At the March 2013 meeting of HepCAP, a brainstorming activity was used to identify ideas for Hepatitis Awareness Month in May. Ideas were developed around actions and events and messaging. Please contact Alex Shirreffs at PDPH (Alexandra.shirreffs@pdph.gov or 215-685-6462) if you have other ideas you would like HepCAP to consider.

**ACTIONS: What events and activities can HepCAP organize to bring attention to hepatitis C during Hepatitis Awareness Month?**

*Education:*

- Some sort of educational event that has the possibility of evolving into an annual event (similar to how every June people expect AIDS Education Month)
  - Ex: Health Fair, educational event, testing event

- School outreach: take advantage of all the local universities, engage students

- Make a push for hepatitis 101 education and outreach
  - Both for community members/clients AND service providers/staff
    - Grand Rounds; provide current news about hep C
    - Focus on social service providers
    - Target HIV/AIDS service providers
  - Tap into existing resources to bring in for education
    - Alan Franciscus/Hep C Advocate – is he available to come?

- Some event to emphasize therapy and treatment – promote the future of hep C; but also emphasize importance of getting linked to a provider even if a patient isn’t ready for treatment
  - Provide opportunities for people living with hep C to meet clinicians
    - Get questions answered, find someone who is a good fit

- Give community organizations hepatitis language to put on their website
  - Have a logo for the Hep Resource Guide that they could link to?

*Media Coverage:*

- Media outreach:
  - **Newspapers:** Milestones, PGN, Inquirer, City Paper, PW, Metro, community and neighborhood papers
  - **Radio:** Praise 103.9, talk radio, KYW, WHYY, NPR, WURD, Spanish language stations
    - Call-in on radio station
  - **TV:** Weekend/Sunday morning talk shows
  - **Social media:** Twitter, YouTube, Facebook
    - Live chat on Twitter
  - **Youth outlets:** DJ Damage, AsiaStar, DJ Diamond, The Height, PhillyCam… any other YouTube stations or Twitter accounts?
• To get press, will need people willing to share their stories with the media

• City Council proclamation (Start looking into this now); City Council briefing (ALF already has an event scheduled); some sort of press event to engage local leadership and get press attention
  o Have mayor visit a clinic, have him get tested

Outreach & Community Engagement

• HepCAP presence at other events happening locally in May
  o Joint event with hep B united
  o Liver Foundation Walk

• Something to engage youth
  o Classroom activities, design a poster contest, HS for performing arts

• Storytelling project
  o Have case managers collect stories from people living with hep C
  o Have performing arts programs bring them to life
  o Stories from survivors of people who have family members who passed away from hep C
  o Use people willing to share their stories in a public forum to encourage other people to get tested

• Provider and patient “mixer”
  o Way for patients re-considering engaging in care to find out more

• Take advantage of start of summer festivals and community gatherings
  o Look at a community calendar and find out what events are happening – especially events where Baby Boomers might congregate
  o Music events: XPN Fest
  o Sporting events: Phillies; soccer and hockey also
    ▪ Get message on Jumbotron during game
    ▪ Recruit athletes with tattoos to deliver messages

• Ball (like Crystal Ball) – could be an annual fundraiser
  o Give out an award, have a keynote speaker

• Develop a local message board
  o Way to link people locally (ex: connect people who have had care with people thinking about engaging in care)

  ▪ Special populations
    o Outreach to underground tattoo artists
    o Veterans – do something with the VA

  ▪ Use local landmarks to get message out
    o PECO Crown Lights
    o Lunch event at Liberty Place
MESSAGES: What do we want people to learn about hepatitis C during Hepatitis Awareness Month?

Basic Education

- ABCs of Hepatitis – Know your/Learn your ABCs
- Facts and definitions
  - What is antibody +? What is “clearance”? What is confirmatory? What is genotype?
- Resources – links for people who are already HCV +
- Simple information
- Yellow eyes
- Get hip, get tested
- World Hepatitis Day – July 28th
- Ribbons: do you know what this ribbon is?

Get Tested

- Get tested if __________
- You should know your status
- Hep is here – where are you?
- National Hep Testing Day
- Get tested
- Loved ones lost to hep C
- You are worth it
- Knowing your status can save your life
- You might be healthier than you think
- Knowledge is power; know your status
- My cure started with a test
- Use Baby Boomer era icons to connect people with age based risk
  - If you had one of these, you need a test
  - If you know what this is, you need a test
    - Soul Train, British Invasion, etc…

Cure, Improved Treatment, Access to Care

- CURE; There is CURE; Treatment has improved
- Make sure the message isn’t just on treatment but encourages going to get a checkup and have your condition monitored
- Therapy outlook
- Treatment doesn’t necessarily mean Interferon – ask your doc
- A year – new treatments are shorter
- Ask your Doc!
- Talk to your doctor about keeping your liver healthy; risk reduction
- There are providers who want to help and care

Put a Face on Hepatitis

- There is a PROBLEM
- Many faces of hep C
- Are you one of the 100k?
Prevention

- Risk reduction
  - For those who are already +
- Partner with tattoo parlors, nail salons and barber shops
  - Messaging about safe tattoos
    - Isn’t your health worth the money?
    - Here is what WE do to keep you healthy
    - Is it really clean? New?
    - Tattoo party education
    - Your tattoo is ugly – go somewhere legit
    - Is it clean?

SAVE THE DATES: May’s Hepatitis Awareness Month Events

Local community partners are already making plans for Hepatitis Awareness Month events in May. Please save the dates so that you can support HepCAP and our partners in raising awareness about hepatitis B and C throughout the month! If you are interested in more information about any of these events, please contact Alex Shirreffs at 215-685-6462 or Alexandra.shirreffs@phila.gov.

- **Sat, Apr 20**: HepCAP will be building buzz for May by hosting a table at the Philadelphia Science Festival’s Carnival on the Parkway! We will need HepCAP members to join us in hosting a table to teach the masses about hepatitis and raise awareness about our coalition! Email Alex if you are interested in volunteering time at our table.
  - [http://www.philasciencefestival.org/carnival](http://www.philasciencefestival.org/carnival)

- **Sat, May 11**: Join HepCAP’s team for the American Liver Foundation’s Liver Life Walk! We will be meeting at Memorial Hall in Fairmount Park at 7:00am for coffee and donuts and start the 5K walk at 8:30am.
  - [Join our team and register here:](http://bit.ly/WasYgL)

- **Fri, May 17**: P-HOP is working with several community partners to coordinate a health fair for the 2nd National Hispanic Hepatitis Awareness Day. This event will be held in Norris Square by Kensington Hospital. Details to come! Let's show some love to our Hep B United coalition friends and attend their annual Hepatitis Awareness Month rally! Set aside 11:30am-12:30pm and we’ll reveal the details soon...

*The next HepCAP meeting will be held on Wednesday, April 3rd from 5:30pm – 7pm at PDPH’s office at 500 S. Broad Street.*

[www.hepCAP.org](http://www.hepCAP.org)