

WHD  
2009

# Welcome to the 2nd 2009 Australian World Hepatitis Day Newsletter



With only 26 days to go until World Hepatitis Day, Hepatitis organisations across Australia are very busy with preparations for a week full of awareness raising activities and events.

## Love your Liver Lunches

Want to show your support for National Hepatitis Awareness Week? Why not host a 'Love your Liver' lunch.



The Australian campaign will feature "Love your Liver" Lunches. The "Love Your Liver" Lunches will not only provide a vehicle through which to increase general awareness about hepatitis, but

enable the general public and affected community to participate in an event whilst promoting the benefits to the liver of healthy eating.

Anyone can host a 'Love your Liver' lunch. They can be run as either high profile events e.g. with politicians, restaurants or celebrities, as well as with ordinary people.

A 'Love your Liver' lunch website will be launched shortly before the commencement of Awareness week. The website will contain a registration and donation element as well as healthy eating information for your liver, and hepatitis B & C information.

## National Launch

World Hepatitis Day and Australia's National Hepatitis Awareness Week will be officially launched at Federation Square in Melbourne on WHD May 19. Senator Jan McLucas will represent Federal Health Minister Nicola Roxon, and officially launch the campaigns.

The launch will commence with a 'Love Your Liver Lunch' followed by a free rock concert featuring:

### Russell Morris and Band

**The Transplants - featuring Paul Stewart ex Painters & Dockers, and Shane Laffy ex Man Friday**

**The Melbourne Hep Cats - featuring Criston Barker ex - member Air supply X - featuring Cathy Green Greenhills of The Earth**

Short film clips containing viral hepatitis information will be displayed between musical performances.

If you're in Melbourne, why not come down to Federation Square to show your support for the World Hepatitis Day and National Awareness Week campaigns, and enjoy a free concert.

The event is being planned and coordinated by Hepatitis Australia and Hepatitis C Victoria.

We would like to thank and acknowledge the following organisations/businesses for their support of the launch.

**Billy Hyde Music, Asylum TV and Noise TV**

## Thank you to our Sponsors

Hepatitis Australia would like to thank and acknowledge the following pharmaceutical companies for their sponsorship of the roll out of World Hepatitis Day in Australia and National Hepatitis Awareness Week:



Roche Products Pty Limited



GILEAD

Gilead Australia and New Zealand



Schering-Plough

Schering-Plough Pty Limited



Bayer

Bayer Australia Limited

Hepatitis Australia would also like to acknowledge the Commonwealth Department of Health and Ageing for their ongoing grant funding of National Hepatitis Awareness Week.

**World Hepatitis Day 19th May National Hepatitis Awareness Week May 18 - May 24**

# Awareness Week


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## National Hepatitis Awareness Week Resources

### Posters, Bookmarks and Stickers.

Hepatitis Australia, in consultation with the Project Implementation Committee, will be producing posters, stickers and bookmarks for National Hepatitis Awareness Week.

A series of three posters have been created using positive images, and with wording that provides short sharp messages about hepatitis B and C.

The bookmark will provide key messages about viral hepatitis, and the sticker will have information relevant to IDUs.

### Hepatitis B - What you need to know.

This 16 page brochure providing answers to frequently asked questions about hepatitis B was first produced in 2008 by Hepatitis Australia and the Hepatitis Council of Queensland. With funding received from the Honda Foundation, this brochure will be printed in Vietnamese, Arabic and Chinese, and will be available during Awareness Week

### 12 Question to ask your GP about hepatitis B and hepatitis C

To assist newly diagnosed hepatitis B and C patients, Hepatitis Australia has compiled a list of 12 questions to ask your GP for both hepatitis B and C. The questions will be available for download from the Hepatitis Australia website on 18th May 2009.

A companion resource for general practitioners providing the answers to the questions has been developed by the Australasian Society for HIV Medicine Inc. (ASHM).

### How to obtain resources

If you would like to receive any of the resources, please contact your state and territory hepatitis organisation. Contact details are available on the Hepatitis Australia website: <http://www.hepatitisaustralia.com/contacts/index.html>

## Hepatitis C Treatment Stories Book

Available on the Hepatitis Australia website from Monday 18th May, will be the first of three hepatitis C treatment stories. Hepatitis Australia has engaged the services of professional writer, Charlie Stansfield, to compile a book illustrating the lived experiences of 12 people with hepatitis C, and includes honest accounts of their experiences with conventional hepatitis C treatment.

The final book containing all twelve stories will be available in hardcopy in October.

## Endorsing the Campaign

If your organisation would like to show their support for the World Hepatitis Day and National Hepatitis Awareness Week campaigns, please email or write to Hepatitis Australia indicating that you would like to officially endorse the campaign. Endorsing organisations logos will appear on both the World Hepatitis Day and Hepatitis Australia websites.

email [wendy@hepatitisaustralia.com](mailto:wendy@hepatitisaustralia.com)  
write: PO Box 716, Woden ACT 2606

## Events & Activities

Members of the Project Implementation Committee and many others from the viral hepatitis sector, have been busy organising events for World Hepatitis Day and National Hepatitis Awareness Week. A comprehensive list of activities will be available on the Hepatitis Australia website from 1st May: [www.hepatitisaustralia.com](http://www.hepatitisaustralia.com)

If your organisation is holding an event on World Hepatitis Day or during Awareness Week, why not advertise it on the Hepatitis Australia website.

