How to develop successful awareness raising campaigns

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Successful Awareness Raising campaigns
(Basic considerations)

❖ Target group (population) to be identified and addressed first.
❖ Awareness raising merchandise must be within reach to the people
❖ Creation of events of public attraction
❖ Language & educational status to be honored.
❖ Social, cultural & religious believes can be utilized
❖ Understanding choice of people: popular game/drama
❖ Celebrity of choice: actor/actress/sports man/ devoted social worker
❖ Parliamentarians can be engaged by different ways
❖ Media: Electronics & print to be used in mass scale.

❖ Success stories of treatment of viral hepatitis patients will be highly encouraging.

(Experience from 1999 and incorporation with WHA since 2007)
Area: 55,598 Sq. miles
Population: > 162 million
Bangladesh:

URBAN 35%

RURAL 65%
Rural Population 65% (mass population)

- Educationally rearward
- Health education & Hygienic status not adequate
- Minimum knowledge about “viral hepatitis” (don’t know?)
- Inadequate available treatment facilities (Doctors & others)
- Beyond the reach of treatment during their urgent need.
- Traditional healers/superstitions – drawback

Difficult to reach this mass community
Aware the mass people:
(Sketch poster)
Since 1999

Prevent Hep B & C: say **NO** to the followings
Advocacy to head of religious congregation

(viral hepatitis)

Religious believe

Message during religious congregations
Awareness of students

Proposing for incorporation of viral hepatitis in the school text.
Aware the mass people

*Populer Sports*
Aware the mass people

Popular Sports

Sanga kara

Sakib Al - Hasan

The Global Cricket HEPATITIS Partnership
Aware the mass people

Celebrity

WHO good will ambassador

Aware the mass people

Digital platform

Excellent for rural community
Our awareness program

- WHA theme based awareness event
- World Hepatitis Day
- Regional Hepatitis Days
- Free Screening Program
- Student Awareness Program
- Access trip to remote areas
- Television Program/Print media
- Free Vaccination Program
- Roundtable Discussion
- Hepatitis B & C Patients Conference
- Website, Apps, Leaflet, Posters etc
Awareness program
WHA theme based awareness event
2008 to 2017
WHA theme based awareness event
Roller Skate Rally
World Hepatitis Day
World Hepatitis Day (WHO country Representatives)

World Health Organization
Country Office for Bangladesh

WHO Representative to Bangladesh in World Hepatitis Day event

2009  2011  2013
Advocacy to Govt.: Viral Hepatitis Action Plan

Minister, Ministry of Health and Family Welfare, Government of the People’s Republic of Bangladesh
Advocacy to Govt.: Viral Hepatitis Control Strategy

Secretary, Ministry of Health and Family Welfare, Government of the People's Republic of Bangladesh
Advocacy to Govt. : Implementation of Hepatitis B Birth Dose in EPI programme
Regional Hepatitis Days
:(Division/District)

❖ Awareness rally : Public/students/Govt.officials /Health administration
❖ Free screening & vaccination of orphan children of Govt. children home
❖ Engagement of People’s representative/Member of parliament.
❖ Public seminar
❖ Seminar at academic institute & Poster to head of the institute.
❖ Moveable booths/ Audio slogans
❖ Banner,Poster,distribution leaflet among public
Regional Hepatitis Days in Bangladesh
Regional Hepatitis Days

Sylhet, Chittagong, Khulna, Pabna, Mymensingh
Free Vaccination Program (orphan children)
Govt. Children home

n = 6200
Free Screening Program for Students (School/college /University)
Free Screening Program for Pregnant Women (n= 1130) (HBV-2.5% HCV-0.8%)

Free vaccine & Immunoglobulin to neonates
Nohep : Rohingya Refugees :  \( n = 300 \)

Oct.21,2017

ELIMINATE HEPATITIS

HBV -3%, HCV -8%, Coinfection-1% (free Vaccine & Immunoglobulin to newborn)
Television Program
Print media
Roundtable Discussion
Hepatitis B & C Patient's Conference

(n=05)

(Family & friends)
Student Awareness Program
Schools/Colleges/Universities
Mobile Apps: (Hepatitis to Liver Transplant)

Uploaded: WHD 2016

Know Hepatitis & Stay well

Seven ways to prevent hepatitis

Web links: NLPB, WHA & No hep

Bangla: 7th spoken: > 200 million
Success story
HBV Liver transplant Recipient > 6 yrs.

Father of 2nd child/studying Overseas University/ video clip WHA at web
Since 2016
Nohep Cricket
Nohep Drive Bangladesh

( July 10 -21, 2017)
Bangladesh: NOhep Visionary for the SEARO

NOhep GOVERNMENT VISIONARIES

Bangladesh
Brazil
Egypt
Gambia
Georgia
Mongolia
Pyramid of path to ELIMINATION

Grass root to Govt.

Pyramid of path to elimination
Awareness at Grass root level achieves fundamental milestones for ELIMINATION

It aware mass people at remote areas

Engaging local government machinery

It create awareness among students

People's representative get aware - helps to design advocacy to Government

Local civil society gets aware

Our ultimate Objective
Summary

❖ Awareness of mass people at grass root is fundamental
❖ Every occasion to be utilized for reaching the people.
❖ Awareness programme to be continued at different times of the year
❖ Decentralization of awareness campaign
❖ Civil societies should raise the voice together
Nohep campaign is actively continuing:
Motivation of common people to be continued
Govt. to be pursued continuously for the Action Plan
Pyramid from Grass root to Government may be followed

It will act as Path to ELIMINATION
THANK YOU