

World Hepatitis Day 2019 - Western Pacific Regional Overview

Snapshot

14 countries participating
19 members celebrating
7 members using the Find the Missing Millions theme

Country commitments and announcements

Malaysia launched its biggest ever test and treat campaign to combat hepatitis C. Launched in collaboration with the Foundation for Innovative New Diagnostics (FIND) and Drugs for Neglected Diseases *initiative* (DNDI), MYMissingMillions offered Malaysians the opportunity to be screened for free in July.

At an event held to celebrate the 25th anniversary of The Liver Disease Prevention and Treatment Research Foundation, the **Chinese Taipei (Taiwan)**'s Minister of Health and Welfare, Chen Shih-chung, said that the government aims to eliminate hepatitis C nationwide by 2025.

Celebrity involvement

Japanese TV presenter and announcer **Kazuo Tokumitsu**, who is also a hepatitis ambassador in Japan, attended the Japanese Hepatitis Council's WHD event.

Member activity

Australia

Australasian Society for HIV Medicine shared a number of World Hepatitis Day and hepatitis-related posts on social media, and linked to Australia's WHD campaign, #HepDayAus

Hepatitis ACT held a World Hepatitis Day event at their office, which included an impressive WHD cake and a barbeque. Their Project Officer also went on radio to raise awareness about hepatitis and prevention methods.

Hepatitis Australia posted the Find the Missing Millions film on Facebook, and used paid online advertising on news and lifestyle websites to raise awareness of hepatitis online. They also developed an online hepatitis risk quiz and encouraged their social media followers to take and share it to find out if they could be at risk of hepatitis. More than 700 people took part in the quiz.

Hepatitis NSW partnered with various other organisations to provide hepatitis C training to workers from the drug and alcohol centre in a local health district. They also hosted a launch event in conjunction with the NSW Health Department which was attended by NSW Chief Health Officer Dr Kerry Chant, and engaged the media to maximise their reach. Social media was also a key part of their activities.

Hepatitis Queensland illuminated the local population about hepatitis by lighting up a range of landmarks, including the Story, Victoria and Kirulpa bridges, Reddacliff place and Sandgate Hall, green. They also encouraged their social media followers to take the hepatitis risk quiz.

Hepatitis SA held World Hepatitis Day community events in a major shopping centre, at the offices of organisations that have an onsite needle and syringe program, and at the offices of community correctional services. Approximately 170 people attended these events, and 28 were tested for hepatitis. Hepatitis SA also shared the FMM film, and posted on their social media channels and other communications channels.

Accompanied by their liver mascot, **Hepatitis Victoria** celebrated World Hepatitis Day with hundreds of locals at the Springvale Snow Festival in Dandenong. They also ran a digital poster campaign urging the public to “Love your Liver”. They also shared Find the Missing Millions campaign materials on Facebook.

Hepatitis WA used social media to raise awareness of the thousands of Australians and millions of others around the world who are affected by viral hepatitis. They used their platforms to inform people of the hepatitis C cure, and encouraged people to get tested.

Northern Territory AIDS & Hepatitis Council (NTAHC) held a “Love Your Liver” Lunch in Alice Springs and a Picnic Party in Darwin, with a range of healthy foods, music, entertainment and - most importantly - information about new hepatitis C treatments. Attendees at the events had the opportunity to speak to NTAHC staff and arrange access to services. NTAHC also promoted the patient voice by sharing the stories of people affected by hepatitis on their social media channels.

Tasmanian Council on AIDS, Hepatitis and Related Diseases showed their love, support and care for people living with hepatitis B and C on World Hepatitis Day by sharing lots of content on social media, and encouraging others to show their support too. They also promoted the WHD self-assessment quiz.

No activity reported from **Cancer Council New South Wales**

China

Asiahep Hong Kong Limited offered free hepatitis B tests, shared an informative video interview about hepatitis with Dr Leung Hui-Yi, and shared the “Missing Millions” song on social media.

No activity reported from **Beijing Yirenping Center, China Foundation for Hepatitis Prevention and Control (CFHPC), China Love Liver Network, Inno Community Development Organisation, Taiwan Liver Research Foundation or Wu Jieping Medical Foundation.**

Chinese Taipei (Taiwan)

Kaohsiung Research Association for the Control of Liver Disease held their annual public education event where they talk about liver diseases. They also held large-scale screening events, testing an impressive 1000 people for hepatitis. In addition, they ran an online social media campaign.

Taiwan Hepatitis Information and Care Association (THICA) participated in the World Hepatitis Day event organized by Hepatitis B Foundation in Washington DC, USA. They also hosted a WHD “dinner exchange” where members of the public could have dinner with medical professionals and ask them questions. THICA also supported the NOhep Google Doodle campaign, and adapted the NOhep doodle to incorporate their own logo.

No activity recorded for **Keelung Association for Liver Disease**.

Japan

Japan Hepatitis Council and its patient association Japan Hepatitis Association held their annual Hepatitis Forum event in Tokyo, which was attended by more than 400 people including Mr. Kazuo Tokumitsu, a TV presenter and hepatitis ambassador, and the Head of the Japanese Ministry of Health’s Hepatitis Measures section. The event included speeches and lectures, including a lecture entitled “Joint project to utilize Japan's hepatitis countermeasures in Mongolia, the world's worst liver cancer death rate”.

No activity reported from **Habataki Welfare Project, Japan Society for the Promotion of Hepatitis Measures or Viral Hepatitis Research Foundation**

Mongolia

Onom Foundation hosted a World Hepatitis Day medical event in the Mongolian capital Ulaanbaatar with speakers including leading surgeons, hepatologists, and gastroenterologists. Citizens were encouraged to ask these experts questions.

No activity reported from **FIRE • Flagstaff International Relief Efforts**

New Zealand

Hep C Action Aotearoa had an information stand at the General Practitioners conference, and also presented to delegates. They were joined by the Minister of Health and highlighted the free treatment and testing services available in New Zealand. They also ran a nationwide digital billboard and poster campaign featuring the “hep C butterfly” and Nohep logo, shared the FMM video, posted on social media, and shared a video from New Zealand musician Martin Phillipps, in which he encouraged people to get tested for hepatitis C.

Hepatitis Foundation of New Zealand launched a series of hepatitis education modules for health professionals and organised a hepatitis information display competition for GP clinics to help raise awareness of the virus. They also used the power of social media to raise awareness, sharing the Find the Missing Millions film and posting on Twitter and Facebook.

No activity reported from **Hepatitis C Resource Centre • Te Waipounamu or The Haemophilia Foundation of New Zealand**

Philippines

Yellow Warriors Society Philippines (YWSP) held a variety of events to mark World Hepatitis Day, including a large fun cycle in Manila. The many cyclists who participated wore green World Hepatitis Day t-shirts to raise awareness. YWSP also organised a theatre performance about social stigma, negotiated local buildings and monuments being lit up green, and finished off the day with a candle lighting ceremony. About 1,000 people attended their events, and 500 were tested for hepatitis.

Singapore

No activity reported from **Hepatitis B Support Group of Singapore**

Viet Nam

Supporting Community Development Initiatives (SCDI) shared information about the WHO's "Invest in Elimination" campaign and an informational video about hepatitis on their Facebook page.

No activity reported from **Vietnam Viral Hepatitis Alliance**