

World Hepatitis Day 2023

# CAMPAIGN GUIDELINES



World Hepatitis Day – 28 July  
Campaign guidelines

#WorldHepatitisDay  
[worldhepatitisday.org](http://worldhepatitisday.org)



# CONTENTS PAGE



Welcome to the World Hepatitis Day (WHD) campaign guidelines, provided by World Hepatitis Alliance (WHA).

We have produced a range of multi-channel campaign resources that you can use to raise awareness in your communities and online.

## 1. Introduction

World Hepatitis Day	03
Hepatitis Can't Wait	04
Action can't wait	05
What we want to achieve	08



## 2. Visual identity

Logos	10
Colours	12
Fonts	13



## 3. Resources

Social media assets	15
Instagram stickers	16
GIFs	17
Posters	18
Short films	19
Hero film	20
Zoom backgrounds	21
PowerPoint template	22



## 4. Activations

Join our virtual relay	24
Create a 30s reel	25
Sign the pledge	26
Get involved	27



# WORLD HEPATITIS DAY

354m

Globally, 354 million people live with viral hepatitis in the world today

**Held on July 28 each year, WHD is our day to raise awareness of viral hepatitis. On this day we aim to unite the global community to demand action from decision makers globally to prioritise the elimination of viral hepatitis.**

WHD is one of the World Health Organization's (WHO) officially mandated global public health days. It is a day when the world comes together to raise awareness of hepatitis, one of the most deadly and neglected diseases and health crises – one that is claiming a life every 30 seconds. Globally, 354 million people live with hepatitis, with more than 1.1 million lives lost each year to hepatitis B and hepatitis C. Yet, we have the tools to eliminate the disease by 2030.

On July 28, we raise our collective voices to call for more action for the people affected by hepatitis. Across the world, campaign supporters will raise their voices on social media, hold webinars, speak to the media and hold events to spread the message and raise awareness of hepatitis.



# WE'RE NOT WAITING

TOGETHER WE  
CAN ELIMINATE  
HEPATITIS  
BY 2030

**'We're not waiting' is the new campaign theme to launch WHD 2023. It will highlight the need to accelerate elimination efforts of viral hepatitis and the urgent need of testing and treatment for the real people who need it.**

The campaign will bring the World Hepatitis Alliance and our global network of 323 members across 100 countries together, to lead the campaign internationally.

On this day we aim to unite the global community to demand action from decision makers to prioritise the elimination of viral hepatitis – one of the most deadly and neglected diseases.

Alongside this, it will also highlight the social injustice and inequity caused by the current lack of action on hepatitis elimination and focus on the positive action needed to get on track to meet our 2030 elimination goals.



**HEP  
CAN'T  
WAIT!**

# ACTION CAN'T WAIT



Every year, more than a million lives are lost to hepatitis. We're not waiting for change - we're fighting to make it happen.



People living with viral hepatitis unaware **can't wait** for testing



People living with hepatitis **can't wait** for life saving treatments



Pregnant mothers **can't wait** for hepatitis screening and treatment



Newborn babies **can't wait** for birth dose vaccination



People affected by hepatitis **can't wait** to end stigma and discrimination



Community organisations **can't wait** for greater investment



Decision makers **can't wait** and must act now to make hepatitis elimination a reality through political will and funding.

We demand urgent action from all stakeholders this World Hepatitis Day.



**43%**

Only 43% of children receive the hepatitis B birth dose vaccine.

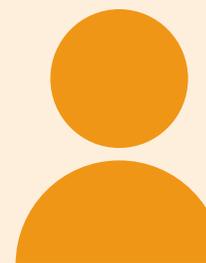


**1.2m**

more than 1.2 million lives are lost each year to hepatitis B and hepatitis C.



