

WEBINAR 3: Awareness as a Policy Lever

The third and final webinar in the *'Tools for Change'* series titled, *'Awareness as a Policy Lever'* was held on the 4 April 2016. The webinar discussed how to develop successful awareness campaigns that make a lasting impact and lead to meaningful policy change. More than 50 participants attended from 30 different countries around the world.

The following panellists shared insights on how to effect real, on-the-ground change:



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Elizabeth Nyamayaro

Senior Advisor
Under-Secretary General of UN Women & Head of HeForShe Initiative

Key Learnings

People Create a Movement

In order for a movement or campaign to be successful, it requires the unified voice of many different people from many different social backgrounds to come together to make their messages heard, not just the voice of one person.

Celebrity Endorsement Helps But is Not Vital

Although having a well-known person at the forefront of a campaign can sometimes help drive media coverage, the most important thing is engaging a thought leader who is authentic and credible, whether they are famous or not. The thought leader needs to be relatable, and it must be clear why they are passionate about the cause.

Power of Social Media

Social media can be a powerful tool to help elevate your campaign, and it is completely free. Used strategically, your key messages can reach your key target audiences and drive conversations that might not otherwise have occurred.

Nurturing Relationships

Ensuring regular contact with your audience and other key stakeholders is crucial for the campaign's success. It will help strengthen your network and ultimately create a louder noise when the time comes to take action.

CASE STUDIES

West Bengal India: Liver Foundation



- On World Hepatitis Day 2014 the Liver Foundation launched their 'pledge to prevent hepatitis' campaign with the aim of engaging, educating and empowering people in West Bengal, India about viral hepatitis.
- They developed a novel digital pledge-taker instrument and encouraged people to commit and take a pledge to prevent hepatitis. Engaging with people in this way drew lots of response and provided a hook for media engagement.
- Partnering with India's biggest railway - Indian Railways and also Metro Railways the campaign was able to reach the maximum number of people. The Liver Foundation also got the endorsement of one of India's top celebrities, who delivered a speech to encourage people to make it a hepatitis free world.
- The campaign was very successful and received substantial media attention, reaching millions of people. The media support for the campaign was helped by the strong relationships the Liver Foundation had built up with media over time.

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CASE STUDIES

Chile: FupaHep



- FupaHep had tried unsuccessfully to make contact with the Chilean health minister for a long time to discuss access to new HCV medicines.
- To ensure their messages would be heard FupaHep decided to carry out a demonstration at the government building and refused to leave until the health minister agreed to speak with them.
- FupaHep prepared for the demonstration by prepping media in advance with their key messages to ensure they were clear, strong and consistent in any coverage gained.
- FupaHep also set about building a network and collaborating with key stakeholders, including healthcare professionals and a celebrity football player.
- There was a lot of media coverage of the demonstration including radio and TV interviews.
- The demonstration achieved its aim, leading to consequent meetings with the health minister, with progress still being made.

UN Women: HeForShe* Initiative



- UN Women wanted to create a movement that considered gender equality in a different way, so they invited men to be part of the movement. Bringing together men and women in the movement gave it added strength and prestige and piqued media interest.
- UN Women had a clear and simple call to action that generated 100,000 members in the first three days, including at least one male from every country in the world. It also generated 1.2 billion conversations on social media, largely from men excited to join the movement.
- UN Women received celebrity endorsement from Emma Watson, an authentic and credible thought leader committed to the cause.
- UN Women recognised solidarity was a vital component to a successful movement - working closely with local partners to ensure sustainability and longevity.

* HeForShe brought a fresh perspective to creating a global movement, something that we hope to achieve with hepatitis and therefore her case study provided useful learnings.

Global: NOhep Movement



- Viral hepatitis has one awareness day per year on July 28 - World Hepatitis Day (WHD). More is needed.
- In 2016, for the first time, a WHO elimination strategy for viral hepatitis is being agreed, which outlines a goal to eliminate viral hepatitis by 2030. However a unified movement is needed to ensure these commitments are met.
- On World Hepatitis Day 2016, NOhep, the global movement to eliminate viral hepatitis is being launched.

NOhep is an interactive platform aimed at uniting the hepatitis community and beyond to take action, speak out and be engaged to ensure global commitments are met and viral hepatitis is eliminated by 2030.

How to Get Involved in the NOhep Movement

- Sign up to NOhep.org and add your organisation's logo
- Use the NOhep logo on your materials to create a common viral hepatitis identity
- Use **#NOhep** on social media when posting about viral hepatitis
- Share your campaigns and materials with the NOhep secretariat
- Launch NOhep in your country