**Content for 2012 World Hepatitis Day Interactive Map:**

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| **ARGENTINA**  Media outreach resulted in 70 publications with 4.5 million media impressions. Internal activities were implemented using World Hepatitis Alliancematerials. |  |
| **AUSTRALIA**  Media efforts resulted in a number of informative stories about hepatitis C, including a feature in *The Sunday Telegraph* about singer Natalie Cole and her experience with hepatitis C. This article and others helped to raise awareness of HCV, as well as its impact in Australia. |  |
| **BRAZIL**  Media coverage included a press release with an exclusive videocast/audiocast with Brazilian Hepatology Society speakers. This was the second wave of communications about Brazilian awareness research on hepatitis C, as well as clinical data for VICTRELIS. The team has continued its outreach through hepatitis C detection campaigns in key cities and the launch of “Calculadora HCV,” an app for physicians to help them calculate appropriate dosages for their patients.  (Image: World Hepatitis Day in Brazil) |  |
| **BULGARIA**  With MSD's support, a roundtable held in Parliament initiated the government's development of a National Hepatitis Plan for Bulgaria. MSD also hosted a press conference featuring a number of hepatitis experts and patient organizations and sponsored free hepatitis B and C screenings in three major cities.  (Image: World Hepatitis Day in Bulgaria) |  |

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| **CANADA**  Public relations efforts about the need to be tested and a call to action for more trained doctors and nurses, including a 3-minute television segment from a major TV station in Vancouver, resulted in considerable media coverage across Canada. |  |
| **COLOMBIA** Media outreach resulted in 10 publications with 17 million media impressions. Internal activities were implemented using World Hepatitis Alliancematerials. |  |
| **CROATIA**  Activities in Croatia included a roundtable event to develop a national strategy and action plan for hepatitis, a symposium for healthcare professionals, an educational booth with hepatitis C testing and counseling for young people, the launch of a biography about a famous football player who suffered from hepatitis, and a 3-D model piano hanging low at Zagreb airport to send the "it's closer than you think" message about hepatitis C. Colleagues also helped stage a play called "Bloodborne Virus" at a cultural center. |  |
| **HONG KONG** MSD partnered with the Hong Kong chapter of the Coalition to Eradicate Viral Hepatitis in Asia Pacific to launch a campaign titled "HK to move towards Zero Hepatitis C: Make HK the World's First Hepatitis C – Free City." The campaign has attracted significant attention from local media and the public.  (Image: World Hepatitis Day in HK 01) | Photo caption: from left to right - Mr. Tung (HK Liver Transplant Association Representative), Dr. WL Cheung (Director of Cluster Service, Hospital Authority HK), Mr. Cheung (the first HCV patient successfully treated by VICTRELIS), Prof. CL Lai [Founding Member (HK) of CEVHAP and The Hong Kong University’s Simon K Y Lee Professorship (Gastroenterology)], Dr. James Fung (Queen Mary Hospital). |

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| **INDIA**  Along with a national media campaign, MSD supported the launch of hepatitis C clinics in the North, East, West and South India regions. The clinics provided patient screenings, comprehensive information about the virus and referrals to specialists. Meanwhile, employees wore yellow clothes and ribbons to mark World Hepatitis Day and received educational information about hepatitis C. |  |
| **LATIN AMERICA REGION** Jon Secada, a songwriter who is the voice of the "Tune Into Hep C" public health campaign, received the Champion for Health award from the Pan American Health Organization (PAHO) for his work promoting awareness of hepatitis C. With support from Global Communications, MSD in Colombia, México and Venezuela conducted media interviews to raise awareness of the disease. |  |
| **MALAYSIA**  Malaysia's World Hepatitis Day campaign included a nationwide screening of high-risk patients in 20 hospitals. In addition, the team hosted an awareness program at a popular shopping mall and launched a media campaign to deliver messages about VICTRELIS.  (Image: World Hepatitis Day in Malaysia 03) |  |
| **MEXICO**  In alliance with FUNDHEPA, MSD in Mexico supported World Hepatitis Alliance activities to reach a Guinness World Record by having the most people performing the “see no evil, hear no evil, speak no evil” actions in 24 hours at multiple venues around the world. MSD in Mexico conducted a "patients and family" forum to raise awareness of the new treatments available for the disease and also conducted media activities that generated 26 stories in the media. Internal communications program were also conducted to raise awareness on hepatitis C. |  |
| **PHILIPPINES**  A media event introducing a new service, COPE (Counseling, Processing and Empowering patients with Hepatitis C), and a "lunch and learn" for MSD employees in conjunction with the Hepatology Society were all part of World Hepatitis Day activities in the Philippines. | Photo caption: With Dr. Diana Payawal, President of Hepatology Society of the Philippines (HSP) and Dr. Jane Campos PRO, HSP and Chairman of World Hepatitis Day Celebration in Manila, Philippines. |
| **SERBIA**  MSD launched an educational campaign and public event to help improve people's understanding of hepatitis B and C in Serbia. Also, a national public relations campaign generated 66 stories in the media, including 28 television and 24 online stories. |  |
| **SINGAPORE**  The launch of VICTRELIS in Singapore corresponded with World Hepatitis Day. A press conference to raise awareness about hepatitis C and a tour of the Singapore manufacturing plant generated television, online and print news coverage. |  |
| **SLOVENIA**  Media outreach resulted in a story in the country's largest monthly health magazine for the public featuring a key scientific leader. The story mentioned boceprevir. Additional articles are expected to follow. In addition, anonymous and free testing for hepatitis B and C is now available at the Clinic for Infectious Diseases. |  |
| **THAILAND**  "HCV is treatable and accessible" was the theme for World Hepatitis Day activities in Thailand. MSD partnered with The Association for the Study of the Liver (THASL) and the Liver Foundation to build disease awareness through a press conference and patient education and screening programs. Hospitals screened about 2,500 patients during the campaign. |  |
| **UK**  MSD employees participated in a luncheon where they heard from the national patient association about living with hepatitis C. In addition, they learned about MSD's customers, market challenges, and the company's educational and support programs. |  |
| **U.S.**  Tweets on Twitter, the next "Hope Against Hepatitis C" news release featuring details on grants and funding to support local hepatitis C education and testing activities, feature stories and a presentation by Merck's regional director of Medical Affairs at a White House event were among the initiatives that stepped up awareness of the most common blood-borne infection in the U.S. See the [story on merck.com](http://www.merck.com/about/featured-stories/hope.html). | Photo caption: World Hepatitis Day Observed at Whitehouse Station, NJ |
| **VENEZUELA**  MSD and three national pharmacists conducted a quick-test campaign to diagnose new hepatitis C cases. Results: 300 blood tests were administered; 0 people were diagnosed with the disease. Also, media outreach resulted in 20 publications with 6 million media impressions. Internal activities were implemented using World Hepatitis Alliancematerials. |  |
| **VIETNAM**  Free consultations from healthcare professionals at 8 hospitals and clinics helped reach about 100 patients at high risk for hepatitis C. The MSD team also sponsored a television talk show designed to raise awareness about hepatitis C. |  |