT) in partnership with the Red Cross was in the Lessep square in Barcelona providing information on hepatitis as well as free blood and oral testing. Some volunteers were located at subway exits and near the library giving out information - 1,000 brochures and 200 magazines (ASSCAT Informa nº17) were distributed. Additionally, ASSCAT took part in the radio show ‘Els Matins de Catalunya’.

• The group Asociación Española de Enfermos de Hepatitis C’(AsoEEHC) had a comprehensive campaign including round table debates with government officials from several provinces to bring the patients’ perspectives to their attention. They also spoke in universities about early diagnosis and talked to experts in prisons and drug addiction centres on conducting therapy groups for lifestyle changes.

• AsoEEHC also displayed campaign posters on 110 buses from the 18th till the 28th and organised a press seminar titled ‘Breaking the silence’ with several media outlets.

• The Ministry of Health, Social Policy and Equality marked the date and several politicians as well as experts talked about early diagnosis
Sweden

• Riksföreningen Hepatit C group held an event in one of Stockholm’s largest malls where they handed out flyers and brochures, answered questions and informed people about hepatitis.
Switzerland

• To mark World Hepatitis Day, the World Health Organization (WHO) HQ organised a press briefing at the United Nations building and got widespread international coverage. They also ran a social media campaign, broadcasting a podcast and a WHD video which was translated into their 6 official languages (you can see the video at: http://www.youtube.com/watch?v=2FzkCUfhAoo), engaging with thousands of people as a result.

• WHO also updated its hepatitis factsheets and sent campaign toolkits to its regional and country offices in order to support Member States in taking part.
Taiwan

• On World Hepatitis Day the Taiwanese Department of Health announced its decision to include free hepatitis B and C tests in the country’s routine health checks for people over 40 with effect from August 2011. This is aimed at detecting hepatitis in the adult population and preventing liver scarring and liver cancer as a result of chronic hepatitis.

• Chronic hepatitis, known as the “silent disease”, has few or no symptoms, said Chen Ding-shinn, Chair of the Coalition to Eradicate Viral Hepatitis in Asia Pacific. Professor Chen also said that more than 50 per cent of chronic liver patients in the Asia-Pacific region have not been tested and nearly 40 per cent do not have access to free or subsidized medical treatment.

• To escalate awareness of hepatitis prevention and treatment in southern Taiwan, Kaohsiung Medical University Hospital (KMUH) set up a hepatitis C centre on World Hepatitis Day. Professor Wan-long Chuang who heads the centre and is also the President of the Taiwan Association for the Study of the Liver said the occurrence of hepatitis in Taiwan has fallen drastically since the implementation of mandatory hepatitis B vaccination for newborns in 1985 but the prevalence rate of hepatitis in southern Taiwan still reaches 5.4 percent to 6.3 percent, much higher than the 1.2 percent to 2.7 percent in northern Taiwan. Additionally, KMUH, Kaohsiung Municipal Ta-Yung Hospital and Kaohsiung Municipal Hsiao-Kang Hospital jointly provided free liver disease check-ups from July 25th through July 30th. KMUH also held a hepatitis C symposium where experts from different fields discussed academic achievements regarding hepatitis.

• The national media reported on World Hepatitis Day, including some of the major media outlets in the country such as the Taipei Times and The China Post.
Tajikistan

• The National Information Agency of the Republic of Tajikistan (KHOVAR) promoted World Hepatitis Day by circulating information about the World Health Organization appeal to all countries to intensify their efforts to prevent and control chronic viral hepatitis.
Thailand

- The Thai Association for the Study of the Liver joined the global campaign on World Hepatitis Day (WHD) raising awareness amongst Thais about the devastating effects of viral hepatitis. Their president Doctor Teerha Piratvisuth said that 3% to 5% of the Thai population is now living with hepatitis B infection, meaning that one in 20 Thais has this life-threatening illness. Dr Teerha also asserted that early detection is key to tackling hepatitis B infection. Although hepatitis C in Thailand is found in 1% to 3% of the population, the prevalence of hepatitis C reaches 4% to 6% in the Northeast and North of the country. Doctor Teerha’s speech was picked up by the national media securing significant coverage.
Togo

• The newly established Association Sauvons l’Afrique des Hépatites (ASADH), carried out a week-long awareness-raising campaign in the run-up to World Hepatitis Day in Lomé, the capital and largest city of Togo – the first initiative of its kind in the country where no national hepatitis strategy is in place.

