

Hepatitis B virus (HBV) and Hepatitis C virus (HCV) infection are major causes of acute and chronic liver disease (e.g. cirrhosis and hepatocellular carcinoma) globally and cause an estimated 14 lakh deaths annually. Worldwide, there are estimated 2.4 crore chronically infected persons with Hepatitis B particularly in low and middle-income countries.

This is a silent epidemic and more than 80% of persons infected do not know about their infection till it is too late. A person can remain healthy and asymptomatic for years but at the same time it affects their liver slowly and progressively leading to severe liver damage. Since 2000, deaths from Viral Hepatitis has increased by 22%. Each year, 1.5 lakh people in India die due to Viral Hepatitis, which affects almost 6 crore Indians. Viral Hepatitis is a major public health challenge in India that requires an urgent response with prevention strategies as the key focus area.

The stigma and consequent discrimination associated with these infections is a significant hindrance to care seeking, compliance and mainstreaming. Stigma for those with Hepatitis B & C and their families manifests in many ways, starting from self-isolation to ostracization from social relationships and loss of employment. It not only brings their morale and quality of life down, but also prevents them for taking opportunities in life available to other people. There is a huge gap between physical treatment by drugs and psycho-social support required by individuals, to help them live a respectable life.

Empowering People Against Hepatitis The 'EMPATHY' Campaign, being implemented by ILBS, is a four-year project funded by Airports Authority of India under its corporate social responsibility and is one such attempt to spread awareness about Hepatitis B & C, besides addressing the stigma associated with the infection.

The overall goal of this project is to spread awareness, de-stigmatize Hepatitis B & C and create an enabling environment for individuals with Hepatitis B & C in India for social participation and care seeking.

The EMPATHY Campaign is focusing on generating community dialogue for empowering people against Hepatitis B & C, by implementing a mix of call to action initiatives, awareness camps, mass media and social media campaign in conjunction with each other. The EMPATHY Campaign is developing synergies with organizations/partners working on similar themes to ensure that all activities are implemented in collaboration with relevant partners to ensure optimal utilization of resources. Further, this campaign has prioritized "out of the box", innovative approaches for advocacy.



THE FIGHT
AGAINST
HEPATITIS B & C

CHARTING A NEW COURSE

Technical Working Group

The TWG comprising of Shri U K Sinha, Dr. G Mohapatra, Dr. S K Sarin, Shri M Jhalani, Dr. K S Sachdeva, Dr. R Bhandari, Shri S N Singh, Shri B Bakshi and Dr. N Raizada is providing strategic directions to the Empathy Campaign. They are regularly reviewing and fine tuning its communication packages & dissemination strategy for the project implementation.

For more information log on to : <https://theempathycampaign.com/twg-members-2/> or [CLICK HERE](#)



TWG Members while taking a pledge against Hepatitis B & C

Empathy Network of People affected by Hepatitis B & C

The Empathy Network of People Affected by Hepatitis B & C is an attempt to deliver a single platform that truly represents one's experience with the viral infection where they can anonymously share real life experiences, both positive and negative, how they coped with different challenges, and their feelings.

Their experiences could inspire others, garner emotional support and create more awareness regarding this infection amongst the network members, policy makers and community at large thereby providing useful insights into the lives of "People Affected by Hepatitis B & C".

As the objective of the project is to create space

for the voices of people and make general public aware of the situation. Their experiences and felt needs are extremely crucial to create an enabling environment in terms of policy advocacy and stakeholder engagement. Hence, the need is to enrol people from all walks of life facing diverse challenges.

Enrolment of people affected by Hepatitis B & C under the network has been initiated and individuals could enrol themselves in a user-friendly manner in a confidential environment. The Network Creatives with registration QR code are being displayed at various blood banks, regional and national health centres providing services for Hepatitis B & C. Some of the members registered under the Patient Network have come out on the public platform to share their real life experiences.

