

World Hepatitis Alliance



Countdown to the elimination
of viral hepatitis by 2030:

Our 2017-2018 strategic plan

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MESSAGE FROM OUR PRESIDENT

In 2017 we celebrate ten years of the World Hepatitis Alliance (WHA) and in those ten years previously unimaginable progress has been made. From a little-known illness almost completely ignored by policy-makers to a global commitment to eliminate viral hepatitis from every country in the world, the past decade has proven that a strong patient voice really can change the world.

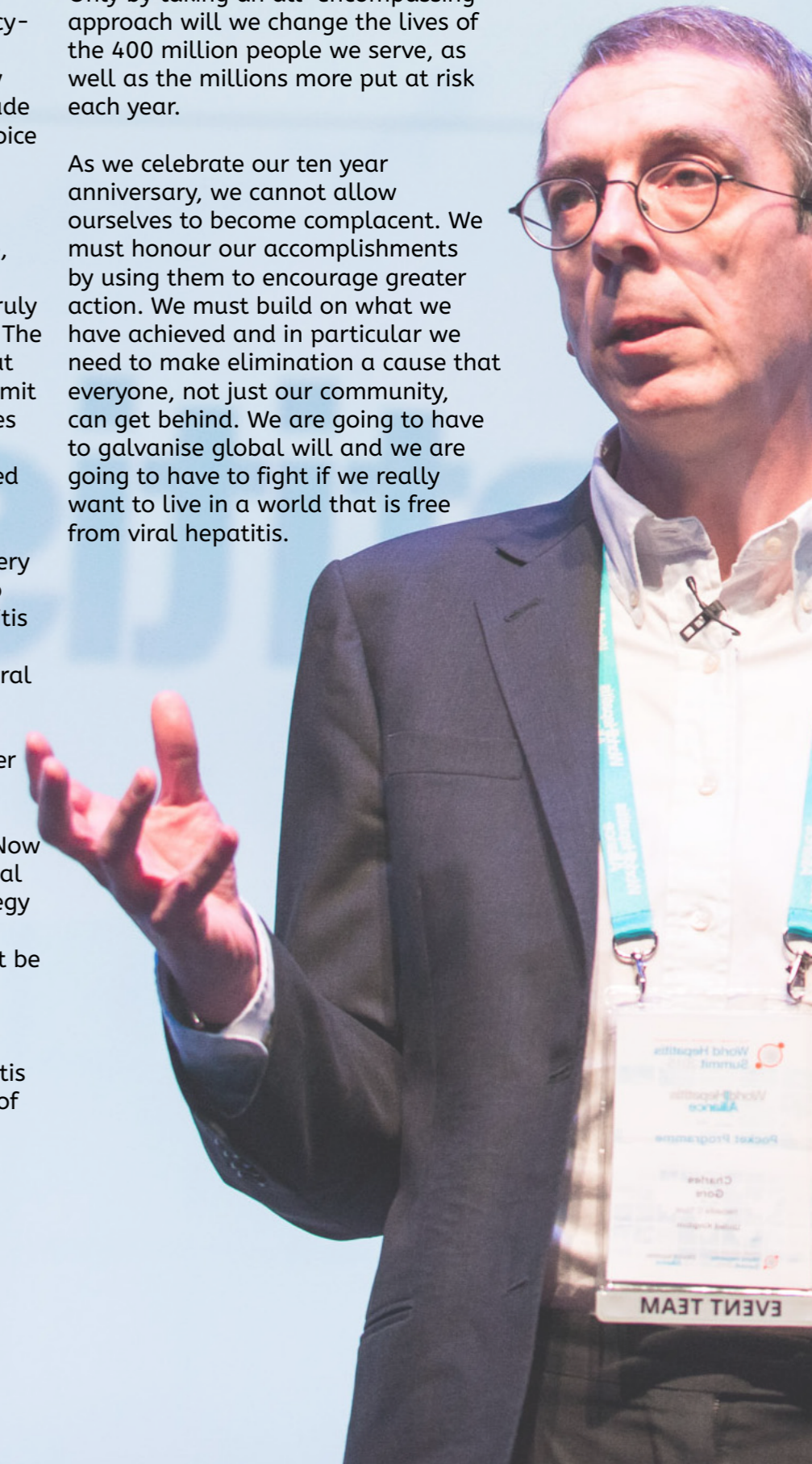
Testament to the tireless efforts of patient advocates across the globe, progress shows no sign of halting. The past year has proved to be a truly pivotal moment for viral hepatitis. The global community came together at the inaugural World Hepatitis Summit in September 2015 to help countries develop national hepatitis plans; viral hepatitis was finally recognised as a global development priority in the adoption of the Sustainable Development Goals (SDGs); and every national government committed to the goal of eliminating viral hepatitis by 2030 by unanimously adopting the first-ever global strategy for viral hepatitis.