Policymakers aren't waiting to act

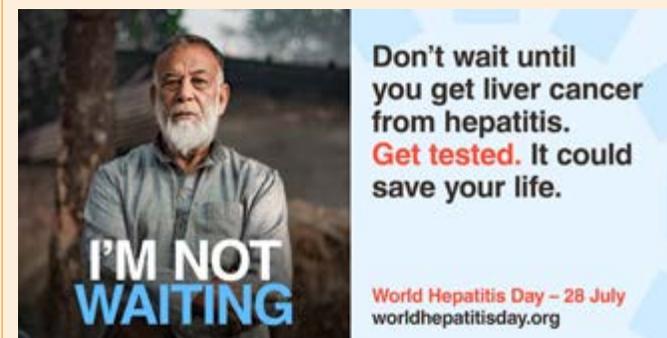


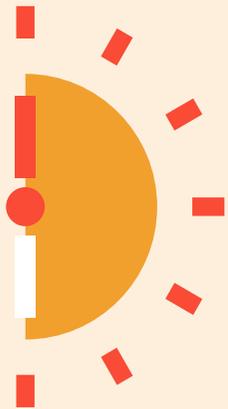
**2.3m**

2.3 million people live with HIV and hepatitis C.



People who inject drugs aren't waiting



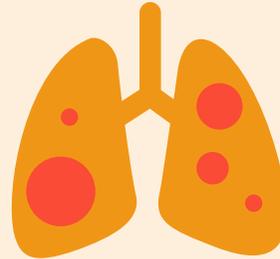


# 30s

Every 30 seconds someone loses their life to a hepatitis related illness.



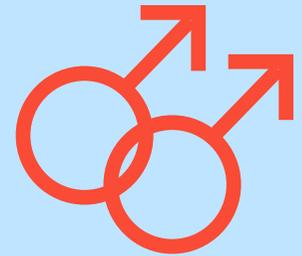
People in prison aren't waiting



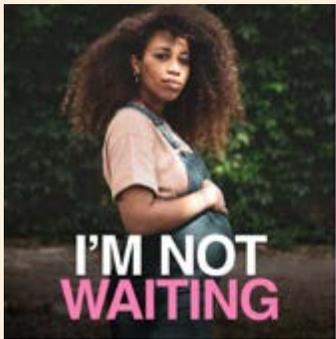
# 7%

of people living with TB also live with hepatitis C.

# MEN WHO HAVE SEX WITH MEN AREN'T WAITING



Pregnant mothers aren't waiting



Don't wait. Get tested for hepatitis to protect yourself and your baby.

World Hepatitis Day – 28 July  
worldhepatitisday.org



# 2.7m

2.7 million people live with HIV and hepatitis B.

# WHAT WE WANT TO ACHIEVE

World Hepatitis Day is our day to raise awareness of viral hepatitis. We aim to unite the global community to demand action from decision makers globally to prioritise the elimination of viral hepatitis.

# WE'RE NOT WAITING

## We aim to:

- 1** To raise awareness of viral hepatitis
- 2** Communicate the urgent need for action on hepatitis now
- 3** Reveal the social injustice caused by the lack of action on viral hepatitis
- 4** Raise the voices of the people and communities affected by viral hepatitis to demand positive action and fight stigma
- 5** Celebrate the global community combating hepatitis around the world
- 6** Call on policymakers, decision makers and global funders to join the fight to eliminate hepatitis

# CAMPAIGN VISUAL IDENTITY

# LOGOS

## World Hepatitis Day logo

The World Hepatitis Day logo is a core part of our campaign identity and should not be altered in any way.

The symbol represents the world on its axis and is designed to be simple and recognisable globally.

The campaign logo is available in four colour ways for use on different background colours – a primary campaign logo for use on light backgrounds, and should be used where possible, a reversed logo for use on Space Blue and Fire Orange and mono white and black only versions to be used when colour printing isn't available.

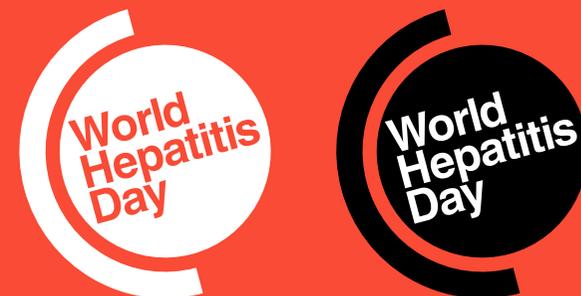
Primary World Hepatitis Day logo



Reversed – for Space Blue background



Mono – white and black



# LOGOS

## Hep Can't Wait! logo

The campaign logo for Hep Can't Wait is a core part of our campaign identity and should not be altered in anyway.

The two exclamation marks in the symbol represent the ticking hands of a clock and reinforce our underlying theme for this campaign – urgency.

The campaign logo is available in three colour ways for use on different background colours – a primary campaign logo for use on light backgrounds and two reversed logos for use on Space Blue and Fire Orange.

