Best Practices from NYC’s Hepatitis B Advocacy Initiative

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May 2015 Hepatitis Local Law Enacted

A Local Law requiring the Department of Health and Mental Hygiene to issue an annual report regarding hepatitis B and hepatitis C

With this legislation funding was made available to organizations to provide linkage to care programs

However, this was a long road to get here...

*If you want more details on the actual law go to: http://bit.ly/nycHepLaw
Timeline

- Jan 2011 • Legislation 1st Introduced to City Council
- Feb 2014 • Legislation Introduced Again
- Feb 2014 • City Council Member Briefing on Hepatitis B in NYC
- May 2014 • Press Conference for National Hepatitis Testing Day
- June 2014 • Hepatitis Hearing held by Committee on Health
- July 2014 • 1st ever NYC Hepatitis B Awareness Week
- July 2015 • World Hepatitis Day Awareness Event
- Feb 2015 • Hepatitis Legislative Breakfast
- Apr 2015 • Hepatitis Legislation approved by City Council
- May 2015 • Hepatitis Legislation Signed into law by Mayor
City Council Member Briefing on Hepatitis B in NYC

Purpose: educate City Council members & staff on the importance of hepatitis B in the community they serve

Agenda included:

- Overview of hepatitis B by physician
- Impact of hepatitis B on the different communities affected - Chinese, African, Korean, & Hispanic,
- Personal story
- National perspective
- Request to City Council to act!
National Hepatitis Testing Day Press Conference

Purpose: Gather hepatitis B & C advocates together to raise awareness for hepatitis B & C testing, prevention and treatment
Public Hearing on Hep B & C

Physicians, organization leaders and advocates were encouraged to testify to the needs of people living with hepatitis B & C and to share their perspective on what is needed to improve hepatitis B & C awareness, screening, linkage to care, and treatment in NYC.

NYC Hep B Awareness Week

Events:

Kick off with Press Conference & Proclamation

Medical & Nursing Student Educational Seminar

“Another Life” Documentary Screening and Panel Discussion

Sit-In to build awareness
World Hep Day

Awareness campaign with events across the five boroughs and ended with a Freeze Mob centrally

Local and ethnic media covered the event
NYC Hep B & C Awareness Legislative Breakfast

Speakers included:

- Representatives from local hepatitis organizations
- City Council Members
- NYC DOHMH Hepatitis Director
- Patient & Provider Testimony

Early Success! 2014 Annual Report released at event.

To see the report go to: http://bit.ly/Hep_Report_2014
Thank You

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Key To Success –
Have a Hep B Champion on City Council!

• Have legislation or proclamation for Champion to support

• Plan multiple press opportunities for Champion to participate (get to know your Champion’s press secretary)

• Keep the momentum!