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

The Global Cricket HEPATITIS Partnership

Sakib Al - Hasan
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
World Hepatitis Alliance appreciation

WHD 2008, 2009 & 2010 - Wrap Up

What Happens on May 19?

Once www.worldhepatitisday.com goes live it will be packed with information on the campaign – the site will include case studies of people living with hepatitis A & C, information on the disease, including risk factors, how and where to get tested and details on the hepatitis B vaccination. Visitors will also have the chance to take part and sign up to the campaign. An interactive world map will show how the different countries have implemented the Ann: Number 12? campaign as well as links to the various patient groups involved.

Global Media Release – Why the world should ask “Am I Number 12?”

World Hepatitis Day 2009 – Wrap-Up

World Hepatitis Day 2010 – Wrap-Up
Roller Skate Rally
World Hepatitis Day
World Hepatitis Day (WHO country Representatives)

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

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

Bangla: 7th spoken: > 200 million

Web links: NLPB, WHA & No hep

Seven ways to prevent hepatitis
Success story
HBV Liver transplant Recipient > 6 yrs.

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

ELIMINATE HEPATITIS
Nohep Drive Bangladesh
(July 10 - 21, 2017)

Eliminate Hepatitis
Bangladesh: NOhep Visionary for the SEARO

NOhep GOVERNMENT VISIONARIES

- Bangladesh
- Brazil
- Egypt
- Georgia
- Mongolia
- Gambia
Pyramid of path to ELIMINATION

Grass root to Govt.
Awareness at Grass root level achieves fundamental milestones for ELIMINATION

- Engaging local government machinery
- People's representative get aware - helps to design advocacy to Government
- Local civil society gets aware
- It create awareness among students
- It aware mass people at remote areas

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
Conclusion

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