### Primary campaign logo



### Reversed – for Space Blue background



### Reversed – for Fire Orange background



# COLOURS

Our campaign colour palette features a selection of attention grabbing colours which are used to make this campaign bright, impactful and emotive.

For flexibility and range, tints of Fire Orange, Sky Blue and Apricot Orange are permitted in increments of 10%. Never use tints of Space Blue.

**Space Blue**  
#26376B  
R38 G55 B107  
C98 M88 Y30 K17

**Cotton White**  
#F8F4F1  
R248 G244 B241  
C2 M2 Y2 K3

**Fire Orange**  
#F94B35  
R249 G75 B53  
C0 M81 Y76 K0

**White**  
#FFFFFF  
R255 G255 B255

**Sky Blue**  
#5FBCFF  
R95 G188 B255  
C57 M14 Y0 K0

**Apricot Orange**  
#F09617  
R240 G150 B23  
C2 M48 Y94 K0

# FONT

Our campaign font is Helvetica World.

Helvetica World is available in two weights – Bold and Regular and supports a large number of languages and writing systems from all over the globe.

If you do not have Helvetica World available to you, please either use the system fonts Helvetica Neue or Arial as a substitute.

Aa

Helvetica World Bold  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Aa

Helvetica World Regular  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

## Arabic

Helvetica World Bold

يولد جميع الناس أحرارًا ومتساوين في  
الكرامة والحقوق.

## English

Helvetica World Bold

All human beings are  
born free and equal in  
dignity and rights.

## Chinese

Helvetica Neue Bold

所有人类都是天生的，  
尊严和权利平等。

## French

Helvetica World Bold

Tous les êtres humains  
naissent libres et égaux  
en dignité et en droits.

## Spanish

Helvetica World Bold

Todos los seres humanos  
nacen libres e iguales en  
dignidad y derechos.

# CAMPAIGN RESOURCES

# SOCIAL MEDIA ASSETS

A selection of images and headlines are available to be used – alternatively use our creator tool to produce your own materials.

When sharing any of our assets on social media always make sure to tag us **@worldhepatitisalliance** on Facebook/Instagram and **@hep\_alliance** on Twitter and use the hashtags **#WorldHepatitisDay**, **#HepCantWait** and **#NotWaiting**.

Download and create customised social media graphics at [www.worldhepatitisday.org/campaign-materials-2023/](http://www.worldhepatitisday.org/campaign-materials-2023/)

## Social media posts



# SOCIAL MEDIA ASSETS

## Instagram stickers

We have created a set of five animated Instagram stickers, two for World Hepatitis Day and three for the Hep Can't Wait! Campaign, which can be added to Instagram stories when sharing and promoting relevant content.

### To use them follow these steps to use:

1. Open Instagram on your mobile device.
2. Tap the plus icon in the square on the home page and tap Story or tap the paper aeroplane icon when sharing existing content.
3. Select, share or create your content and tap the sticker icon, search hepatitis/World Hepatitis Day and select your desired sticker before sharing your story.
4. Don't forget to tag **@worldhepatitisalliance** on Instagram.

## Instagram stickers



**HEP  
CAN'T  
WAIT!**



# GIFS

A series of GIFs will be available to share on social channels by WHA and Hep Can't Wait including this one counting down to WHD (1 month and 7, 5, 3, 2 days).

Our campaign GIFs can be found at [www.worldhepatitisday.org/campaign-materials-2023/](http://www.worldhepatitisday.org/campaign-materials-2023/)

