WORLD Hepatitis Day

KASL WHD Activity Report

September 2014

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Summary

Raised disease awareness of viral hepatitis & delivered hope for defeating the disease through nationwide campaign and media activities that targets the whole nation (including public and viral hepatitis patients)

Find Out the Precious Liver

Hope Area Healing Concert

Visiting Smart Campaign for Liver Disease

Campaign

Overcome viral hepatitis

- Recovering the Precious Liver Campaign: Provided medical checkup for relatively vulnerable groups
- Visiting Smart Campaign for Liver Disease: Visited the real workplace and delivered on-site lecture on viral hepatitis
- Hope Area Healing Concert : Edu-entertainment culture events for patients

Hepatitis, Think Again

Media

Highlighting Hope Area Healing Concert

WHD press release

TV / Naver Cast / Magazine

Raise awareness about disease

- Through various media channels, circulated key messages of 2014 World Hepatitis Day

: Broadcasts / Newspapers/ Magazines / SNS / portal sites, and etc.

Summary

Participation

- **Gov't:** Ministry of Health and Welfare, Korea CDC
- **Liver disease expert:** 20 more experts voluntarily participated in campaigns, media activities, and etc.
- **Public (incl. viral hepatitis patients) :** over 1,000 people

Media Coverage

- **Broadcasting:** 3 times
- **News coverage:** About 40 times
- **Total Impression:** 5,652,753 times
- **Posted on front page of the major portal site :** daily users – over 18 million

Event

7 regions,
10 on-site campaigns
On-site participants: total of 800 people

Campaigns

01 Hope Area Healing Concert (希望空肝)

Integrated cultural event for WHD, Space of Hope Healing Concert
Provided opportunities of emotional healing for the viral hepatitis patients, and raised public awareness on importance of viral hepatitis treatment to the public

Background

- In Korea, viral hepatitis patients have experienced discrimination due to the false recognition of the disease
- The public has low level of awareness on importance of diagnosis and treatment of viral hepatitis
- Space for hope campaign was planned to provide the correct information about disease and to suggest the hope for the treatment of viral hepatitis both for the patients and the public
- The sessions such as OX Quiz and the lecture session were prepared to provide the correct information about disease.
- The music performance and talking session that shares the real-life story of the patients were prepared to provide opportunities for emotional healing

Summary

Category	Contents
Date	2014. 7. 20. 15:00 ~ 16:00
Place	Hoam Art Hall, Sunhwa-dong, Jung-gu Seoul
Participants	Liver diseases patients, the public, liver disease experts.
Event order	**Three-party encounter** - Opening video introducing World Hepatitis Day - Liver Quiz show (to check awareness level of the public on liver disease) - Lecture on Liver disease (diagnosis and treatment of hepatitis B and C) - Healing talk (hosted by PAG representative and liver disease experts) **Performances** - Chorus <Oh! Singers> (patients and liver disease experts participated) - Musician performance: Seunghwan Lee

Campaigns

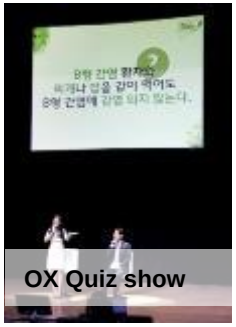
01 Hope Area Healing Concert

Major performance

Over 500 people was on-site including patients, various media has covered the event (broadcasting, magazine, SNS)

Opening video& Lecture materials

Event site photo



OX Quiz show

Talk session (PAG representative and medical experts)

Musician / Chorus celebrating performance

Campaigns

02 Visiting Smart Liver Disease Campaign

A lecture program that liver disease experts visit the real workplace and conduct on-site lecture
to raise awareness of viral hepatitis' seriousness and its importance of treatment.
The program targets for 40-50 aged workers, the age group of having the highest prevalence of hepatitis B in Korea

Background

- Korea has the highest mortality rate of the liver cancer among OECD countries, (2011, OECD) the 80% of the liver cancer is caused by chronic hepatitis B and C in Korea.
- Since the prevalence rate of CHB is the highest between the age of 40-50 who are economically and socially active, it could cause socio-economic loss if the patients do not receive the proper treatment
- The age group of 40-50 have limited chance to access disease information in their daily life due to busy work life
- This campaign was designed to educate people about the importance regarding diagnosis and treatment of the disease. It also provides on-site lecture on healthy lifestyle by the liver disease experts.

