

Building a global movement to eliminate viral hepatitis



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Why a movement?

- In viral hepatitis currently the only unifying element is **World Hepatitis Day**, which by its very nature as a single day is limited
- Awareness of hepatitis is improving but remains low, both at the level of policy makers and the general public
- **The advocacy voice is weak compared to HIV and NCDs**
- Countries are starting to take action but will need continued pressure to reach the elimination goal
- **Funding** for hepatitis is a major barrier and unlikely to be overcome without significant pressure for resource reallocation
- Building a **global movement** will create a platform for the hepatitis community to join together and elevate our voice



Why now?



- **Sustainable Development Goals** has put hepatitis on global development agenda
- **WHO Elimination Strategy** set to be adopted at this World Health Assembly in May, signalling a pathway to elimination
- The worldwide hepatitis community needs a **social media savvy approach with wide appeal**





A movement to eliminate viral hepatitis by 2030

What is NOhep?

- A global **social justice movement** aimed at uniting the hepatitis community and beyond to take action at various levels to achieve the elimination of viral hepatitis by 2030
- An interactive platform where **people can join the movement, share stories, engage with the hepatitis community and elevate activities**
- It will use the WHO Elimination targets to advocate for global and national change
- NOhep will act as an accountability tool for governments to ensure they are meeting the targets
- It's an independent initiative which will be **launched on World Hepatitis Day 2016** and will run until 2030
- The NOhep campaign will be aspirational focusing on the concept of achievements, from a personal level to a macro level e.g. viral hepatitis doesn't define an individual their daily achievements do and elimination of viral hepatitis can be our next greatest achievement.

Goals

- Reach 400 million people by 2030
- Educate and create awareness, remove stigmatisation and increase recognition of viral hepatitis
- Support all capabilities, from single advocates to large-scale organisations, to elevate their national activities and reach new audiences.
- Re-position viral hepatitis from a stigmatised and de-prioritised issue to a **social justice issue** which unifies people towards a common goal; elimination

How can you support?

- Join NOhep and become a *heptivist* (you can sign up from week of April 25 via the WHD website)
- Share 'achievement' stories e.g. people living with viral hepatitis being defined by daily achievements, government achievements e.g. financing treatments etc.
- Launch NOhep in your country or incorporate Nohep into your activities on WHD 2016
- Place the NOhep logo on your website and on your materials
- Share photos and case studies of people who are living with viral hepatitis
- Share materials on social media and always **use the #NOhep**
- Join the NOhep Facebook Page and follow us on Twitter (launched on 28 July)

Next steps

- **Tools for Change webinar @10am EST on April 4th**
Sign Up Today on World Hepatitis Alliance website!
- WHD website and materials launched: week of April 25
- Elimination infographic video launched to coincide with the World Health Assembly: May 27
- **World Hepatitis Day and launch of NOhep: July 28**