For more information log on to : <https://theempathycampaign.com/patient-network/> or [CLICK HERE](#)



ADDING A PUNCH

Brand Ambassador of The Empathy Campaign

Ms. M C Mary Kom, Current World Boxing Champion and a Member of Parliament has been engaged as a Brand Ambassador for The Empathy Campaign with the objective of increasing awareness about the cause.

This endorsement has increased the uptake of the messages further adding wider outreach to the campaign.



GENERATING DIALOGUES AND ACTIONS

Call to Action Initiatives

The EMPATHY Campaign is undertaking a series of initiatives focused on generating awareness and dialogue on Hepatitis B & C and empowering people against the infection by generating empathy in community at large towards people affected by these infections, while targeting different strata of society.

Call to action:

“something such as a speech, piece of writing, or act that encourages people to take action about a problem”

PEOPLE'S PARTICIPATION AND OWNERSHIP

I Pledge... (my support) Initiative

Under the overall ambit of this campaign, ILBS is organizing several initiatives, one of which is "I Pledge ... (my support)" initiative that targets influential organizations. Under this, sensitization meetings and health camps have been held to sensitize the audience on the issues related to Hepatitis B & C by demonstrating that by taking very simple precautions and low-cost interventions they could be protected against Hepatitis B & C and subsequently encourages them to take a pledge and advocate for the cause.



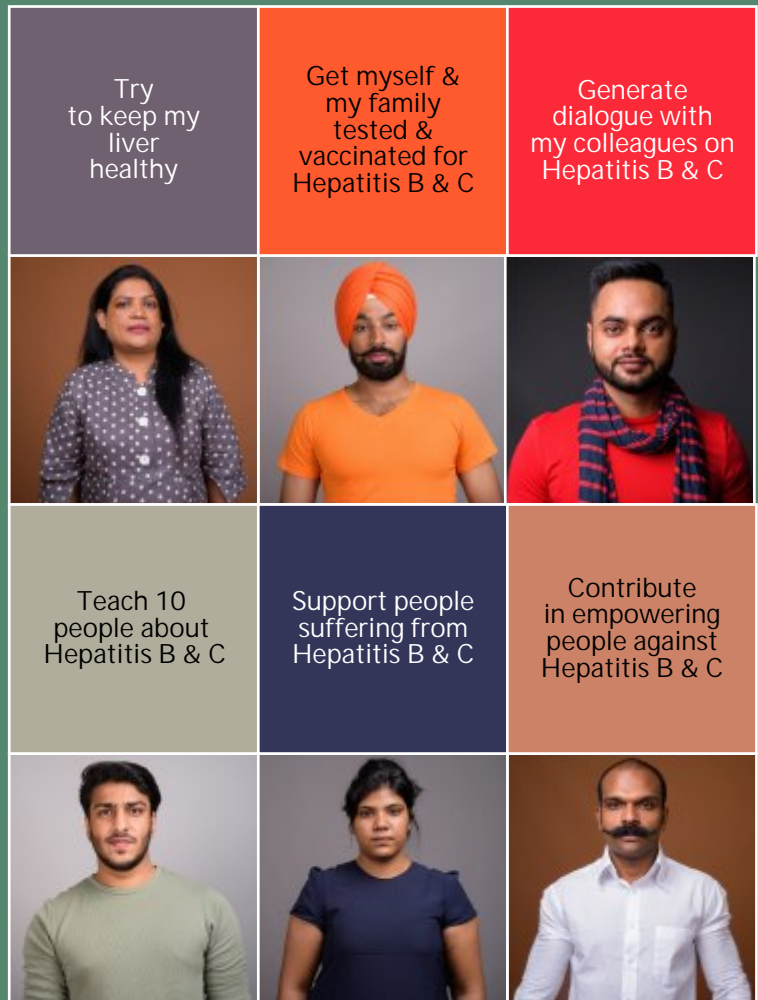
The organizational heads and the top management have lend their support to the cause by motivating their staff, their family members and their social circle to create awareness and adopt safe practices for the prevention and control of Hepatitis B & C. They also pledged to contribute towards creating an enabling working environment for the persons affected by Hepatitis B & C. Their video testimonials for the cause has further increased visibility to our campaign activities through social media activation.

