Building a global movement to eliminate viral hepatitis

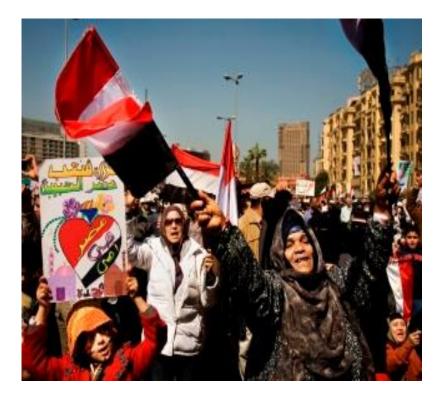


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World Hepatitis Aliance

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
- <u>Awareness of hepatitis is improving but remains</u> <u>low</u>, 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 <u>will need</u> <u>continued pressure to reach the elimination goal</u>
- **Funding** for hepatitis is a major barrier and unlikely to be overcome without <u>significant pressure for</u> <u>resource reallocation</u>
- Building a global movement will create a platform for the <u>hepatitis community to join together and</u> <u>elevate our voice</u>





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 <u>uniting the hepatitis community and</u> <u>beyond to take action at various levels to achieve the elimination of viral hepatitis</u> <u>by 2030</u>
- An interactive platform where **people can join the movement**, **share stories**, **engage with the hepatitis community and elevate activities**
- It will use the <u>WHO Elimination targets to advocate for global and national change</u>
- NOhep will act as an <u>accountability tool for governments</u> 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 <u>focusing on the concept of</u> <u>achievements</u>, 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 largescale organisations, to elevate their national activities and reach new audiences.
- <u>Re-position viral hepatitis from a stigmatised and de-prioritised issue to a social justice issue</u> 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)
- <u>Share 'achievement' stories</u> 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 <u>NOhep logo</u> 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