Yet, against this backdrop of greater political interest, we are still faced with an inexcusable death toll and heart-breaking tales of suffering. Now that elimination is the accepted goal we have adapted our Global Strategy 2017-2018 to concentrate on the three fundamental areas that must be addressed to make this possible:

- Raising awareness of viral hepatitis
- Advocating for viral hepatitis
- Ending the social injustice of viral hepatitis

We believe this revised approach ensures that the needs of the people living with viral hepatitis continue to be at the very heart of our work. Only by taking an all-encompassing approach will we change the lives of the 400 million people we serve, as well as the millions more put at risk each year.

As we celebrate our ten year anniversary, we cannot allow ourselves to become complacent. We must honour our accomplishments by using them to encourage greater action. We must build on what we have achieved and in particular we need to make elimination a cause that everyone, not just our community, can get behind. We are going to have to galvanise global will and we are going to have to fight if we really want to live in a world that is free from viral hepatitis.





OUR RECENT SUCCESSES AND ACHIEVEMENTS

We and our members have completely transformed the landscape of viral hepatitis in less than 10 years of existence. We went from a time where there was absolutely no awareness of the disease and practically zero commitment from countries to tackle it to now seeing viral hepatitis feature in the Sustainable Development

Goals (SDGs) and having a global strategy for the elimination of hepatitis B and C by 2030. We have also grown our membership to 240+ NGOs in over 80 countries. Together with these members, we are more than ever committed to fighting on behalf of people affected by viral hepatitis until we see this disease eliminated.

In 2008 we set up World Hepatitis Day, one of just four disease-specific global awareness days that is celebrated on 28 July.

In 2010 we successfully advocated for it to be officially adopted by WHO Member States.

In 2010 and 2014 we initiated the first two WHO resolutions on viral hepatitis.

In 2014 we persuaded Member States to ask WHO to assess the feasibility of elimination of viral hepatitis and to set targets to achieve elimination.

That led to the creation in 2015 of a draft of the Global Health Sector Strategy for viral hepatitis with targets and a goal of the elimination of both hepatitis B and hepatitis C by 2030.

In 2015 we established the World Hepatitis Summit, a large-scale, global biennial event that is a joint initiative between World Health Organization (WHO) and the World Hepatitis Alliance (WHA) - in collaboration with a different host country for each Summit.

In 2016 we successfully advocated for the Global Health Sector Strategy for viral hepatitis to be adopted by WHO and its Member States.

In 2016 we created and launched NOhep, the global movement to eliminate viral hepatitis by 2030.

In 2015 and 2016 we worked with WHO Regional Offices on the development of regional Action Plans and then advocated for their adoption by the Member States of those regions.

WHO WE ARE

FIGHTING FOR A WORLD FREE FROM VIRAL HEPATITIS

The World Hepatitis Alliance is an ambitious patient-led and patient-driven organisation representing the 400 million living with viral hepatitis.