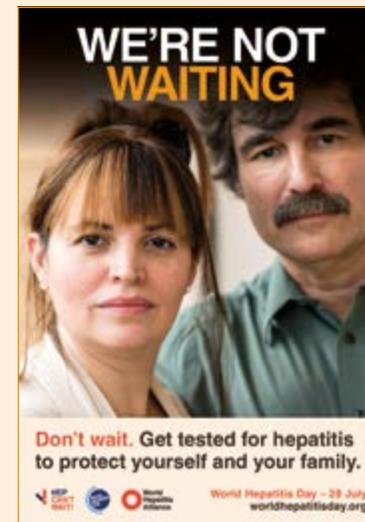
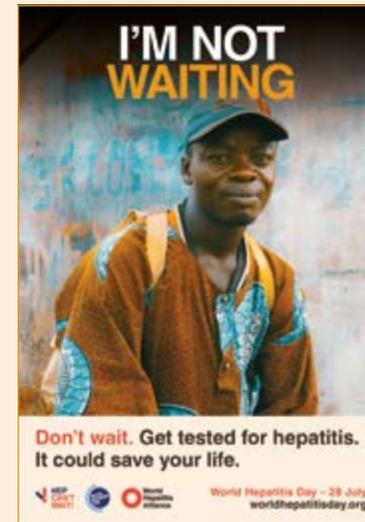
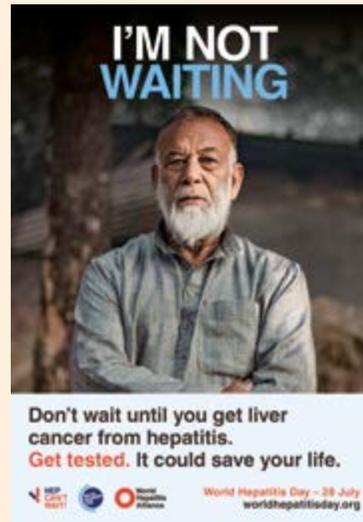


# POSTERS

A selection of A4 size posters are available to download in six languages.

You can also create your own custom posters using our tool. You can translate and edit the text, add your organisation's logo and choose an image that is right for your community.

Download them now from [www.worldhepatitisday.org/campaign-materials-2023/](http://www.worldhepatitisday.org/campaign-materials-2023/)



# SHORT FILMS

We have created a selection of short films to bring the Hep Can't Wait message to life.

Each has two versions, one aimed at the general public to encourage testing and one aimed at decision makers demanding action.

These films are available to download and share within your communities online and in-person at meetings and community events.

If you would like support in adding subtitles in your language or on how to record a new voice over please email [contact@worldhepatitisalliance.org](mailto:contact@worldhepatitisalliance.org) for support.

You can download the films from [www.worldhepatitisday.org/campaign-materials-2023/](http://www.worldhepatitisday.org/campaign-materials-2023/)



# HERO FILM

We have created a longer hero film for this year's World Hepatitis Day WE'RE NOT WAITING campaign to bring this year's focus to life.

The film sheds a light on the community voices and people living with hepatitis who need testing and treatment. The film supports the need to accelerate elimination efforts of viral hepatitis by 2030.

The film is available to download and share within your communities online and in-person at meetings and community events.

If you would like support in adding subtitles in your language or on how to record a new voice over please email [contact@worldhepatitisalliance.org](mailto:contact@worldhepatitisalliance.org) for support.

You can download the hero film from [www.worldhepatitisday.org/campaign-materials-2023/](http://www.worldhepatitisday.org/campaign-materials-2023/)



# ZOOM BACK- GROUNDS

Zoom background options have been created for you to use when hosting webinars and online events/sessions/discussions as your backdrop.

## Follow these steps to use:

1. Download the background from our website.
2. Upload the image file as your video camera backdrop. This function is available on most popular video conferencing apps and tools.
3. Start the conversation around hepatitis!

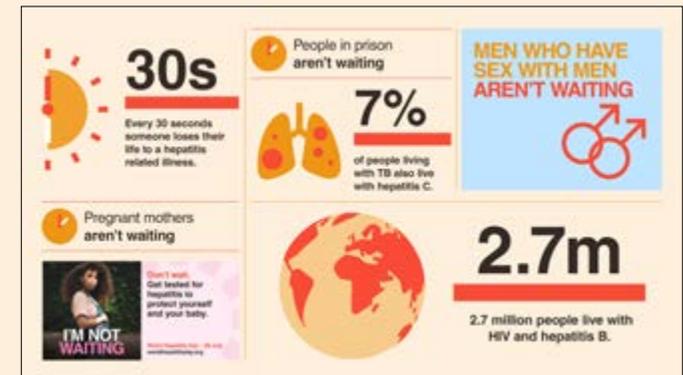
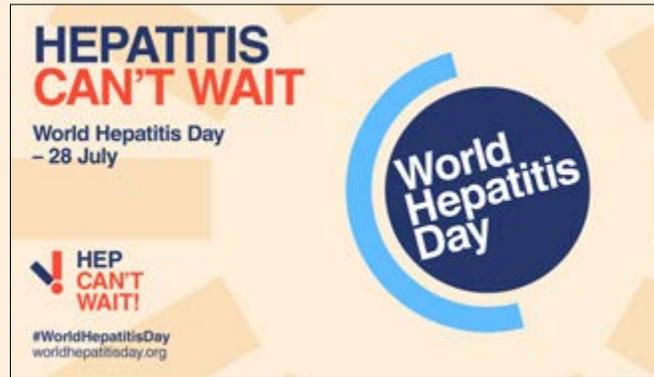
Our campaign zoom backgrounds and handy event guide can be found at [www.worldhepatitisday.org/campaign-materials-2023/](http://www.worldhepatitisday.org/campaign-materials-2023/)