Some of the important organizations who have participated for the 'I Pledge...(my support)' initiative are Delhi Metro Rail Corporation, Airports Authority of India, Jindal Group of Companies, Doordarshan Kendra, Supreme Court of India, Jay Bharat Maruti Ltd., Suncity Projects (Pvt.) Ltd., Jaguar Overseas Ltd., Suncity School, Regional Health Training Centre-Najafgarh, Shri Vishwakarma Skill University, Tiger Logistics (India) Ltd., Minda Industries (Ltd.). etc. From each organisation, we are reaching to many more.

For more information log on to:
<https://theempathycampaign.com/i-pledge-my-support/> or

[CLICK HERE](#)

I PLEDGE that I will...



THE MEDIUM OF CREATIVITY

Art for a Cause

This initiative is envisioned to tap in the creativity of our country's upcoming artists and professionals of different genre of art to demonstrate their creativity for developing creative images that provide clear messages to create awareness on Hepatitis B & C.

This initiative implemented as contest through the support of professional artists in relevant genre of art form; would provide cash rewards to the contest winners.

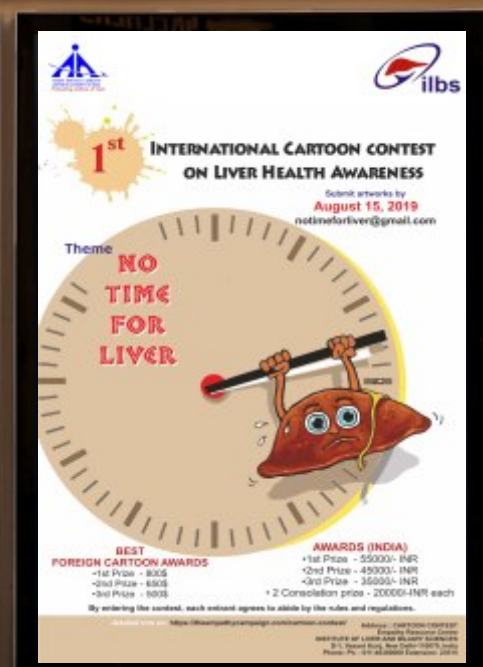
As part of this initiative, First International Cartoon Contest for the awareness of Liver Health have been announced recently on the theme of "No Time for Liver".

The artwork received through this initiative will be adapted for use as advocacy material in the form of awareness posters, social media posts and merchandise.

For more information log on to:

<https://theempathycampaign.com/paint-for-a-cause/> or

[CLICK HERE](#)



THE RIGHT RIPPLES

Let's Talk Hepatitis

This initiative has been designed to generate a dialogue on viral hepatitis in schools and universities in all major cities of India through awareness sessions, orations, performing arts, workshops, cultural festivals, etc. The initiative approaches different educational institutions with structured and semi-structured adaptable activities that capture the imagination of the

youth. While one arm of the initiative engages youth in structured multi-tier symposiums and another arm reaches out to young adults by means of college cultural festivals themed around the EMPATHY Campaign.

Two major events have already been organized at Dept. of Social Work, Delhi University and Amity University, Noida, reaching to more than 2500 students.

For more information visit : <https://theempathycampaign.com/lets-talk-hepatitis/> or [CLICK HERE](#)



POWER
TO THE
PEOPLE

Empathy Conclave 2019: Empowering People Against Hepatitis



The Campaign organised an 'Empathy Conclave 2019' on Hepatitis B & C on 27th July on the eve of World Hepatitis Day focusing on both medical and social aspects of the infection. Apart from merely talking about awareness, this Conclave provided an opportunity to interact with peers and evolving novel and locally relevant ideas, developing consensus in contentious areas.

