

Am I Number 12?

World Hepatitis Day - May 19, 2008

The campaign platform for World Hepatitis Day (WHD) is “Am I Number 12?” (<http://aminumber12.org/>). Its logo was developed to translate well into most languages. The concept was designed to communicate the incredible statistic that one in 12 people worldwide have viral hepatitis B or C – far higher than the prevalence of HIV or any cancer – and to encourage people to question themselves and get tested. This theme is intended to combat the stigma often associated with hepatitis B and C by highlighting the extent of hepatitis infection across the world in a memorable way.

Events in 50 countries will be preceded by a powerful “teaser” media campaign that will culminate on the day with the launch of the World Hepatitis Alliance campaign.