



WORLD HEPATITIS DAY

Looking back to focus forward

World Hepatitis day

- World Hepatitis Day (WHD) takes place every year on **28 July** bringing the world together under themes
- to raise awareness of the **global burden of viral hepatitis**
- to influence real **change**.

Liver Foundation, West Bengal and World Hepatitis day

- An organization that aspires to take science to the society with a focus on Liver health.
- Started observing World Hepatitis Day from **2011**.
- Range of activities that
 - aim to **eradicate taboos** related to viral Hepatitis.
 - bring Hepatitis control & prevention in mainstream conversation.

LIVER FOUNDATION WEST BENGAL

WORLD HEPATITIS DAY – PAST ACTIVITIES

2011

FOCUS

- People with viral Hepatitis infection do not disclose their status in fear of being ostracized.
- Liver Foundation came up with **online Hepatitis patient registry**, to encourage Hepatitis patients to come out from the closet.



ID	Name	Date of Birth	Sex	Blood No	Date of Registration	Edit	Delete
20	SABIR LATA KHAN	84	Female	042227222	-	✎	✕
18	Rashid Tanzeel	89	Female	088555888	-	✎	✕
19	ELIM NAY	82	Female	983298328	-	✎	✕
17	amir kumar gorta	82	Female	942220402	-	✎	✕
16	Salahata Dey	45 Year	Female	087228712	-	✎	✕
15	Kily aparna	81	Female	08811743488	-	✎	✕
14	Rafiq Dey	28 year	Female	431-282222222	-	✎	✕
13	Muhammad Masud	48	Female	988222881	-	✎	✕
12	Serwah kunda	82	Female	088022272	-	✎	✕
11	Deepal Bhatia	88 y	Female	983022872	-	✎	✕
10	amrakesha d	43	Female	921885288	-	✎	✕
9	Apal Chakraborty	81	Female	942242927	-	✎	✕
8	Shari Gungun	84	Female	981388888	-	✎	✕
7	Surbati Rajuvar	81	Female	922284478	-	✎	✕
6	Amir Chakraborty	48	Female	922177822	-	✎	✕

Current status of the patient registry and its look

Newspaper report on patient registry

2012

FOCUS

- With the response to patient registry, the need to raise patient's voice through a united platform was realized.
- **Hepatitis patient Forum** was launched to bring HBV and HCV patients on a platform for their better quality of life through
 - hepatitis advocacy,
 - patient networking
 - medical care at affordable cost

Event moments



News coverage



2013

FOCUS

- LFWB introduced a new initiative for the Self Help Group, Hepatitis Patient's Forum members.
- **“Art Therapy”** through inauguration of clay modeling classes by Dr. Mohiuddin Ahmed, to
 - motivate,
 - empower and
 - counselthe patients towards a better quality of life.

Event moments



News coverage



FOCUS

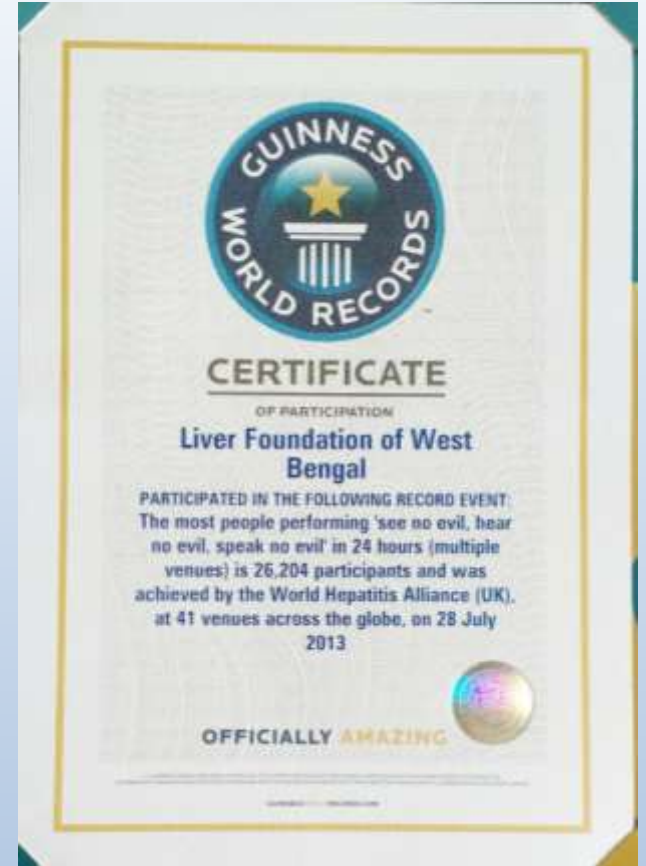
- Liver Foundation West Bengal (LFWB) undertook initiative of **World Hepatitis Alliance** and spread the message –
*“see no evil
hear no evil
speak no evil”*

This event was carried out in the peripheral centers of LFWB at the same time leading to a successful world record of 26,204 individuals all across the globe participating in the action.

