

ELIMINATE ~~HEPATITIS~~



Placing Patient Case Study Features Stories for World Hepatitis Day

Media engagement for WHD 2017

#ShowYourFace

#WorldHepatitisDay

#NOhep

World Hepatitis
Alliance



Strategy:

- In the absence of global new data on WHD 2017, we need to focus on leveraging features opportunities
- Activate media engagement at a local level

Approach:

- Bring the campaign theme of 'elimination' to life through feature led local patient case study stories
- Provide a call to action to join the #ShowYourFace movement in support of eliminating viral hepatitis on WHD 2017

Local media engagement: country guidelines

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Selecting case studies:

- Your case study should have an interesting story to tell
- Link to recent news stories or policy updates around viral hepatitis, e.g.:
 - National blood transfusion scandal
 - A new government policy on hepatitis B child vaccinations

Important points to note:

- National publications may want an exclusive case study that has not been interviewed before
- Your case study needs to be comfortable being photographed and interviewed by a journalist



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Preparation and developing supporting materials:

- Interview your case study to capture their story and write it up as a one-to-two page story (please see page 6 for some top tips and questions to ask when building your story)
- Photograph your case study, you will need about 2-6 high resolution images
- Create a targeted media list
- Include a paragraph on the WHD 2017 campaign, including a clear call to action, in your story





Execution:

- Contact journalists around 3-4 weeks ahead of WHD
- Be prepared for the journalist to interview your case study directly
- If the journalist requests the story as an exclusive, respect this

Follow-up:

- Once published, make sure you publicize the great work on social media
- Share any successes with WHA so they can celebrate the great work
- Remember to thank the journalist and your case study for their work and time

July 2017 Calendarpedia
Your source for calendars

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

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When writing-up the patient case study story you can ask the following questions to help get the information you need:

1. When did you first get diagnosed with viral hepatitis and which type of virus was detected?
2. What made you go and get tested?
3. Describe your emotions and how you felt when you got diagnosed?
4. Describe your treatment pathway and how effective the medications were?
5. Following diagnosis did you experience any stigma from friends / family / work colleagues?
6. How has your life changed now and how healthy do you feel?
7. How has hepatitis affected your life overall?
8. Do you think World Hepatitis Day is important, and if so, how?
9. If you could do one thing or pass on one piece of advice for others what would it be?
10. What is your I AM... statement?