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Power of data to drive advocacy
What is data?

“factual information (as measurements or statistics) used as a basis for reasoning, discussion, or calculation.”

Webster’s Dictionary
Data: a help or a hindrance in hepatitis?

• Historic lack of political priority
• Wide and often conflicting estimates for global and national prevalence, treatment and diagnosis rates e.g. WHO, GBD, Polaris Observatory
• Strategic Direction 1: use strategic information as opportunity for advocacy
• 2017 WHO Global Hepatitis Report new and verified data

Data = advocacy = elimination of viral hepatitis by 2030
Define your purpose

Why do you need data? (purpose)
  - To reduce uncertainty?
  - To inform public opinion?
  - To substantiate for others what you already know in your day-to-day experiences?
  - To change policy?
Select your audience

- Policymakers
- Funders
- Media
- External stakeholders
- General public
Advocacy messages should be

- based on science
- clear
- concise
- eye-catching
- targeted to the interests of your particular audience
- relevant to your geography
- Culturally relevant
## Sample messages

<table>
<thead>
<tr>
<th>Policymakers</th>
<th>Media</th>
<th>General public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viral hepatitis kills more than HIV/AIDs, TB or malaria worldwide</td>
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<td>Viral hepatitis is amongst top 10 leading causes of morality worldwide</td>
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<tr>
<td>Nationally, only 1 in 5 people living with viral hepatitis are aware of their disease, leading to long-term impact on health systems</td>
<td>This is over 10 times the number infected with HIV/AIDS</td>
<td>1 in 10 people living with a cancer-causing disease are unaware</td>
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<tr>
<td>Eliminating viral hepatitis by 2030 will prevent approximately 36 million infections and save 10 million lives worldwide</td>
<td>“&quot;What do 121,000 Connecticut Yankee's have in common&quot;? Hepatitis B and C.”</td>
<td></td>
</tr>
</tbody>
</table>
How to communicate data effectively

- Human stories
- Visual graphics – infographics, posters, maps
- Evidence based content – surveys, reports, factsheets
Using data to campaign

“AM I NUMBER 12?” Global World Hepatitis Day Campaign used a shocking statistic to raise awareness of viral hepatitis amongst policymakers, medical professionals and general public

Results:

• Awareness raising: - 400+ events - 250 more than 2008 and in 16 new countries
• 2,500 media articles reaching 1 billion people
• 1,400 billboards in 40 cities
• 13 high profile supporters including President Barack Obama and former President Bill Clinton
• Capacity Building: - ‘Am I Number 12?’ tour visited 10 countries –
  • Website visitors from 137 countries.
  • Twitter reach of 45,934 and 7,659 YouTube hits
“Holding Governments Accountable”
Civil Society Global Report 2017

- 93% of countries reported some level of stigma and discrimination
- **Only 4%** felt that their government was satisfactorily addressing stigma and discrimination
- 75% have not been consulted on stigma and discrimination policies
- 1/4 of civil society organisations are not involved in govts. hepatitis response
- Only 2/3 of govts celebrated WHD

Use Zero Discrimination Day (1 March 2018) to drive awareness and advocacy

* 72 country survey with 156 responses
Where to find data resources

- World Health Organization
- Global Burden of Study 2016
- Polaris Observatory
- World Hepatitis Alliance
“How to Win Friends and Influence People”

- Know your purpose
- Know your audience
- Develop resonant messages for key audiences
- Present data effectively
- Don’t re-invent the wheel