

WHD
2009

Welcome to the 3rd 2009 Australian World Hepatitis Day Newsletter



With only days to go until World Hepatitis Day and National Hepatitis Awareness Week, we are delighted to be sharing with you the many varied activities that are planned throughout Australia and across the globe.

What's happening in Australia

National Launch - World Hepatitis Day and National Hepatitis Awareness Week

Iconic Australian rock stars will unite on World Hepatitis Day, May 19, to break the silence that surrounds hepatitis, the most common notifiable health condition in Australia in the last ten years.

The Launch will commence with a 'Love your Liver' lunch followed by a free rock concert. The concert is set to rock Federation Square, Melbourne, from 1pm until 4pm, as we urge all Aussies to stem the silent epidemic of hepatitis by speaking out and showing their support. Short film clips about viral hepatitis will be displayed between the musical performances.

The Honourable Nicola Roxan MP, Minister for Health and Ageing will address the launch at 2.00pm

The line up is comprised of many talented Aussie acts:

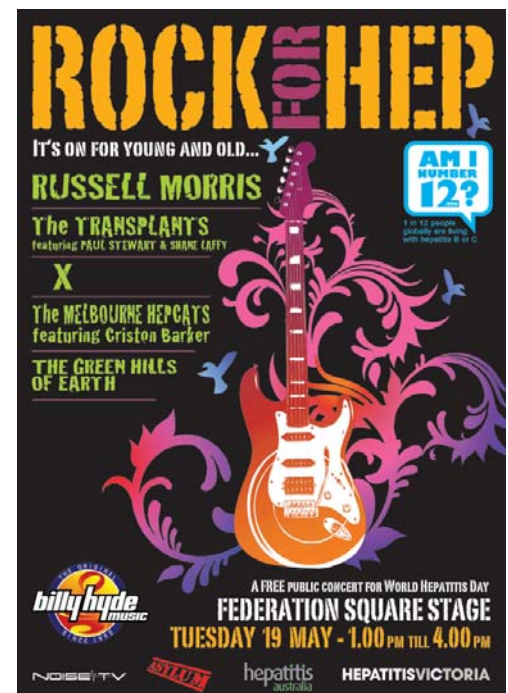
- **Russell Morris and Band**
- **The Transplants** – featuring Paul Stewart ex Painters & Dockers, and Shane Laffy ex Man Friday
- **The Melbourne Hep Cats** – featuring Criston Barker, ex-member Air Supply and Russell Coleman ex drummer ACDC and Redgum
- **X** – featuring Cathy Green
- **Greenhills of The Earth.**

If you're in Melbourne, why not come down to Federation Square on Tuesday, May 19, and show your support for World Hepatitis Day and National Hepatitis Awareness Week while enjoying 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.

Awareness Week

What's happening in Australia

Around the States & Territories

Many events have been scheduled around the country, ranging from informative workshops with eminent hepatologists, to 'Love Your Liver Lunches' in grand hotels, in the premises of pharmaceutical companies and giants of industry, in hospitals, CALD communities and secure premises.

There will be picnics in the park, healthy BBQs, fruit smoothie stalls and visual displays in hospital foyers.

One ingenious council is taking advantage of the large number of people who will be attending the RSPCA's Million Paws Walk and is using the opportunity to exercise their pet and hand out information at the same time. Both owners and dogs are sure to look fetching in the red outfits they're planning to wear on the day.



There will be new websites launched and new resources released.

Hepatitis councils and organisations have been truly inventive in their planning of activities, and you can view full details at http://www.hepatitisaustralia.com/events_projects/EventsandActivities2.html

Community Service Announcements

Three Community Service Announcements (CSAs), have been compiled featuring a high profile television doctor and the well known chef, Tom Kine.

It's our expectation that the format of the CSAs will help dispel stigma and encourage uptake of treatment.

We are aiming to have the CSA's aired on national television during Hepatitis Awareness Week.

12 Questions to ask your GP

To assist newly diagnosed hepatitis B & C patients, Hepatitis Australia has compiled a list of 12 questions to ask their GP about hepatitis B & C. The questions will be available for download on the National Hepatitis Awareness Week section of the Hepatitis Australia website. www.hepatitisaustralia.com

The Australasian Society for HIV Medication (ASHM) have developed a GP companion resource providing the answers to the 12 questions for download from 18 May at www.ashm.org.au

Love your Liver Lunches



Every Australian can show their support for National Hepatitis Awareness Week, and one way to do so is to host a 'Love your Liver' lunch.

'Love your Liver' lunches are a major feature of the National Campaign – with three Community Service Announcements set to launch on Sunday, May 17, 2009, to encourage the Australian public to be conscious of their liver; and the hepatitis B and C viruses which can cause so much damage to this vital organ.

