Prevention and control of Viral Hepatitis in Brazil and other Latin American countries, lessons learnt and the way forward

Carlos Varaldo

President of “Grupo Otimismo de Apoio ao Portador de Hepatite”
resident of AIGA – Aliança Independente dos Grupos de Apoio
Member of the “Aliança Pesquisa Clinica Brasil”
Founder and Vice-director of World Hepatitis Alliance (2007/2009)

“The role of civil society to define national response to viral hepatitis”

Brasilia, Brazil, 19-21 March 2014
Is there popular participation?

Does every nation have the government it deserves or the government it desires?
Is there popular participation?

- Carnival, beaches, music concerts and electric trios gather millions.

- The protests against corruption do not gather even two thousand.

- A protest for health will not fill a van.
The Federal Constitution promulgated in 1998 explicitly states that "health is everyone's right and the duty of the State".

- It is up to the citizens to assert their right, using the available mechanism of social control called "Advocacy".

- Law nº 8080 guarantees the performance of the civil society in the Health Public System social control.
Advocacy in health means fighting for a cause, by raising awareness and mobilizing society, monitoring and supervising the performance of the government.
Hepatitis Advocacy

Includes four "actors":

- government
- physicians
- pharmaceutical companies
- patients.
How to influence public policies?

NGO

Press

Government

Popular participation

Congress

Judiciary
In 2013: 678,740 visitors; 1,838,492 page views; 2,998,942 downloads
Certificate since 2000 by “HON – Health On the Net Foundation”
https://www.facebook.com/hepatocom

On Facebook since Nov/2013
In four months 33,100 liked
≅ 4,700 sharings
≅ 4,500,000 of impact.
7,000,000 leaflets - Results?
Hepatite C

Millions of Brazilians are infected with a silent assassin: the virus of Hepatitis C.

A great majority are not suspected, but Hepatitis C evolves insidiously for a cirrhosis, a liver cancer or death.

Every Brazilian over 40 years old can be infected.

At the next medical consultation, you will find out if you have Hepatitis C. It is possible to end up in the hospital.


Media coverage

Posters:
Greater results

Christ Illuminated in May 2011/2012/2013
Volunteers of Optimism Group

Cissa Guimarães
Cristiana Oliveira
Faustão
Patricia Pillar
Cristhiana Oliveira
Faustão
Bichinho do HCV
José Wilker
Miguel Falabella
Bichinho do HCV
Patricia Pillar

Seven films with TV stars
Commitment of Brazil to present a resolution at WHO Assembly creating the “World Hepatitis Day”

Advocacy of the Grupo Otimismo and ONG C Têm que Saber

On May 16, 2008
The Pope in Brazil - Our appeal
Brazil, Rio de Janeiro - 23-28 July 2013
NGO or NGI

- How to measure the representativity of patients associations?

- Which NGOs interest the government?
A poker game

- There is intelligence at the other side of the table.

- The government tries to neutralize each attempt of civil society.

- The main issue is always money!
Strategies from the other table side

- Promises of politicians?

- Strategies of managers:

  “LET’S FORM A COMMISSION!”
1 – At first, they will ignore you,

2 – Then, they will try demerit you,

3 – Then, they will try combat you,

4 - And finally, you will win.

The wise teachings of Mahatma Gandhi
Gandhi's Secret

Persistence
Persistence
Persistence
Persistence
Persistence
Persistence
Persistence
Persistence
Persistence
Two days ago - On March 19 - This is advocacy

- Denunciation discrimination of the infected with hepatitis C in the Federal Public Ministry.

- Equal central drug purchase for HIV and HCV.

- HIV and HCV = 4 years in the same department.

- 2 different flows - Immediate delivery to HIV, Bureaucracy for HCV.

- We want to find out who responsible person for the discrimination is to criminally prosecute him/her.

**Discrimination is crime!**
This is Advocacy

- Appeal to the Pope Francisco in Rio de Janeiro from 23 to July 28th, 2013 – Banner in Copacabana.

- Audience solicitation.

- Persistence for seven months.

- Finally conceded audience!

- We will deliver personally letter asking that the Catholic church alerts about prevention and diagnose of the hepatitis.

Result????????? - But this is advocacy!
We should be idealistic

“Homo sum humani nihil a me alienum puto”

“I am a man, nothing human is indifferent”

Terêncio (185 a.C.-159 a.C.)
Government, medical societies, civil society and industry

Together we can beat the hepatitis!

A dream dreamt alone is a dream.
A dream dreamt together becomes reality. (Raul Seixas)
Grupo Otimismo de Apoio ao Portador de Hepatite

e-mail: hepato@hepato.com
Internet: www.hepato.com