# POWER-POINT TEMPLATE

A set of four PowerPoint slides have been designed to be used and added to presentations including a cover slide, summaries of WHD and the Hep Can't Wait campaign and two visual infographic pages.

Our PowerPoint template can be found at [www.worldhepatitisday.org/campaign-materials-2023/](http://www.worldhepatitisday.org/campaign-materials-2023/)



# CAMPAIGN ACTIVATIONS

# JOIN OUR VIRTUAL RELAY

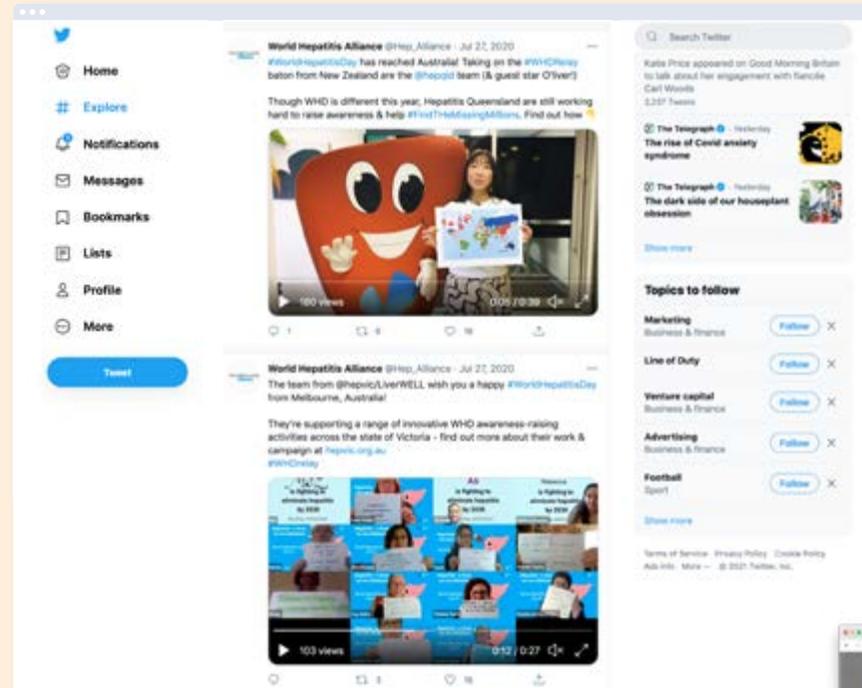
To show support of WHD you can join our virtual global relay across our social media channels.

## Follow these steps to take part:

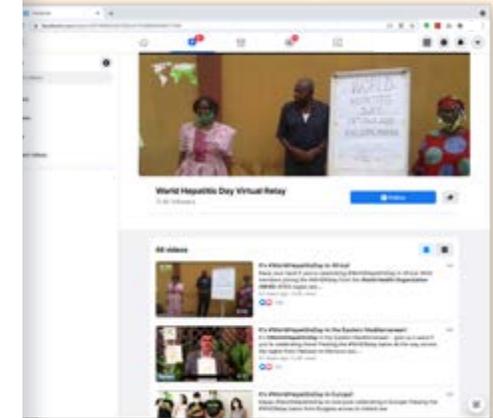
1. Create your video message as an individual or group. Keep to 30 seconds long.
2. Send your video recording to WHA with your preferred social media handle (optional) at **contact@worldhepatitisalliance.org** so that we can add any branding/graphics, tag yourselves and share them on our social media channels with the **#WorldHepatitisDay**, **#WHDRelay**, **#NotWaiting** and **#HepCantWait** hashtags.
3. Share our posted content across your social media channels wherever possible.
4. Explore, interact with and track posts throughout the day to continue the conversation.

