

# World Hepatitis Day

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# The past is a foreign country

- 2002 Getting European HCV patient groups together – a British Liver Trust initiative
- June 2004 – ELPA formed
- 2004 Oct 1 chosen as HCV Awareness Day
- EASL 2005 – ELPA formally launched
- AASLD 2005 – US groups refuse to get behind October 1<sup>st</sup>
- 2006 – HCV awareness day becomes World Hepatitis Awareness Day
- 2006 – ELPA agreement to find new date
- AASLD 2006 – US groups asked to choose a single representative
- Input from WHO Europe – why HBV and HCV together?

# World Hepatitis Day

## Meeting in Barcelona (EASL) 2007

- Meeting of patient reps from Europe, N America, S America, Africa, China and Australasia as well as industry and WHO Europe
- A single day
- Agreement on steering committee
- Failure to agree messages

# Who should lead awareness raising?

- The pharmaceutical industry?
- Doctors?
- Rock stars?
- The media?
- Patients?

# World Hepatitis Day

- The need to start in 2008
- Budget of \$1 million
- Creation of World Hepatitis Alliance
- Communications agency competition -  
Fleishman-Hillard chosen

# World Hepatitis Day

## Components

- Teaser
- Websites
- Projections
- 12 Asks
- Hepatitis Atlas
- Endorsements/partners/support

# World Hepatitis Day

- Theme: 1 in 12 people infected with either chronic HBV or chronic HCV
- Aims:
  - to provide a focus for countries to do their own messaging
  - to ensure WHO endorses the day (May 19th 2008 is the opening day of the WHO General Assembly).
  - to persuade WHO to adopt viral hepatitis as one of its key diseases, along with HIV/AIDS, malaria and TB.
  - to pressure national governments to adopt 12 key measures to tackle viral hepatitis effectively.
  - to improve surveillance of chronic viral hepatitis worldwide.
  - to build momentum.

# World Hepatitis Day

## 12 Asks

12 asks are components of a good hepatitis programme to be accepted as commitments by 2012. 6 asks the same across all countries:

1. Public recognition of chronic viral hepatitis as an urgent public health issue
2. The appointment of an individual to lead Government strategy nationally
3. The development of a patient pathway for screening, diagnosis, referral and treatment
4. Clear, quantifiable targets for reducing incidence and prevalence
5. Clear, quantifiable targets for reducing mortality
6. Clear, quantifiable targets for screening



# World Hepatitis Day

## 12 Asks

6 asks depending on circumstances in individual countries:

- Effective surveillance and publication of national incidence and prevalence statistics
- Commitment to examine cases of best practice internationally
- Commitment to work with patient groups in policy design and implementation
- Provision of free and anonymous (or confidential) testing
- A public awareness campaign that alerts people to the issue and is committed to reducing stigma
- Commitment to an ongoing national vaccination programme

Some countries will be early adopters

# World Hepatitis Day

## Hepatitis Atlas

- Prevalence, incidence etc of HBV and HCV country by country
- Variety of sources
- Amount/lack of surveillance is itself data
- Examples of best practice
- Ongoing project
- Printed and interactive web-based

# World Hepatitis Day

## Endorsements/partners/support

- 200+ patient groups
- WHO
- Other world medical, e.g. Red Cross, Médecins sans Frontières
- Foundations e.g. Clinton, Gates
- Professional organisations e.g. AASLD, EASL, APASL, IASL, ALEH
- Non-pharma industry, e.g. Bloomberg, Clear Channel, Shell