Our Executive Board is composed of a President and six Regional Board Members, all of whom are living with or have been cured of viral hepatitis B or C. They are unpaid and their primary role is to provide governance and strategic direction to the organisation and in doing so ensure we always remain an organisation for the people living with viral hepatitis.

OUR MISSION

To achieve a world free from viral hepatitis, we provide global leadership in advocacy, awareness-raising and the fight to end its social injustice.

The day-to-day activities of the organisation are carried out by a small, dedicated team based at our London office. The team is able to call on our 'expert panel' of leading authorities from around the world who are able to bring specialist knowledge to help us in areas where we are lacking expertise.

We work with a wide range of organisations, global bodies and civil society groups but also directly with national Ministries of Health. In addition, our official relations status with the World Health Organization and our consultative status with United Nations ECOSOC, enable us to have a seat at the table and effect policy change at a global level.

OUR VALUES



Make a difference



Integrity



Ambition



Trust

OUR CORE AREAS OF WORK

1 Raising awareness of viral hepatitis

2 Advocating for viral hepatitis

3 Ending the social injustice of viral hepatitis

MAKING AN IMPACT

A snapshot of how our work benefits our members:

“Since 2010, we have joined forces with the World Hepatitis Alliance to celebrate World Hepatitis Day. The resources and guidance they provide us each year connects us with a global community of organisations, patients and governments, helping us to build awareness and deliver national impact.”

Deutsche Leberhilfe e.V., Germany

“Being part of the first ever World Hepatitis Summit and meeting delegates from across the globe was a unique opportunity. There was a spine-tingling energy in the room and there was a clear sense that history was being made and the growing global commitment to addressing hepatitis could only be advanced as a result.”

Hepatitis Australia, Australia

“More than 15 million people are living with Hepatitis in Pakistan. We used the platform of NOhep to engage multi stakeholders including young people, homeless people, pregnant women, transgenders, people who inject drugs, media, health care workers, academia and religious groups in Hepatitis awareness and screening programs to achieve the common aim of leave no one behind.”

Bridging Health Foundation, Pakistan

“Working with the World Hepatitis Alliance has helped us build our awareness and knowledge of the global policy landscape and through their regular capability building webinars, have helped us translate global policies into national actions.”

Liver Foundation, West Bengal, India

“Support from the World Hepatitis Alliance greatly assists in getting our voice heard by the government. The resources and guidance provided, such as the template letter to ministers calling for the adoption of the Global Health Sector Strategy at the World Health Assembly, makes engaging with policy makers easier and more effective. By joining in such initiatives, we know we’re part of a larger global patient advocacy voice.”

National Organisation for People Living with Hepatitis B, Uganda

“Being a member of the WHA means to belong to a global community where people with different languages and cultures, they put aside their differences and cooperate together to help stop the spread of viral hepatitis, to benefit the health of patients.”

Fundación Hepatos Aión, Mexico



OUR FOCUS

Viral hepatitis kills more each year than any of the other big communicable diseases such as HIV, TB or Malaria and is now the 7th leading cause of death globally. Lack of awareness amongst the general public remains one of the key reasons that, while deaths from HIV, TB and malaria are falling, those from viral hepatitis are if anything increasing. We have undoubtedly come a long way from the days when viral hepatitis was almost entirely neglected on the global health agenda to the commitment in 2016 by all the 194 governments to eliminate it by 2030.

Together with our members, we have successfully raised awareness of these cancer-causing viruses within the political, health and, to a certain extent, global development spheres but much more remains to be done. With 400 million people living with this disease and only 5% knowing their status, raising awareness remains a crucial part of our work and the next step is for us to ensure we have solid data backing our campaigns, continue to grow the global impact of World Hepatitis Day and together with our members and partners extend awareness activities beyond a single day and show the human side of the disease beyond the statistics.