For more information, or to obtain an activities form, please contact Hepatitis Australia on 02 6232 4257 or email [wendy@hepatitisaustralia.com](mailto:wendy@hepatitisaustralia.com)

## More Information

If you would like information, or have any queries in relation to World Hepatitis Day or National Hepatitis Awareness Week, please contact Hepatitis Australia on 02 6232 4257


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[www.hepatitisaustralia.com](http://www.hepatitisaustralia.com)


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Awareness Week

# Whats Happening Around the World



## RESULT! World Health Assembly to Discuss Viral Hepatitis and

### World Hepatitis Day

We are delighted to announce that in response to efforts by the World Hepatitis Alliance, and in particular, patient groups in Brazil and China; Brazil, supported by China, Oman and Afghanistan, succeeded in having viral hepatitis added to the agenda for the 62nd Annual World Health Assembly in May.

We are in close contact with the Department of Health in Brazil which has already drafted a resolution for discussion at the meeting, covering a range of issues, and calling for the establishment of a WHO-supported World Hepatitis Day. We are very grateful to Brazil for taking the lead on this, and the Alliance will be actively supporting the initiative by briefing delegates and encouraging all countries to support the resolution.

One of the main aims of the World Hepatitis Alliance campaign has been to engage the World Health Organization (WHO) with the view to encouraging greater international focus on hepatitis awareness, prevention, treatment and support, as well as securing official WHO endorsement for World Hepatitis Day.

## 'Am I Number 12?' on Tour

The 'Am I Number 12?' blog was launched at the end of January, and since then, Raquel has written over 20 posts, and is already being followed by over 100 people on Twitter. Raquel has been busy writing about her experiences while in South America, the Western Pacific and most recently in Poland. We encourage all of you to log onto the website to follow Raquel's progress and to get involved in the conversation! The best way you can do this is by posting a comment on her blog...

In the spirit of online chatter, 'Am I Number 12?' can also be found on Facebook, Bebo and Flickr. The success of these social networking sites relies on the involvement of the public, and we would love to have your support. Visit them, join up, talk about them and comment on them – help us raise awareness of hepatitis B and hepatitis C and promote World Hepatitis Day 2009 online.



## New Zealand Sets the Pace



Planning efforts are well underway in New Zealand, with a number of local activities and national campaigns being organised. In Christchurch, the Hepatitis C Resource Centre is coordinating an awareness-raising event to be held on World Hepatitis Day, with live music from a number of local bands, a free soup giveaway and games. The group is developing new posters, and has even given grants to two local towns to help them join the campaign and raise awareness.

At a national level, advertisements are being developed for television and radio, and the Hepatitis C Resource Centre is

writing a letter to the New Zealand government requesting that hepatitis is moved up the national healthcare agenda, as part of the '12 Asks' campaign.



## New World Hepatitis Day Logo

The World Hepatitis Alliance received a number of requests from a range of different people, including sponsors and patient groups to create a specific logo for World Hepatitis Day.

This new logo has been created to help raise recognition of World Hepatitis Day itself.


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## We Need You!



Firstly, thank you to all those people who have submitted entries to the 2009 World Hepatitis Day creative competition. The deadline is fast approaching, but it's not too late for you to submit your own ideas to the competition.

Please email your entries to [worldhepday@fleishman.com](mailto:worldhepday@fleishman.com) no later than 5pm GMT on Friday 17 April

## European Immunization Week



The World Hepatitis Alliance is pleased to be supporting European Immunization Week, an initiative coordinated by the WHO Regional Office for Europe, which aims to help European Member States fulfil their obligations of universal immunisation.

The event which takes place between 20 and 26 April and involves over 32 countries, will include the presentation of new research on recent disease outbreaks as well as a summary of national immunisation programmes and an online viral campaign with a video being uploaded to YouTube.

Charles Gore, President of the World Hepatitis Alliance, commented that "Getting immunised is the best way of preventing hepatitis B infection, but despite its excellent record, the hepatitis B vaccine is unfortunately not available in all parts of the world. The World Hepatitis Alliance commends the objectives of European Immunization Week, and looks forward to continuing an active partnership with its coordinators at WHO Europe to increase access to the hepatitis B vaccine across at-risk populations."

For more information visit: [www.euro.who.int/eiw2009](http://www.euro.who.int/eiw2009)

## World Hepatitis Day Support Grows

Last year's campaign received the endorsement of a number of high profile organisations including Médecins Sans Frontières, the GAVI Alliance and the Pan American Health Organisation.

We can now add the Asian Liver Centre and the Asia and Pacific Alliance to Eliminate Viral Hepatitis (APAVH) to the group of international organisations supporting our campaign. In confirming their support, Dr Samuel So, Executive Secretariat, said that the APAVH "supports the dedication of the World Hepatitis Alliance in their efforts to unite against viral hepatitis in response to the concern that chronic viral hepatitis has nowhere near the level of awareness nor the political will to tackle it that is seen in HIV / AIDS, tuberculosis and malaria."

## World Hepatitis Alliance Members

**President:** Charles Gore,  
The Hepatitis C Trust (United Kingdom)

**Eastern Med / Africa region:**  
Abdelhamid Bouallag, SOS  
Hepatitis (Algeria)

**Europe region:**  
Achim Kautz,  
Deutsche Leberhilfe (Germany)

**International Relations:**  
Raquel Jose  
The Hepatitis C Trust  
(United Kingdom)

**North America region:**  
Chris Taylor, NASTAD (USA)

**Australasia region:**  
Helen Tyrrell, Hepatitis Australia  
(Australia)

**Latin America region:**  
Carlos Varaldo,  
Grupo Optimismo (Brazil)

**Western Pacific region:**  
Zhao Wang, Chinese Foundation  
for Hepatitis Prevention & Control  
(China)

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# Awareness Week