Toolkit
Imagine having a cure for an illness which affects between 70 million and 13 million. Imagine having a vaccine that can prevent 1 million deaths each year. Imagine eliminating a global killer that takes 1.4 million lives every year. Imagine if you could be part of making it a reality by 2030.

No need to imagine. We can do it.

This toolkit was developed to provide you with information about NOhep and ideas on how you can take part, get involved and launch NOhep in your community.

We hope you’ll find everything you need but if you don’t contact us at: connect@NOhep.org

Thank you for being part of the next greatest achievement.
NOhep team
WHAT IS NOHEP?

NOhep is a global movement made up of those working in the field of hepatitis and others from around the world who have united around one common purpose: eliminating viral hepatitis by 2030.

Launched on World Hepatitis Day (28 July 2016), it aims to bring people together and mobilise individuals and organisations to make change happen at a global and national level.

NOhep’s ambitious goal is to reach and engage 300 million people by 2030 to make the elimination of viral hepatitis our next greatest achievement.

Achieving elimination in our lifetime requires an innovative and inclusive approach that recognises that all groups in society have a part to play in achieving elimination. We are calling on people to sign up to the movement and take action, on policymakers to take the necessary measures, and on organisations to work towards the elimination of viral hepatitis. Find out more about NOhep here.

WHY NOW?

For the first time, there is a global focus on viral hepatitis. In the Sustainable Development Goals, world leaders committed to combat hepatitis. In a follow up in May 2016, the World Health Organization’s (WHO) first ever Global Viral Hepatitis Strategy was adopted by 194 countries, which included a goal of eliminating viral hepatitis by 2030.

If countries meet a set of prevention and treatment targets outlined in the strategy, annual deaths will drop by 65% and treatment will increase to 80%, saving 7.1 million lives globally.

The elimination of viral hepatitis is feasible and achievable but it cannot be achieved without you.

The NOhep movement aims to unite the hepatitis community and beyond to take action, to speak out and to be engaged to ensure global commitments are met and viral hepatitis is eliminated by 2030.
The NOhep movement is underpinned by a campaign based on world achievements as we believe that the elimination of viral hepatitis can be one of these global achievements. We are calling on all supporters to be part of our next greatest achievement.

The concept of achievements cuts across key audiences and offers new ways to reach key targets (policymakers, the general public and the hepatitis community) and to compel them to commit to achieving the elimination of viral hepatitis. For example, everybody, from the person walking down the street to the policymaker sitting in their office, wants to be part of a global achievement and even more so to be recognised as being part of it.

NOhep is platform which profiles achievements and activities taking place. The achievements concept will also be used to monitor WHO’s Elimination Strategy and will be used to track progress, celebrate advancements and call for greater action from governments. You can find out more about messaging and campaign resources here.
HOW CAN YOU GET INVOLVED?

There are lots of ways you can support the movement, from signing up to the movement to organising NOhep events to spread the word. You can even create a network of NOheptivists in your community.

What is a NOheptivist?
NOheptivists are NOhep’s most committed supporters and the foundation of all that we do. They are taking action all over the world to eliminate viral hepatitis. See below for tips on how you can join this brigade of everyday heroes here!

INDIVIDUALS

- **Stay connected:** Sign up to the NOhep movement www.NOhep.org
- **Build your own movement:** Create your own network of NOheptivists, a group which decides on activities to drive action towards elimination
- **Take action in your workplace:** Use social channels to support NOhep and to organise regular workplace activities including workplace Olympics, bake sales and talent shows
- **Show change:** Organise public activities in your area, with the permission of your community or local administration, to create awareness of hepatitis including testing drives, concerts and demonstrations
- **Be inclusive:** Anti-stigmatisation is central to NOhep. Why not invite local patient and community groups to partake in activities together?
- **Be vocal online:** Share your thoughts, activities and updates on NOhep social channels. Don’t forget to use #NOhep. You can find out more about NOhep’s social media here.
- **Like to write?** Share stories about what you are doing to help eliminate viral hepatitis
ORGANISATIONS

- **Stay connected:** Sign your organisation up to NOhep and upload your organisation logo to the supporters’ wall.
- **Launch NOhep in your country:** Launching NOhep is a great way to create awareness among key audiences, including policymakers, media and the general public. Why not ask your government to support NOhep and then hold a press conference or a policy event to celebrate their commitment. You can find lots of materials to help support your launch in the Communications and Materials Toolkit.
- **Be inclusive:** All groups can get involved with NOhep. Why not reach out to marginalised groups, such as people who inject drugs or those in prisons, and help them tell their story about what elimination means to them?
- **Build the movement:** NOhep is an inclusive multi-stakeholder platform which accepts all organisations who want to be a part of a major global achievement, to eliminate viral hepatitis. Use NOhep as a conversation starter with groups or sponsors you wouldn’t normally speak with, for example other health organisations, student unions, telecom / technology organisations - the list is endless.