ACTIONS

WORLD HEPATITIS DAY

Coordinate the official global campaign together with our members and the World Health Organization to bring the world together to raise awareness of the global burden of viral hepatitis and to influence real change in disease prevention and access to testing, treatment and care.

Deliverables:

- ✓ An integrated campaign



1 RAISING AWARENESS OF VIRAL HEPATITIS

NOHEP

Together with our members, use the platform to expand awareness-raising activities beyond a single day and both increase support for viral hepatitis and impact on the ground.

Deliverables:

- ✓ Communications and campaign action plan developed and shared with our members
- ✓ Campaign resources and materials created and shared

LIVER CANCER AND VIRAL HEPATITIS

Strategically raise awareness of the strong link existing between the two and promote the positive impact that the elimination of viral hepatitis will have on liver cancer deaths and the advancement of the Non-Communicable Disease goals.

Deliverables:

- ✓ Strategically raise awareness of the strong link existing between the two and promote the positive impact that the elimination of viral hepatitis will have on liver cancer deaths.
- ✓ When appropriate, systematic inclusion in presentations and contributions to events/ high level meetings

THE REALITY OF VIRAL HEPATITIS

Collect, disseminate and promote the stories that illustrate the lives of the 400 million people worldwide living with viral hepatitis to bring home the reality of the disease beyond the statistics.

Deliverables:

- ✓ Communication strategy focused on the human side of viral hepatitis developed and implemented
- ✓ Content gathered including testimonials, case studies, photos and videos

DATA

Key to driving action on the ground. Advocate for consistent and reliable data on the diseases and develop and promote our own data, for example findings from our own members' surveys.

Deliverables:

- ✓ Agree on consistent global data with the Global Burden of Disease data and the World Health Organization
- ✓ Country Response Profile on Hepatitis B and C (2016/17): collaboration process with WHO and the government of Scotland completed
- ✓ Civil society survey on stigma and discrimination, members' involvement in their country's response to viral hepatitis and access to diagnostics and treatment produced and results disseminated through our communication channels incl. press release, website, e-magazine and social media

STRATEGIC PARTNERSHIPS

Widen the scope and impact of our work by working with an increasing number of global partners.

Deliverables:


- ✓ Strategic partners identified and engaged

SUSTAINABLE DEVELOPMENT GOALS

Combating viral hepatitis has been recognised as an essential component for sustainable development in its own right. Further frame viral hepatitis to demonstrate how tackling it goes beyond good health and wellbeing and contributes to the achievement of many other Sustainable Development Goals.


Deliverables:

- ✓ Targeted content developed and promoted via our website and social media channels
- ✓ When appropriate, systematic inclusion in presentations and contributions to events/ high level meetings



TARGET 3.3: COMBAT VIRAL HEPATITIS


3 GOOD HEALTH AND WELL-BEING



Combating viral hepatitis goes beyond a health issue. Eliminating viral hepatitis will successfully contribute to achieving many other targets

1


NO POVERTY



1: Ending poverty

6


CLEAN WATER AND SANITATION



6: Managing water and sanitation

10


REDUCED INEQUALITIES



10: Reducing inequality in access to services and commodities

16


PEACE, JUSTICE AND STRONG INSTITUTIONS



16: Promoting inclusive societies that promote non-discrimination

17

PARTNERSHIPS FOR THE GOALS



17: Financing and capacity building for implementation

OUR FOCUS

After years of neglect, viral hepatitis is finally enjoying a moment in the spotlight thanks to recent clinical advances and our successful collective advocacy work. We now have the commitment of governments to rid the world of viral hepatitis as a public health threat by 2030, although many challenges are ahead of us if we are to turn these commitments into reality. In a world filled with competing priorities and shrinking sources of funding, we need to continue our ambitious work to make the economic and development case for viral hepatitis and convince governments that elimination is indeed within their reach by offering incentive and tangible solutions.