A full list of our campaign activations can be found at [worldhepatitisday.org/get-involved/](http://worldhepatitisday.org/get-involved/)

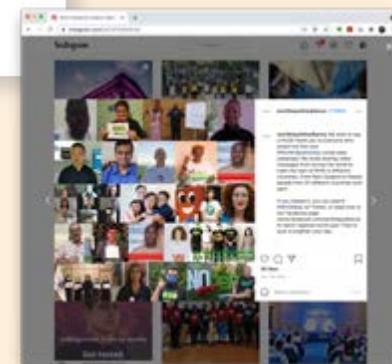
## Twitter



## Facebook



## Instagram



# CREATE A 30 SECOND REEL

To show support of WHD you can create your own Instagram reel to share on social channels. 30 second reels are the perfect tool for this.

## Follow these steps to take part:

1. Open the Instagram app and tap on the reels symbol.
2. Tap on the white icon to the left side of the screen which shows '15' in a circular shape to change the length to 30 seconds. Customise any other settings and hit the record button.
3. Talk about what you are doing to mark WHD or how hepatitis has affected you.
4. Add the WHD and Hep Can't Wait GIF stickers to your reel with our hashtags **#WHDRelay** and **#WorldHepatitisDay** to share on your stories and pages.

A full list of our campaign activations can be found at [worldhepatitisday.org/get-involved/](https://worldhepatitisday.org/get-involved/)



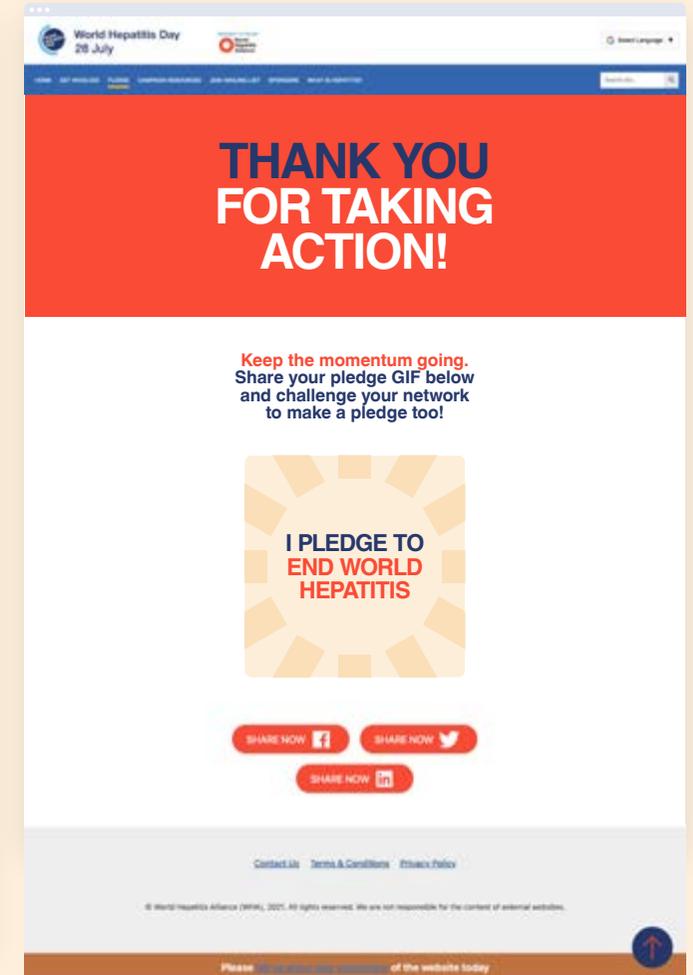
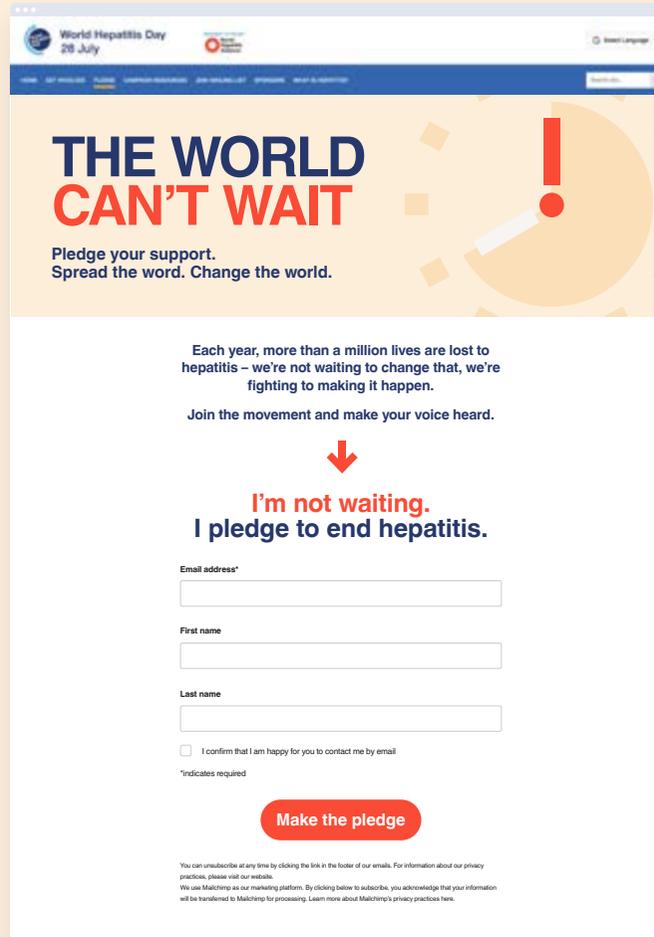
# SIGN THE PLEDGE