The Conclave provided an ideal forum to deliberate and sensitize delegates with the essence of The EMPATHY Campaign and create meaningful partnerships. The Conclave was open to the scientific community, health organisations, patient networks, NGOs, law and policy makers and bringing together relevant stakeholders to a common platform to discuss and document their experiences and showcase solutions.





The Hon'ble Minister of Health & Family Welfare, Dr. Harsh Vardhan; Shri Om Birla, Hon'ble Speaker-Lok Sabha and Shri Ravi Shankar Prasad, Hon'ble Minister of Law & Justice took the pledge for supporting the cause of Empowering People Against Hepatitis along with other eminent dignitaries including Ms. Preeti Sudan, Secretary-Health & Family Welfare, Dr. Guruprasad Mohapatra, Chairman-Airports Authority of India, Shri Fali S Nariman, Eminent Jurist, Dr. Vinod Paul, Member-NITI Aayog and Dr. S K Sarin, Director-Institute of Liver and Biliary Sciences.



To watch the full coverage visit : <https://www.youtube.com/watch?v=p4TNFtA9akg> or [CLICK HERE](#)



REACHING
OUT
TO THE
PEOPLE

The Media Campaign

The EMPATHY Campaign is using varied media platforms including Social Media, Cinemas, Radio, Outdoor Publicity to reach out people.

Outreach through Audio Visual

As there are various aspects of Hepatitis B & C which are not fully known to many of the people; to address this aspect the Empathy Campaign is in a continuous process of developing innovative Audio-Visual content for its mass media campaign.

Ms. MC Mary Kom, the World Boxing Champion and also the Brand Ambassador for the Empathy Campaign has featured with us for a series of videos to create mass awareness regarding Hepatitis B & C. Few of the videos were also launched on Doordarshan News on the occasion of World Hepatitis Day-28th July 2019. Also, a series of short duration information videos have been developed to further inform the masses about the prevention and treatment regarding the infection.

First tranche of videos was released in June 2019, in more than 1100 movie theatres in 22 cities viz., Amritsar, Bangalore, Chandigarh, Darjeeling, Delhi, Dimapur, Faridabad, Gangtok, Ghaziabad, Greater Noida, Gurgaon, Guwahati, Hyderabad, Itanagar, Jalandhar, Ludhiana, Mumbai, Noida, Panipat, Pune, Shillong, Siliguri. This campaign was repeated in July 2019, on the occasion of World Hepatitis Day.

These awareness videos are also being played at more than 100 Airports across India resulting in wide spread viewership and message dissemination amongst the travellers through the support of Airports Authority of India.

On the occasion of World Liver Day - 19th April 2019, a news report was aired by News 18 India featuring Dr. S K Sarin and also CNBC Awaaz aired an exclusive interview of Dr. S K Sarin with renowned journalist Ms. Priyanka Sambhav, which was shared on social media that has been viewed more than 5.3 million times on Facebook. Few more TV interviews of Dr. S K Sarin were also conducted on the occasion of World Hepatitis Day by DD News and Lok Sabha TV on the need of awareness for liver health.

For more information log on : <https://theempathycampaign.com/videos/> or [CLICK HERE](#)



Mass Awareness through FM Channels

Based upon the low intensity and high impact formula by using the popularity of the RJs (radio jockey) in leading FM channels, the radio campaign has been designed in a way to promote the awareness messages against Hepatitis B & C. Popular RJs of leading FM channels were requested to talk on Hepatitis B & C wherein they shared messages against Hepatitis B & C in their own style to their listeners in these 17 cities: Agartala, Aizawl, Amritsar, Asansol, Bangalore, Chandigarh, Delhi, Guwahati, Hisar, Hyderabad, Itanagar, Jalandhar, Karnal, Mumbai, Patiala, Pune and Shillong. The campaign ran on 5 FM channels namely Radio City, Big FM, Hit 95, My FM and Fever FM in the month of June 2019 and was repeated on the occasion of World Hepatitis Day in July 2019.