At the same time, strengthening the patient voice for a bigger impact on the ground and rallying the general public to our cause through NOhep – the global movement we launched on World Hepatitis Day 2016 – remains a priority to ensure policy makers deliver on their promises and millions of lives are saved in the coming years.

Viral hepatitis is unique not only because of the sheer number of people affected but also because it is solvable. Advocacy got us where we are today and advocacy will be key to reaching elimination by 2030.

ACTIONS

POLITICAL WILL

Build a case for eliminating viral hepatitis, look at how countries can fund their response to it and offer concrete solutions to governments to support them in fulfilling their commitment to eliminate this disease.

Deliverables:

- ✓ The economic and development case for viral hepatitis made; white paper disseminated to key global health and development actors
- ✓ Selected countries assisted with costing, financing and investment case development
- ✓ A viral hepatitis financing strategy blueprint for countries developed and promoted to policy makers
- ✓ The second World Hepatitis Summit delivered in November in partnership with WHO and in collaboration with the Government of Brazil

THE WHY OF VIRAL HEPATITIS

Develop and propagate the key reasons why it should be championed by everyone such as the huge burden and the solutions that exist.

Deliverables:

- ✓ Focus on promoting solutions integrated in our overall communications strategy
- ✓ Subject matter addressed in the e-capacity/capability building programme and development of supporting documents

2 ADVOCATING FOR VIRAL HEPATITIS

STRATEGIC PARTNERSHIPS

Widen the scope and impact of our work by working with an increasing number of global partners.

Deliverables:

- ✓ Strategic partners identified and engaged

SUSTAINABLE DEVELOPMENT GOALS

Seek opportunities to promote viral hepatitis within forums such as the World Health Assembly and United Nations bodies.

Deliverables:

- ✓ The viral hepatitis environment is very dynamic and we will proactively respond to opportunities as they arise



NOHEP

Grow the movement by continuing to provide the secretariat, secure financial resources and build strategic efforts in consultation with our members.

Deliverables:

- ✓ An independent working group set up
- ✓ A strategic plan developed
- ✓ A communications strategy developed and implemented
- ✓ Prospective corporate partners scoped and approached

CAPACITY/CAPABILITY BUILDING

Tackle the obstacles identified in our needs assessment that inhibit our members from making an even bigger impact on the ground.

Deliverables:

- ✓ WHA Members Pre-Summit Conference delivered in November 2017
- ✓ E-capacity/capability building programme running
- ✓ Findings from our civil society survey on stigma and discrimination, members' involvement in their country's response to viral hepatitis and access to diagnostics and treatment disseminated to members as advocacy tools



3 ENDING THE SOCIAL INJUSTICE OF VIRAL HEPATITIS

OUR FOCUS

Two key issues highlight the bitter social injustice of viral hepatitis - discrimination, together with stigma, and inequity. In spite of our awareness-raising efforts, many of the people living with viral hepatitis continue to face discrimination in one way or another or suffer from stigma with only one in five people feeling comfortable to disclose their status. This is why we, with our members, are committed to tackling the issue of stigma and discrimination head-on. On top of this many groups that are particularly affected by viral hepatitis, such as people who inject drugs, Indigenous peoples, prisoners,

men who have sex with men and migrants, are already marginalised and have poor access to healthcare. The net result of this injustice is that, even though we can cure hepatitis C and we can completely suppress hepatitis B, just 1% of those living with chronic hepatitis B or C are receiving treatment.

We will continue to mobilise the world's social conscience through awareness-raising, through the personal stories of those being left behind and through the NOhep movement. Together we can end the social injustice of viral hepatitis.

ACTIONS

STOP THE STIGMA AND DISCRIMINATION

People living with viral hepatitis are marginalised one way or another; together with our members we give them a voice and expose this prejudice.