The lunches will not only provide a vehicle through which we endeavor to raise general awareness about hepatitis, but hopefully, in the years to come, assist in raising funds for improved hepatitis services across Australia.

Two large companies have already indicated their excitement about hosting a Love your Liver Lunch amongst colleagues during National Hepatitis Awareness Week.

A 'Love your Liver' lunch website has now been launched, and enables everyone that is hosting a lunch to register their lunch, big or small, and to learn about hepatitis B and C and good liver health. To register your lunch, or find out more, go to www.loveyourliver.com

Hep C Treatment Stories Book

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.

Four personal stories highlighting the despairs and joys of treatment will be available on the Hepatitis Australia website from May 18, to be followed later by a bound volume of further stories.



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Whats Happening Around the World

Awareness Week



Algeria

SOS Hépatites Algeria held a successful debate on the '12 Asks' policy initiative in January. As a result of the meeting 35M euros has been assigned solely to the management of hepatitis B and C. Testing centres and an improved national surveillance programme have also been implemented, with May 19 officially recognised as World Hepatitis Day.



Argentina

Patient groups in Argentina have been extremely busy this year. HCV Without Borders are hosting a press conference and have organised radio and television in Buenos Aires; they plan to release balloons on May 19 and distribute leaflets and posters to hospitals.

The Ministry of Health are supporting the campaign by distributing information leaflets on hepatitis to the general public as well as guides to the primary healthcare teams around the country. In San Juan "Más Vida" is planning activities in the Marcial V. Quiroga Hospital with the support of their local government.

In the Corrientes province the Ramón Vidal Hospital is coordinating presentations on hepatitis and in Trelew (Santa Cruz province) teachers from the secondary school are preparing classes about viral hepatitis and distributing leaflets. Patient groups from Rosario, Ushuaia, and Mar del Plata will be holding events in hospitals and in the streets, and in Cordoba local newspapers and radio are helping to promote the campaign.



Bangladesh



The Liver Foundation of Bangladesh again launched its 'Am I Number 12?' (Ami ki nombor 12?) campaign to coincide with Bengali New Year on April 14. The campaign in 2009 is even bigger than 2008, with 10,000 posters being distributed around

Dhaka City, 5,000 stickers being posted on public transport and 20,000 leaflets being handed out to raise awareness.

Other elements of the campaign include a rally, seminars, television and radio programmes on all major channels, hepatitis information booths, a round table and a New Year concert held in Dhaka city with leading rock band Artcell.



Belgium

Carrefour Hépatites-Aide et Contact (CHAC) has put together an impressive programme in Brussels for May 19. The day will start with a walk to Parliament followed by a press conference including hepatitis medical experts and government health ministers.



After a dinner there will be a forum with presentations and a debate, with attendees including patient group representatives, doctors and government officials.

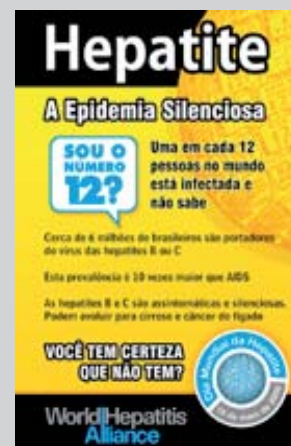
The famous caricaturists Jacques Sondron and Philippe Geluck are supporting the Belgium campaign. Jacques will be present at the forum to draw the event as it happens.



Brazil

Brazil already has more than 40 events confirmed on May 19 with many more planned. From Rio to Recife, Belo Horizonte to Brasilia, patient groups and professional bodies will be organising headline-grabbing events to draw attention to World Hepatitis Day.

And of course the Brazilian Government is preparing to present a resolution on viral hepatitis to the World Health Assembly in May.




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Awareness Week



Bulgaria



Bulgaria is really taking the lead in 2009 with its 'Am I Number 12? Campaign. In one of the most impressive campaigns to date, patient group Hepasist has taken 'Am I Number 12?' to the celebrity 'Big Brother' television show – which appears nightly on one of Bulgaria's most popular national television networks – NTV. As part of raising awareness in the country the celebrities will collect money for hepatitis testing for a week starting on May 19. The contestants will also be tested during their stay and send a delegation to the Minister of Health to lobby for a hepatitis screening policy.

Further activities coordinated by Dr. Stanimir Hasurdjiev include national television adverts every 30 minutes, interviews on Central News, testing live on television show 'Who Wants to be a Millionaire?', an interview on a political talk show, and national distribution of patient stories in Bulgarian news including online and magazine publications.