To show support of WHD you can sign the pledge to join the mailing list with further information and updates throughout the campaign.

## Follow these steps to take part:

1. Click the sign up button.
2. Fill in your contact information for updates.
3. Share the fact that you've signed the pledge on Twitter/Facebook/Instagram/LinkedIn/Whatsapp and ask your friends to join too.
4. Look at further information and campaign resources.

A full list of our campaign activations can be found at [worldhepatitisday.org/pledge/](http://worldhepatitisday.org/pledge/)



# HOW YOU CAN GET INVOLVED

## One minute actions



Take to social media and share one of our downloadable social media graphics with your followers. Don't forget to tag us with **#WorldHepatitisDay** to join the online conversation.



Send one of our graphics to your contacts via Whatsapp and encourage them to join the campaign.



Sign the pledge on our microsite to join our mailing list to receive further information and updates throughout the campaign.



Use Instagram's reels function to create a 30 second story/reel. Use the **#WorldHepatitisDay**, **#HepCantWait** and **#NotWaiting** hashtags and add the WHD and Hep Can't Wait GIF stickers to tag and share across channels.



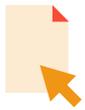
Add a Hep Can't Wait branded frame to your Facebook profile picture to promote the campaign and WHD itself.



Watch a video from our 30 second mini series 'What is...?' and share on social with friends and followers.

# HOW YOU CAN GET INVOLVED

## Ten minute actions



Create a poster to put up at your local community centre, in your workplace or place of worship to raise awareness. You could also encourage pharmacists and medical professionals to display a poster in their pharmacy, clinic or hospital. The tool can be found at [worldhepatitisday.org/poster/whd-a4poster/](https://worldhepatitisday.org/poster/whd-a4poster/)



Apply to light up a local landmark green in support of WHD. Visit our handy guide to see how at [worldhepatitisday.org](https://worldhepatitisday.org)

## Longer (10+ mins)



Join our virtual global relay by submitting a 30 second video explaining what the elimination of viral hepatitis means to you. Use the hashtags **#WorldHepatitisDay** and **#WHDRelay** as well as tag us **@worldhepatitisalliance** and relevant organisations. People can share, explore and track posts throughout the day. These videos will be shown throughout World Hepatitis Day on the World Hepatitis Alliance social media channels.



Ask your local billboard owners for advertising space to raise awareness of hepatitis on World Hepatitis Day. We have a guide on how to do this on [worldhepatitisday.org](https://worldhepatitisday.org)



Hold an event or webinar to raise awareness of viral hepatitis. We have a handy guide which can help you create your event and download WHD Zoom backgrounds ready to use. Visit [worldhepatitisday.org](https://worldhepatitisday.org) for more info.

# DON'T WAIT TAKE ACTION

World Hepatitis Day – 28 July  
Campaign guidelines

#WorldHepatitisDay  
[worldhepatitisday.org](http://worldhepatitisday.org)

