



World Hepatitis Day 2016 in Australia

Hepatitis Australia would like to thank all World Hepatitis Day collaborating organisations and individuals for their contribution to the success of World Hepatitis Day 2016, in Australia.

World Hepatitis Day in Australia was closely aligned with the global campaign and the theme of elimination. The focus for World Hepatitis Day in Australia was treatment; an important step on the road to elimination of viral hepatitis.

The availability of effective viral hepatitis treatment in Australia was promoted on, and around World Hepatitis Day 2016, and all Australians living with hepatitis B or hepatitis C were encouraged to speak to their doctor about treatment options or call the National Hepatitis Infoline (1800 427 222) for more information.

The following resources/products were developed by Hepatitis Australia to assist with dissemination of viral hepatitis treatment information to the affected community:

- Dedicated WHD website
- National WHD poster and adaptable template
- Infographic treatment factsheet
- Hepatitis B and hepatitis C treatment factsheets
- Merchandise
- Treatment key messages
- National media release
- Social media graphics, messages and treatment video

WHD website and resources

The World Hepatitis day website was launched early July and received a peak of visitors on WHD. Posters, factsheets and infographics were available for download from the website and WHD events throughout Australia were listed in the events section.

Love your Liver and NOhep branded merchandise was distributed to Hepatitis Australia member organisations for further distribution and use at WHD events and activities. Merchandise packs were also available for purchase through the online shop on the WHD website.

Thank you to everyone who distributed and displayed WHD posters, resources and merchandise.

**NOhep...
our next
greatest achievement**

**Australia is leading the way
for a NOhep future**

Effective viral hepatitis treatments are available
in Australia. **Change your future today.**
Talk to your doctor about your
treatment options.

Hepatitis information line
1800 437 222 (1800 HEP ABC)

www.worldhepatitisday.org.au hepatitis australia NOhep

Traditional Media

A national media release titled 'Australia leads the world in curing hepatitis C as record numbers treated' was distributed on WHD. The media release jointly issued by Hepatitis Australia, the Kirby Institute of the University of New South Wales, and the Doherty Institute, contained new data on the number of Australians treated with the new hepatitis C medicines and also called for a concerted national response to hepatitis B.

In addition, many other organisations distributed their own media releases and held local events which generated media at a local level.

As a result of all this collaborative effort a total of 577 pieces of media coverage (including syndications) were generated to coincide with World Hepatitis Day 2016:

- 16 x TV reports, syndicated to 147 stations
- 40 x newspaper articles
- 77 x Radio News and Talkback interviews, syndicated to 272 stations
- 23 x Online Reports
- 2 x AAP Newswire Reports

Print, radio and TV media coverage circulation was estimated to be in excess of 5,380,245 clips (excludes online media impressions).

Social Media

Social media engagement for WHD 2016 was excellent, with hep C trending on social media and an estimated 306,858 impressions on twitter based on tweets mentioning 'hep C Australia' between 28 July and 1 August 2016.

The 20 posts by Hepatitis Australia on Facebook, resulted in a reach of 9,423. The media release and photo of Jane Little (recently cured of hep C) with Minister for Health, The Hon. Sussan Ley received over 2,500 views and had the highest engagement rate.

There was good use of the official campaign hashtags (#NOhep and #HepinOz) on WHD and this continued in the week following. Tweets by @HepAus in the week of WHD resulted in 16,231 impressions.

Thank you to everyone who utilised the provided social media messages, videos and images and, shared and engaged with Hepatitis Australia's social media campaign.

Political acknowledgement of WHD

A major achievement for WHD 2016 has been the acknowledgement of WHD by the key political parties. Prior to WHD and in the lead up to the Federal Election, Hepatitis Australia sought a commitment from the key political parties to speak out and support WHD in an effort to help reduce the stigma associated with viral hepatitis. The Liberal / National Coalition, Australian Labor Party and the Australian Greens all committed to do so.

In response, the Minister for Health, Aged Care and Sport, the Hon. Sussan Ley, issued a media release specifically for WHD titled, 'Thousands of Australians now free from hep C' and met with Jane Little, a community member recently cured of hepatitis C. The Shadow Minister for Health, Catherine King MP and Greens Health spokesperson, Richard Di Natale MP, took to social media with posts supporting WHD and the importance of responding to viral hepatitis

Working collaboratively to eliminate viral hepatitis

A successful WHD is not possible without the support of member and partner organisations and again we thank you for your contribution. We hope that the combined efforts in Australia on WHD has increased knowledge and understanding of viral hepatitis treatments, and contributed to an increase in viral hepatitis treatment rates.

The logo for Hepatitis Australia, featuring the word 'hepatitis' in a grey, lowercase, sans-serif font, with 'australia' in a green, lowercase, sans-serif font directly below it.