Canada



The collaboration between groups in Canada continues to be excellent, with an impressive number of events organised for World Hepatitis Day.

Events planned include a Hep C Tattooing Project and an educational initiative aimed at grade 11 students

in Ontario. HepCBC and AIDS Vancouver Island are planning a number of activities in Victoria, B.C. throughout May, including a ribbon campaign and participation in the Victoria Day parade.

Further activities include 'Am I Number 12?' cookie selling and information kiosks in high schools, as well as a Parliamentary Breakfast to raise awareness among MPs and senators. www.whdcanada.ca is also being revamped and updated - so log on to find out more...



China

The Chinese Foundation for Hepatitis Prevention and Control has made a great effort this year to improve awareness, prevention, treatment and support of hepatitis

On May 19 a press conference is being held in The Great Hall of The People in Beijing, with about 300 people attending including hepatologists, doctors, patients, government and CED officers and over 50 journalists. This will be followed by a workshop on Prevention of Hepatitis.

Throughout May there will be free hepatitis testing in cities including Shanghai, Beijing, Guangzhou, Xi'an, Zhenzhou and Hangzhou. Free consultations for patients have been available in Shanghai as well as educational programs for doctors in rural areas.



Croatia

Last month the Croatian patient group Hepatos were invited to participate in a meeting of the Committee for Health and Social Welfare of the Croatian Parliament to discuss the problems of viral hepatitis. The Committee recommended that the Croatian Government accept the Resolution (Declaration) on viral hepatitis and Action Plan at the Parliament session on May 19.

The Resolution and Action Plan will be the first official documents in the Republic of Croatia on viral hepatitis and will hopefully encourage the development of official reports on the prevalence of viral hepatitis. We look forward to hearing more!



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Egypt

The patient group in Egypt is planning various activities for World Hepatitis Day in close collaboration with the Ministry of Health and the National Committee for Treatment and Prevention of Viral Hepatitis. Together with the Ministry of Health, they will be coordinating a press conference to announce the launch of a four-year Governmental Hepatitis Prevention Campaign.



Germany



Germany has a large number of activities planned for May 19, including press events and free liver checks being offered to the public in over 15 cities, conducted by local hepatologists. Doctors will be leading patient seminars and local hepatologists will be visiting newspapers and radio stations, promoting a hotline service to the public. In addition to updating www.weltheepatistag.info, they will also be launching a profile on www.facebook.com to reach younger online audiences. Finally, "Smart Mob" (also known as 'Flash Mob') activities across several cities will include people dressed in yellow distributing hepatitis flyers and launching balloons into the sky.



Morocco

The campaign in Morocco is being led by a major event called 'Spring Time of the Patient'. Held in Casablanca, SOS Hépatites aim to highlight the difficulties in getting access to treatment and delays in reimbursement to patients who desperately need treatment.

SOS Hépatites will also be celebrating its 5th birthday in May and in a combined celebration with World Hepatitis Day, the association are preparing television and online broadcasts to raise the profile of hepatitis in Morocco.



Sweden

Riksföreningen Hepatit C are working hard to secure sponsors for World Hepatitis Day. They are keen to introduce a national theme in addition to 'Am I Number 12?' and are busy securing speakers for May 19 events.



Pakistan



In Pakistan there will be a regional and national television campaign and plans to form a 'Human 12' with the help of 500 children. Free blood screening sites will also be set up for the general public and a toll free helpline, running for three months, with a qualified doctor on hand to answer public enquiries. To reach even more people than last year

the campaign materials are being produced in all the major languages of Pakistan, including Punjab, Pushto, Sindhi, English and Urdu.



Portugal

In Portugal patient groups are planning to make a big impact, with the projection of "Am I Number 12?" on famous landmarks in six different cities, including Lisbon and Faro. Posters are being placed at ATM machines and throughout May the sugar company DELTA will have the words "I know. Do you? Get tested" on their bags of sugar. There are also plans to distribute leaflets, condoms and bookmarks on May 19.



Spain



In Valencia the sociacion Espanola de nfermos de Hepatitis C, with support from the Ministry of Sanitation and Consumption and the Spanish

Association for the Study of the Liver, are hosting a forum with presentations and debates on hepatitis. There will also be lectures given at universities and information desks placed at all city councils in Spain. The campaign will feature on 123 buses in Valencia for two weeks from May 6.

In Barcelona Associacio Catalana Malalts d'Hepatitis C are setting up information desks to educate the general public on prevention and treatment and to answer any questions they may have. Posters are being produced and a newsletter to highlight the '12 Asks' is being written along with a letter to the local government of Catalunya to request their support on World Hepatitis Day.