Radio Interview of Dr. S K Sarin regarding the heartfelt need for the awareness and social aspects related to Hepatitis B & C were aired on the occasion of World Hepatitis Day-28th July, 2019 on 4 FM Channels, in more than 30 cities across India has resulted into awareness generation through radio media at mass level.

SOCIAL MEDIA

The Empathy Campaign that intends to be a leading platform for the awareness on Hepatitis B & C through its social media approach; has reached to over 1.5 million users along with an 1500% rise in its followers in the last quarter. Having presence on all major platforms of social media; we are getting various queries regarding Hepatitis B & C, from national as well as global followers of the Empathy Campaign that too are generally replied back in 12-24 hours.

During the 'Empathy Conclave 2019' held on 27th July, the #IPledgekNOWHep – a key social media movement that was strategically launched under the esteemed presence of Shri Om Birla - Hon'ble Speaker Lok Sabha, Shri Ravi Shankar Prasad - Hon'ble Minister for Law & Justice, Dr. Harsh Vardhan - Hon'ble Minister of Health & Family Welfare and other eminent dignitaries is now reaching to hundreds of thousands through the social media of The Empathy Campaign.

The screenshot displays the Facebook profile of 'The Empathy Campaign' (@empathycampaign). The profile picture is a circular logo with the word 'EMPATHY' in colorful letters. The cover photo is a red banner with the text 'Globally 400 Million People Suffer From HEPATITIS B & C' and 'Act NOW Know your Status Get your Blood Tested'. The page includes a navigation menu on the left, a post area with a 'Write a post...' prompt, and a 'Community' section with 10,084 likes and 10,114 followers. The page also features a 'Photos' section with two images: one showing a hand holding a needle and another with the text 'I PLEDGE THAT I WILL'.

Making of Creative Repository

Several innovative creatives on different thematic areas have been developed to carve a creative bank on varied themes.

Few of the posters are already on display in the hospital OPDs, medical colleges and leading blood banks across the country. Later, these will be displayed in leading universities, corporate houses government offices and other high footfall locations in major cities across India.

Second tranche of posters was launched by Dr. Vinod Paul (Member-NITI Aayog), Shri Manoj Jhalani (Addl. Secy. & Mission Director-National Health Mission, MOHFW, GOI), Shri Sanjeev Khirwar (Principal Secretary-MOHFW, GNCTD), Dr. Henk Bekedam (WHO Representative to India), Swami Agnivesh (Social Activist), Dr. Ashok Chauhan (President-Amity Education Group), Shri Ashok Chakradhar (Author & Poet), Shri Dibang (News Anchor) to name a few during the 'Empathy Conclave 2019' held on 27th July in New Delhi. The communication material is available on our campaign website; can be easily downloaded for awareness generation.

For more information log on to:

<https://theempathycampaign.com/creative-repository/> or [CLICK HERE](#)

"The Spirit of Empathy"

The advocacy toolkit, named as *The Spirit of Empathy* developed by the project team is an attempt to provide insights into the essence of the Empathy Campaign. The 'Spirit of Empathy' booklet was launched by Shri Om Birla, Hon'ble Speaker-Lok Sabha in the august presence of Shri Ravi Shankar Prasad, Hon'ble Minister of Law & Justice, GOI and Dr. Harsh Vardhan, Hon'ble Minister of Health & Family Welfare, GOI during the 'Empathy Conclave 2019' held on 27th July. On the key initiative of Shri Om Birla, Hon'ble Speaker - Lok Sabha the booklet has been disseminated to all the Members of Parliament

For more information log on to: https://theempathycampaign.com/wp-content/uploads/2019/08/empathy_booklet-1.pdf or [CLICK HERE](#)





THE TEAM

For more information and to further collaborate us at for the cause, kindly contact support@theempathycampaign.com



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