• Outdoor stalls were installed in strategically chosen public spaces such as markets and churches with the support of district chiefs and over 43 volunteers including many health professionals. Thousands of leaflets were distributed and dialogues were held about hepatitis generally but, above all, about the importance of getting tested. People were then encouraged to visit one of the five hospitals participating in the initiative to get tested anonymously. A small contribution toward the cost of testing was asked as an effort to engage the population in the work of the organisation and encourage people to take more responsibility for their health. The results were striking with 17% of people testing positive for hepatitis B and 6% for hepatitis C. Advice was given to both positively and negatively tested patients about the management of the disease and ASADH is committed to carrying on their advocacy work to ensure access to treatment for the positively tested. People were also encouraged to share their experience and raise awareness in their families and communities. Outcomes of this initiative were shared with health institutions to help them shape their strategy to tackle these diseases.

• ASADH also succeeded in engaging the media by holding a press conference in June as a way to promote the start of the initiative as well as educate journalists about the hepatitis situation in the country. Awareness-raising messages were broadcasted on various national TV and radio stations throughout the week, and a call was made to the Togolese government on 28th July to take immediate action to tackle hepatitis.
Turkey

• Turk Karaciger Vakfi group in partnership with the Taxi Drivers Association organised a demonstration at 13.00 on July 28, when all taxi drivers hooted their horns for one minute.

• Young members of the group wore World Hepatitis Day t-shirts on main streets of Istanbul on WHD. Moreover, they distributed small WHD balloons in red and white (the colours of the Turkish Flag) and brochures at Izmir. HBs Ag blood tests were provided for about 2,000 people and conferences were organised in several cultural centres.

• National media groups released relevant articles around July 28. At the same time, radio programs were promoting the campaign. Also, the national channel ‘Kanal B TV’ broadcast a 30 minutes talk with the president of Turk Karaciger Vakfi on July 28.
Uganda

- The Ministry of Health declared the hepatitis B virus a threat to Uganda. At the same time, the ministry declared vaccination compulsory for health workers and medical students in all training institutions in the country.

- The director general of health services Ruth Jane Aceng represented the Minister of Health at a hepatitis B information breakfast arranged for MPs from endemic areas. The meeting was held at the Imperial Royale Hotel in Kampala ahead of preparations for World Hepatitis Day. Also, Dr. Ponsiano Ocama from the Mulago Hospital urged Ugandans to be screened for the disease in order to start early treatment.
Ukraine

• This year World Hepatitis Day was conducted in 9 Ukrainian cities (Kiev, Odessa, Kharkiv, Ternopil, Poltava, Chernivtsi, Lviv, Rivne and Bakhchisarai AR Crimea) and was supported by Stop Hepatitis group, the Gay Alliance and by other organisations as well as by the Ministry of Health.

• The main events were held in Podol, one of oldest part of the capital Kiev, where thousands of leaflets about viral hepatitis as well as condoms were distributed. Over 930 hepatitis B and C tests were done during the event, followed by medical consultations. 2,000 people signed a letter of recommendations addressed to the Ukrainian Ministry of Health about managing chronic viral hepatitis in the country.

• From May 2011 till August 2011 Stop Hepatitis with Ministry of Health support, launched a nationwide information campaign entitled ‘Hepatitis C – it’s not vitamin C’, which is a play on words in the Russian language and had a strong impact on the local population. This message was displayed all over the Ukraine on billboards and posters to increase awareness and reduce hepatitis C prevalence.

• The Deputy Minister of Health took part of the event in Podol attracting wide media coverage by TV stations ‘Inter’, ‘1+1’, ‘Chanel 5’, ‘Noviy chanel’, ‘ICTV’ and ‘Citi’. Several newspapers and magazines also reported the campaign, such as ‘Ukrainian Pravda’, ‘Deutch Welle’, ‘Komsomolska Pravda’ and ‘Day’. Additionally, on the August 3rd a press-conference took place at the Ukrainian News centre showing results from World Hepatitis Day and demanding access to diagnosis and treatment.
• A hepatitis C testing initiative was announced by the Emirates Association at a press conference ahead of World Hepatitis Day. The campaign was held at malls in Abu Dhabi and Dubai with doctors explaining to passersby the importance of early diagnosis. Dr. Salim Al Kathiry from Al Jazeira Hospital and Mafraq Hospital in Abu Dhabi said that “Most of the people affected do not know that they have the virus, and once they are sick ... it might be too late for treatment”.

• Although treatment is free in the country, expatriates tend to rely on a limited number of insurance companies or charities for assistance as Abdullah bin Aqeeda Al Muhairy, the Secretary General of the Zakat Fund explained in a statement issued ahead of World Hepatitis Day.

• Additionally, the Ministry of Health marked July 28th with a number of health awareness lectures encouraging everyone to follow a health lifestyle. Dr. Mahmood Fikri stated that the Ministry is preparing a number of prevention measures against hepatitis including access to primary lab tests to diagnose hepatitis and vaccinations for all age categories.