Deliverables:

- ✓ Poignant case studies identified and profiled across our communication channels
- ✓ Topic given prominence at the World Hepatitis Summit 2017 and covered in the e-capacity/capability building programme
- ✓ Findings of our civil society survey about stigma and discrimination compared with what governments claim to do to tackle these issues. Dissemination through our communication channels incl. press release, website, e-magazine and social media

EQUITY

Make this issue a priority. Lifesaving interventions exist (vaccines, diagnostics, treatments and a cure) but for various social and economic reasons the majority of people living with this disease do not access them.

Deliverables:

- ✓ A special focus on access is given in our awareness-raising activities
- ✓ A survey aimed at identifying the level of access in countries conducted and findings disseminated
- ✓ Topic given prominence at the World Hepatitis Summit 2017
- ✓ Conference to highlight and ensure government response to the plights of indigenous people

OUR FUNDING

Almost all of the World Hepatitis Alliance funding comes from foundations and from industry, specifically pharmaceutical and, to a lesser extent, diagnostic companies. Even though the pharmaceutical industry has no say in how the organisation is run, we are aware that having them as funders creates a negative perception (our Code of Ethics and Business Conduct can be found [here](#)). We are very transparent about this.

In spite of those challenges we are committed to diversify our sources of income and as we do so raise much needed awareness in the corporate world. We are putting a lot of efforts into this but it will take some time for our strategy to bear fruits.

Nevertheless we are confident that, as the elimination of viral hepatitis gains traction as both a health and a social cause, we will be able to access a whole new funding landscape that will allow not just to continue our crucial work but to significantly expand it until viral hepatitis ceases to be a public health threat.

The funding environment is very challenging for us. Awareness of viral hepatitis remains low, perhaps especially amongst funders. For example, many funding bodies have drop-down menus with their areas of interest. Viral hepatitis is very rarely even on the menus. It is also important that we do not take what scarce national funding there is away from our members, who suffer from the same challenges we do.



STRATEGIC PARTNERSHIPS

Widen the scope and impact of our work by working with an increasing number of global partners.