Summary

Category	Contents
Period	2014. April ~ May
Place	① K company (April. 24) ② G company (May 22) ③ K telecommunication company (May 29) **Total 3 times**
Target	Employees who want to join the program (on-site participants: 180 people / 3 times)
Event order	**Part 1. Daily life style to keep liver healthy (15~20 min.)** - agenda: alcoholic liver diseases, non-alcoholic fatty liver diseases **Part 2. Smart management of viral hepatitis (15~20 min.)** - agenda: hepatitis B, hepatitis C **Q & A session (Event participants- experts on liver diseases)** *Conducted on-site survey assessing awareness level regarding liver disease

Campaigns

02 Visiting Smart Liver Disease Campaign

Key Achievement

The first visiting health lecture held in 'Real Work Places'
Three major companies, total 180 employees participated on-site
Through lecture and QA, high-quality disease information was delivered to the public

Produced exhibition material regarding liver disease

Major daily newspaper hepatitis feature article

On-site photograph

Picture of campaign lecture(1 time)

Picture of campaign lecture(2 times)

Picture of employees in the lecture

Campaign lecture(3 times)

Campaigns

03 Find Out Precious Liver

A screening program provides medical check-ups of viral hepatitis specifically for socially alienated group (employees of small-size companies, retailers, and students) who have less opportunities to get medical check-ups. The liver experts visit them and provide information regarding disease, treatment related to the disease and personal consultation

Background

- From the result of the survey on liver diseases that was conducted by the Korean Association for the Study of the Liver in 2013, there are 45.4% of people do not know whether they have antigen and antibodies for hepatitis B or not. In case of hepatitis C, there are 89.6% of people did not have their medical check-ups
- Group of people who were relatively vulnerable in terms of regular medical check-ups were : employees at small-sized company, retailers at conventional market, high-school students
- Thus, this program has designed to educate socially alienated people about treatment of VHP and to provide them free medical check-ups for VHP

Summary

Division	Contents
Period	2014, June ~ September
Place	6 major local conventional markets, small–sized company, high school, and etc.
Target	employees at small-sized company, retailors in conventional market, high school students.
Event order	**Expert lecture on liver diseases** - Treatment and diagnosis of viral hepatitis **Medical checkup / Consultations** - Screening Hepatitis A, B and C *Booklets containing liver disease information was distributed on-site

Campaigns

03 Find Out Precious Liver

Key Achievement

Conducted viral hepatitis screening in 6 regions nationwide
Gave treatment opportunities to people in relatively vulnurable healthcare condition

Liver disease booklet distribution

Correctly knowing liver diseases: Booklets containing recent liver diseases information (including such as hepatitis C, hepatitis B, and etc.)

On-site lecture

Expert lecture on liver diseases
-Participants: retailors at conventional market and employees working at small-sized companies who are relatively disadvantaged in terms of viral hepatitis medical check-up opportunities.

Medial check-ups and consultation

Medical check-ups and consultations by liver disease experts.
- Provided on-site viral hepatitis screening test targeting disadvantaged group at 7 regions through the nation.

Media Activities

01 Press Release

메디팜스투데이

간학회, 세계 간염의 날 기념 대국민 캠페인 전개

Doctor's News

대한간학회, 바이러스성

청년의사

총력

대한간학회, 국내 바이러스성 간염 치료 환경 개선 총력

Results

- Target: All media
- Distributed on Thursday, July 24th, covered by **31** medias
- Resulted in higher media interests compared to the last year, including Government monitoring media.

Key Message

- Viral hepatitis is the disease which globally records high prevalence rate. WHO designated the date on July 28th as World Hepatitis Day and continue the campaign which raise awareness about the disease and emphasize the importance of treatment.

- Especially, Asia Pacific area records high prevalence rate and Coalition to Eradicate Viral Hepatitis in Asia Pacific(CEVHAP), the non-profit NGO, is supporting and encouraging to WHD campaign of various Asian countries.

- This year's subject of WHD is 'Hepatitis Think Again' and the Korean Association for the Study of the Liver prepared various campaign for the public including Hope area Healing Concert, Visiting Smart Campaign for Liver disease, and Find out Precious liver campaign.

