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Achieving a world with “NOhep” by 2030

Ever wonder what the world will look like in 2030? Will there be driverless cars, David Bowie hologram concerts, a self-sufficient Africa or even Blue Ivy headlining Glastonbury? These things are all unknown but what is certain, viral hepatitis can be eliminated if we take action now.

Today, on World Hepatitis Day (July 28th), the World Hepatitis Alliance is launching NOhep, a global movement to eliminate viral hepatitis by 2030. The movement is calling on people across the world to sign up to the movement and take action to make the elimination of viral hepatitis our next greatest achievement.

Viral hepatitis, an inflammation of the liver due to a virus, is the 7th leading cause of death globally, accounting for 1.4 million deaths per year – more than HIV/AIDS or malaria. The most common of the viruses are hepatitis B and C, which affect up to 400 million worldwide and cause 80% of liver cancer deaths worldwide.

“We have the right to treatment for a cancer-causing virus” said Raquel Peck, CEO of World Hepatitis Alliance. *“Let’s join together on World Hepatitis Day to stop millions of needless deaths and ensure everybody receives life-saving medication because only then we will have a world with “NOhep”.* said Raquel Peck, CEO of the World Hepatitis Alliance and NOhepivist

NOhep’s fundamental objective is to build awareness of viral hepatitis and the crucial role people can play, in their own lives, at more structural levels and in their communities, to help eliminate viral hepatitis by 2030. Based on the premise of social justice, NOhep is calling on all levels of society to take action to ensure the elimination of viral hepatitis is our next greatest achievement.

Nothing like this has ever been done for hepatitis before, and now, with the adoption of the World Health Organization’s Viral Hepatitis Strategy and the commitment by 194 governments to eliminate viral hepatitis, it can be a reality. By 2030, NOhep hopes to bring people together to save 7.1 million lives, by raising global awareness of hepatitis, helping those affected by hepatitis to speak up and by pressing governments to scale up resources to meet the targets outlined the strategy.

We may not know if The Simpsons will still be running, nor if our dogs will be able to speak to us by 2030, but one thing is for sure, if we take action today we can help eliminate viral hepatitis. If you want to find out more what could happen in 2030, watch the ‘2030 Year in Review’ video and join the movement at NOhep.org.

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NOTES TO EDITORS

About Viral Hepatitis

Viral hepatitis is inflammation of the liver caused by a virus, and globally kills more than 1.4 million people every year. There are five different hepatitis viruses - hepatitis A, B, C, D and E. Hepatitis A is spread mainly through ingestion of contaminated food and water and there are an estimated 1.4 million cases each year. Hepatitis B is transmitted through contact with the blood or other bodily fluids of an infected person and approximately 240 million people are living with chronic infections. Hepatitis C is mainly spread through blood-to-blood contact such as unsafe injection practices and inadequate sterilisation of medical equipment. Hepatitis D is passed on through contact with infected blood and only occurs in people who are already infected with hepatitis B. Hepatitis E, like hepatitis A, is transmitted through ingesting contaminated food or water. <http://worldhepatitisalliance.org/en/viral-hepatitis>

About World Hepatitis Day / NOhep

[World Hepatitis Day](#) is one of only four official disease-specific world health days recognised by WHO. World Hepatitis Day was launched by the World Hepatitis Alliance in 2008 in response to concern about the lack of priority for hepatitis as a global killer and became an official WHO day in 2010 at the 63rd World Health Assembly.

For World Hepatitis Day 2016 the World Hepatitis Alliance launched NOhep, a global movement aimed at uniting people from across the world to take action, to speak out and be engaged to ensure viral hepatitis is eliminated by 2030. In addition, NOhep provides a platform for the hepatitis community to share resources and materials so that actions can be taken to eliminate viral hepatitis. The fundamental objective of NOhep is to build awareness of viral hepatitis and the crucial role people can play, in their own lives, at more structural levels and in their communities, to help eliminate viral hepatitis by 2030.

www.NOhep.org

The World Hepatitis Alliance

The World Hepatitis Alliance (WHA) is a patient-led and patient driven non-governmental organisation (NGO). With over 230 member patient groups from 82 countries, WHA provides global leadership to drive action to help eliminate viral hepatitis as a public health threat by 2030. Their aim is to work with governments, members and other key partners to support and elevate patient voices, to raise the profile of viral hepatitis and to help establish comprehensive hepatitis strategies which have robust prevention measures and access to affordable diagnostics and treatment.

<http://www.worldhepatitisalliance.org/>