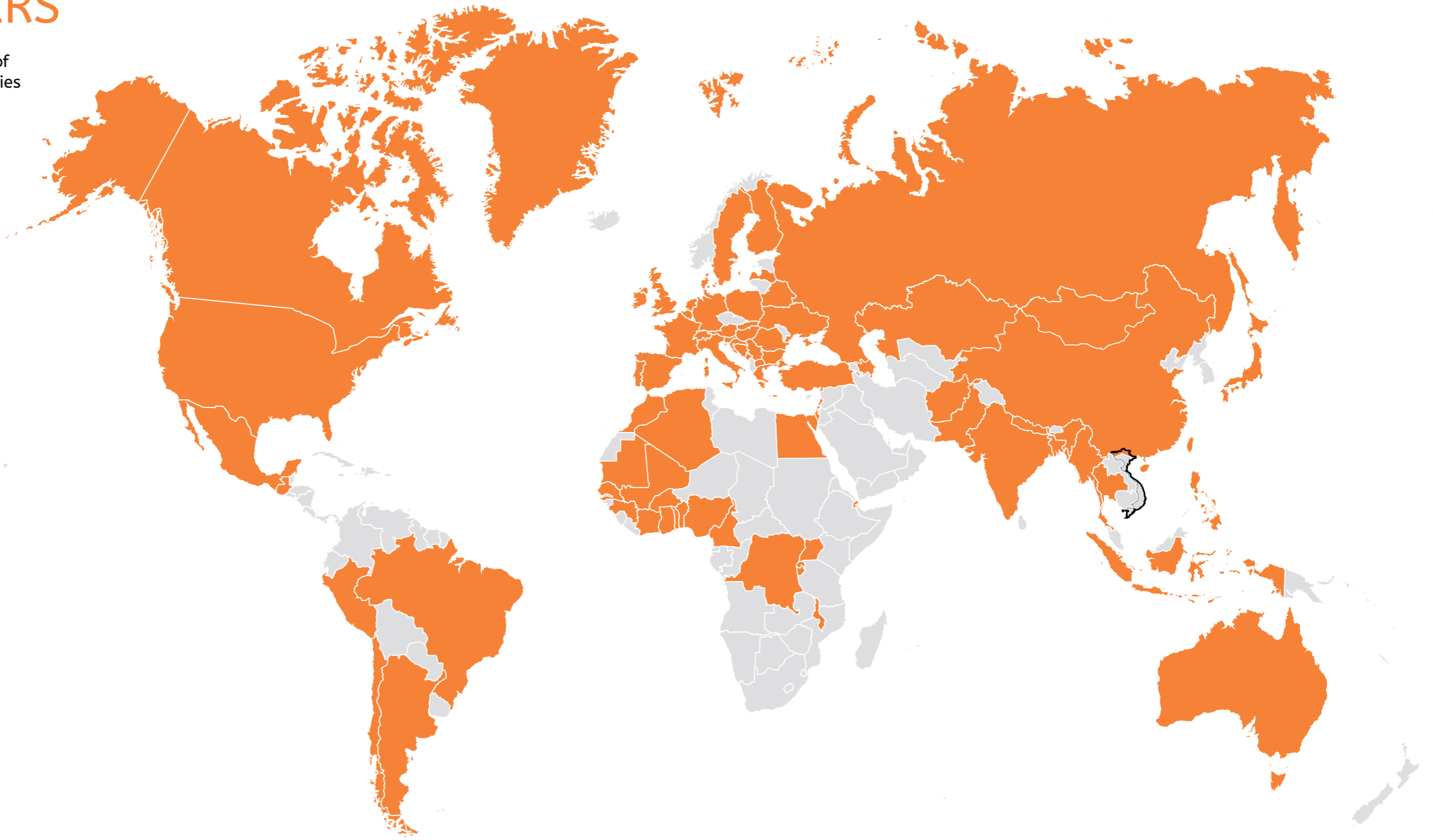
Deliverables:

- ✓ Strategic partners identified and engaged

OUR MEMBERS

Our global membership is made up of 240+ organisations in over 80 countries worldwide.

Our members are the core of our organisation. Predominantly made up of patient organisations fighting on behalf of people living with viral hepatitis, they advocate, raise awareness, lobby governments and deliver life-saving interventions and initiatives.



- AFGHANISTAN
- ALGERIA
- ARGENTINA
- AUSTRALIA
- AUSTRIA
- AZERBAIJAN
- BANGLADESH
- BELARUS
- BELGIUM
- BENIN
- BOSNIA AND HERZEGOVINA
- BRAZIL
- BULGARIA
- BURKINA FASO
- BURUNDI
- CAMEROON
- CANADA
- CHILE
- CHINA
- CHINESE TAIPEI
- CONGO, THE DEM REP OF THE
- COTE D'IVOIRE
- CROATIA
- DENMARK
- DJIBOUTI
- EGYPT
- FINLAND
- FRANCE
- GAMBIA
- GERMANY
- GHANA
- GREECE
- GUATEMALA
- GUINEA
- HUNGARY
- INDIA
- INDONESIA
- IRELAND
- ISRAEL
- ITALY
- JAPAN
- KAZAKHSTAN
- LEBANON
- LITHUANIA
- MACEDONIA
- MALAWI
- MALI
- MAURITANIA
- MAURITIUS
- MEXICO
- MONGOLIA
- MONTENEGRO
- MOROCCO
- MYANMAR
- NEPAL
- NETHERLANDS
- NEW ZEALAND
- NIGERIA
- PAKISTAN
- PERU
- PHILIPPINES
- POLAND
- PORTUGAL
- ROMANIA
- RUSSIAN FEDERATION
- RWANDA
- SENEGAL
- SERBIA
- SINGAPORE
- SLOVAKIA
- SLOVENIA
- SPAIN
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