• On World Hepatitis Day scientific medical experts from the Middle East and North Africa region gathered in Dubai and together announced a consensus statement on the challenges posed by chronic hepatitis C in this region, calling for national and local governments and health care providers to join forces to address this condition.
United Kingdom

• The Hepatitis C Trust ran a huge awareness campaign in the form of bus stop posters and billboards, donated by Clear Channel in London and other cities in Britain and organisations all over the UK took part by holding local events in their communities. National and local press helped increase awareness by running newspaper articles across the country, featuring amongst other things an awareness raising event in front of the Houses of Parliament. Additionally, Dr. Steve Wiersma from the World Health Organization and Lesley Jenkins from the Hepatitis C Trust appeared on the BBC world service radio. Prime Minister David Cameron responded to a request from The Hepatitis C Trust and issued a statement urging people to get tested.

• This year, the Hepatitis C Trust also organised a ‘Great British C Party’ campaign, encouraging people to hold a ‘supper club’ style meal with a healthy twist. With the help of top chefs and patients they produced a range of menus which were designed to support healthy liver function. Channel 4 chef Gizzi Erskine (Cook Yourself Thin) led the way and explained healthy ways to cook and prepare all the foods - menus and quizzes for guests were designed to see just how much they knew about how the liver works. C Parties were held all over the UK.

• On the occasion of World Hepatitis Day, the British Liver Trust offered support to all of their community groups across the UK ensuring they had sufficient information on hepatitis for any activities they had planned. They also launched Kerry McPhail's book, James with a Silent C, to the media with a press release and backgrounder on viral hepatitis followed by media interviews about the book. Finally, they took part on a BBC Radio 4 show and talked about viral hepatitis as well as the issues the UK faces in the fight against liver disease.

This is hepatitis...
United States of America

• As last year, World Hepatitis Day (WHD) in the USA was celebrated in many states and had the support of community groups, local and federal government as well other institutions and private corporations. One of the main events was a White House reception on July 28 in the old Executive Office building that was attended by activists, academics, government officials, public health professionals, industry and other stakeholders. The initiative brought attention to the global health threat of viral hepatitis and promoted actions to confront it, such as the implementation of the Action Plan for the Prevention, Care and Treatment of Viral Hepatitis developed by the Department of Health and Human Services (HHS) earlier this year. Doctor Howard K. Koh, the Assistant Secretary for Health, reaffirmed government commitment to hepatitis and read an official WHD proclamation on behalf of President Obama. Several members of Congress also spoke at the event, including Representatives Bill Cassidy, Judy Chu, Michael Honda, Hank Johnson, and Barbara Lee.

• To help turn up the volume around hepatitis C a benefit music concert featuring the Allman Brothers Band and Natalie Cole was held in New York City on the evening before WHD with the support of the American Liver Foundation. Proceeds from the concert were donated to community-based organisations that support hepatitis C patients. The event received a great amount of attention from national and international media, accomplishing its goal to raise awareness. Additionally, two other events were celebrated in NYC: a screening and awareness initiative at Union Square Park and a press conference hosted by City Council Member Margaret Chin introducing a NYC Council Proclamation for World Hepatitis Day.

• As part of a nationwide effort by Major League Baseball to bring attention to the causes and treatment of hepatitis C, testing and awareness raising events at select ballparks were organised with the support of the Chicago Cubs, Chicago White Sox, Houston Astros, and St. Louis Cardinals.

• Several other events took place on WHD, including testing, press conferences & media blasts, poster displays, luncheons, video contests, photo contests, flash mobs, conferences and public demonstrations. Finally, WHD marked the debut of the new community-based organisation Hep Free Hawaii.
The Venezuelan media called attention to World Hepatitis Day (WHD) and featured the World Health Organization recommendations for hepatitis B and C. Some of the main news outlets in the country, such as ‘El Nacional’ and ‘El Universal’, reported on WHD.
Yemen

- On the occasion of World Hepatitis Day, (WHD), Model 48 Hospital held a scientific forum (the first of its kind in Yemen) under the theme “New approaches in diagnosing and treating viral hepatitis and its prevention”.

- During the event the need to establish a comprehensive national program to tackle hepatitis and curb the increasing rates of liver cancer was highlighted. Also, 48 Medical City is expected to become a centre specializing in diagnosis and treatment of viral hepatitis and liver diseases.

- On behalf of the Republican Guard, Brig. General Ahmed Ali Abdullah Saleh stressed the seriousness of hepatitis and its spread partly as a result of lack in awareness. He also spoke about the significance of WHD and his desire to have the ministries of information and health focusing on awareness campaigns.