- **Be vocal online:** Share your thoughts, activities and updates on NOhep social channels. Don’t forget to use #NOhep when posting online. You can find out more on NOhep’s social media here.
- **Share your materials:** Interested in distributing your materials to a large global audience of hepatitis supporters? We are inviting all supporters to share materials, including videos, stories, pictures, reports and resources, for the NOhep website so that the community stays connected and can take action.
- **Events:** Stay connected with the NOhep community and profile events and activities you are organising here. You can also see what other activities are happening in your area.
- **Advocacy:** NOhep is a powerful advocacy tool. Update your advocacy materials with the NOhep logo and disclaimer that you are supporting the NOhep movement. Share updates about your governments’ progression in reaching WHO’s Viral hepatitis Strategy targets with the NOhep secretariat for the website.
PLANNING THE LAUNCH OF NOHEP

- Think about when you will launch NOhep – ideally it’s good to launch alongside a milestone like World Hepatitis Day, or around an advocacy moment i.e. the adoption of a resolution or the development of a national policy for viral hepatitis. Another option would be to launch NOhep after the World Hepatitis Summit, which is taking place in March 2017. This will help generate more awareness and create a media hook.
- Thinking of organising an event? Decide on what type of event or activity would be most useful to achieve your objectives – is it a press conference, a concert or a seminar with medical professionals?
- Consider prominent ways to get visibility for messages, such as creating bumper stickers, pavement art, or projecting the posters onto a public building – check out the NOhep toolkit for branding ideas. You can also find out more ideas in the Organising Events toolkit.
- Why not get creative? Think about using the arts to raise awareness. You could write songs, put on puppet shows or create a short film. See the Organising Events toolkit for more tips.
- Reach a wider audience with SMS. Work with your country’s SMS providers to distribute messages about the day at a charitable rate. For more ideas see the Reaching Out toolkit.
- Use the NOhep postcards as invitations for your launch activity or share them online to create awareness.

REACHING OUT

- Ambassadors: Invite ambassadors to take part in the campaign. To celebrate the theme of achievements, recruit high-profile spokespeople such as celebrities, sportspeople or a well-known entrepreneur to attract media interest. More ideas on how to work with spokespeople are in the Reaching Out toolkit.
- Governments: With the adoption of WHO’s first global hepatitis strategy, governments agreed to eliminate viral hepatitis by 2030. Why not ask your government to support NOhep and then hold a press conference or a policy event to celebrate their commitment.
- Media: Want to work with the media? Engaging with TV and radio can include getting viral hepatitis included as a story line on a soap opera or creating a TV advert. Consider contacting cinema advertising companies or speak to radio producers to include the day as an item on your local radio station’s news programme. Distribute a press release about the launch to media to help raise awareness and educate people. See the Reaching Out toolkit for more ideas.
- Sponsors/partners: The fact that a sponsor/partner can be part of eliminating viral hepatitis will help start conversations. Reach out to targets to ask them to be part of our next greatest achievement by helping to support the launch.
PUBLIC ACTIVITIES

- Set up a public seminar and invite a local TV channel and journalists
- Organise a sports day or a fundraising event like a talent show, to celebrate achievements and share information on how elimination can be achieved

PROMOTION

- Share the NOhep materials with online media and your network in the lead up to your launch
- Share stories and images of people living with viral hepatitis and their achievements - it can be anything from getting a job, being a parent, graduating from university, being a sportsperson etc. We are trying to redefine what viral hepatitis and inspire people from all walks of life to help eliminate the disease
- Place signage in your area e.g. billboards or posters on transport systems
- Produce merchandise and pins to hand out at your activities
- Publish an article
- Run a social media campaign or take part in the NOhep social media campaign. Always use #NOhep in your online activities.

You can find all NOhep resources here and information on how to use them in the Communications and Materials toolkit.

REPORTING

- We love to hear from you. Keep in touch and share any images/updates from your launch and we will include it on our website and in the monthly newsletter.

For more information on how to hold event, see here.

POLICYMAKERS

- Commit to being a NOhep champion and join other governments across the world fighting for the elimination of viral hepatitis
- Scale up resources and take necessary measure to meet the elimination targets
- If not already available, develop viral hepatitis national plans
- Create multi-stakeholder NOhep working groups or taskforces which bring together patients, academics, medical professionals, economists and public health specialists
We hope that you find both the guidance and the template materials contained and referenced within this toolkit to be useful resources. We look forward to working with you to make the elimination of viral hepatitis our next greatest achievement.

Do you still have questions? Contact us at connect@NOhep.org or read NOhep FAQs here.

Top tips

- Join the NOhep movement and use the #NOhep in all of your social media activities
- Translate and ‘localise’ NOhep materials to best meet your needs
- Add your event/activity to the NOhep calendar
- Share materials and resources with the NOhep