Event moments



Acknowledgement



2014

FOCUS

- LFWB sensed a **lack of awareness** in the general population that was **hurting** the entire scenario of **mainstreaming hepatitis patients**.

Pledge-Instrument

- A special one-of-a-kind pledge instrument, was designed for this program for people to helping in creating a Hepatitis free world by acquiring knowledge about Hepatitis and spreading that across to the society.

Event moments



News coverage



2015

FOCUS

- Indian, as well as, West Bengal communities are collection of various **ethno-lingual groups**.
- Thus **to raise awareness** in the entire community, all ethno-lingual groups should be mobilized.
- In this perspective

UNITE in DIVERSITY
initiative was undertaken

Event moments



News coverage



2016

FOCUS

NOhep

A global movement to eliminate viral hepatitis by 2030.

Liver Foundation West Bengal joined the NOhep movement and it pledged to work on that vision.

***Chain launch of No Hep initiatives
from villages to towns
from towns to metropolis***

Event moments



Kolkata



Kolkata



Suri, Birbhum



Suri, Birbhum



Shyampur, Purulia



Shyampur, Purulia

News coverage



Hep hour



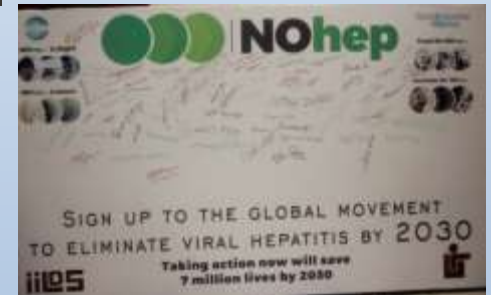
Print media campaign



#showyourface



Signature campaign



2017

FOCUS

- NOhep at multiple level
- Liver Foundation West Bengal realized to reach the goal a single day initiative might come short. It launched multiple initiatives.
 - **Hep Hour**
 - **Monthly print media advocacy campaign**
 - **#showyourface** - Tahader Kotha
 - **Signature campaign**

2018

FOCUS

NOhep

- In addition to patient mainstreaming and society mobilization, LFWB realized **Test. Treat. Hepatitis** will be crucial.
- Under WHA theme of *Finding The Missing Million* it started “*Reaching the Unreachable*” initiative.

News coverage

Sitarampur Village, Ajudhya Hill, Purulia



Find The Missing Millions. EXAMPLES FROM AROUND THE WORLD

Through the Find the Missing Millions campaign, we are highlighting best practice and innovations in screening and testing so that other organisations can learn and develop their national activities. Each month we profile a successful diagnosis initiative in hepVoice. This month, we are highlighting the efforts of WHA Member the Liver Foundation of West Bengal.

Reaching the Unreachable in West Bengal

By Dr. Partha Sarathi Mukherjee, Program Director, The Liver Foundation of West Bengal

"On World Hepatitis Day 2018, together with partners, the Liver Foundation of West Bengal launched the "Reaching the Unreachable" project with the aim of finding people unaware of their hepatitis diagnosis in West Bengal.

Of the 325 million people living with viral hepatitis globally, upward of 290 million (that's 9 in 10) are living with hepatitis B or hepatitis C without knowing. Unless there is a massive scale-up in screening, diagnosis and linkage to care, more people will become infected and lives will continue to be lost.

In India, 68% of the population live in rural areas, for many people health services can be hard to reach. The rural population of India is greatly impacted by viral hepatitis and to ensure we find all of the estimated 52 million people living with hepatitis B or hepatitis C in India it is crucial that no one is left behind, even those that are hardest to reach.

In Sitarampur, a very remote village 7-8 km away from Ajudhya hill top of Purulia district, we implemented the "Reaching the Unreachable" programme. We screened 459 people for hepatitis B and hepatitis C over three days, including 44 primary health care practitioners who work with the community. The village has a total population of 500, so we managed to see the majority of the population.

Alongside the vaccination and testing drive we also ensured the residents of the village were made aware of viral hepatitis so that they could pass on their knowledge to more people. We also achieved some media coverage from the event, further raising awareness of hepatitis."

"It is crucial that no one is left behind, even those that are hardest to reach."

hepVoice November 2018 15

2019

Vital Statistics

28-29-30