Media Activities

02 Broadcasting

YTN **On July 14th, Prejudices and misunderstandings of Hepatitis B, make matters worse for the patients.**

Results

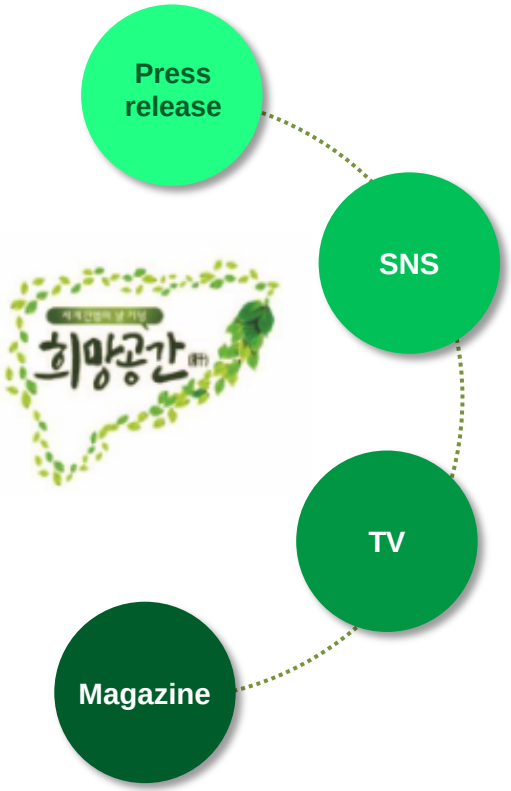
- Covered twice in major news program as social and scientific issues.

Key Message

- Although hepatitis B is the disease which is infected by blood, many people misunderstand the infection route.
- The patients with CHB have been suffered from employment rejection, dismissal, work assignment and promotion.
- It is important to improve the irrational discriminations through the proper awareness about the CHB and overcome the disease through the active diagnosis & treatments.

Media Activities

03 MEDIA HIGHLIGHT of Hope Area Healing Concert



Press Release

- Release on July 10th
- Introduce the Word Hepatitis Day & Highlight the intent of Event

SNS

- Introduce the Word Hepatitis Day & Highlight the intent of Event via SNS like Facebook and Twitter

Media Activities

03 MEDIA HIGHLIGHT of Hope Area Healing Concert

Broadcast

On July 20th, <'Hope area Healing Concert' celebrating the World Hepatitis Day>

- Introducing the event & the World Hepatitis Day

On 25th July, <All about hepatitis, the malicious code in my body>

- Diagnose the chronic hepatitis B and C & introduce the importance of treatment and WHD event details

Media Activities

04 Naver Cast <All about Official Health Days>

Naver Cast

경향신문 NAVER 네이버캐스트

[건강 날날날]

World Hepatitis Day

세계 간염의 날

WORLD HEPATITIS DAY

간염(바이러스간염)은 바이러스의 인해 감염이 간에 염증을 일으키는 경우를 말한다. 급성 간염은 발병 후 3~4 개월 이내에 회복이나 완치가 되는 것을 의미하며, 6개월 이상 지속될 때는 만성간염으로 분류한다. 1965년에 B 형간염 바이러스, 1973년에 A형간염 바이러스, 1989년에 C형간염 바이러스가 발견됐다. B형 간염 바이러스를 발견한 미국의 바루치 블룸버그 박사는 1976년에 노벨의학상을 수상했다.

매년 7월 28일은 '세계 간염의 날(World Hepatitis Day)'이다. 지난 2010년 세계보건기구(WHO)에 의해 제정된, 전세계적인 간염 건강캠페인이다. B형간염 바이러스를 발견한 블룸버그 박사를 기리기 위해 그의 생일인 7월 28 일로 정해졌다.

2014년 세계 간염의 날의 주제는 '간염 : 다시 생각해 보기(Hepatitis: Think Again)'이다. 올해의 주제는 바이러 스성 간염이 가지는 심각성에 불구하고 질환에 대한 인식이 낮고, 간염에 대한 잘못된 편견으로 인해 환자들이 차별을 겪는 현실을 개선하는 데 초점이 맞춰져 있다.

Results

- Online article covering the World Hepatitis Day, posted on the front page of the nation's largest portal site (18 millions of users per day)
- The article contained the background and intent of the World Hepatitis Day, overseas and domestic event details, and prevalence, diagnosis and treatment of the chronic hepatitis B and C

Online Link

- http://navercast.naver.com/contents.nhn?rid=23&contents_id=62439

Media Activities

05 Monthly Magazine <Doctor in>

Special feature of health magazine on viral hepatitis

Press release results

- Special feature article on hepatitis B and C covered in monthly published magazine
- The article contained
  - the information of viral hepatitis including symptom, prevention, diagnosis, and treatment
  - Introduction of “World Hepatitis Day’’ including background, detailed campaign contents all around the world and etc.

End of Document