

# Best Practices from NYC's Hepatitis B Advocacy Initiative

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# May 2015 Hepatitis Local Law Enacted

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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



# City Council Member Briefing on Hepatitis B in NYC

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**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

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**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.

\*For more detailed minutes and video of the Public Hearing, go to: <http://bit.ly/Hep-Hearing>

# NYC Hep B Awareness Week

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## 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

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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

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Speakers included:

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



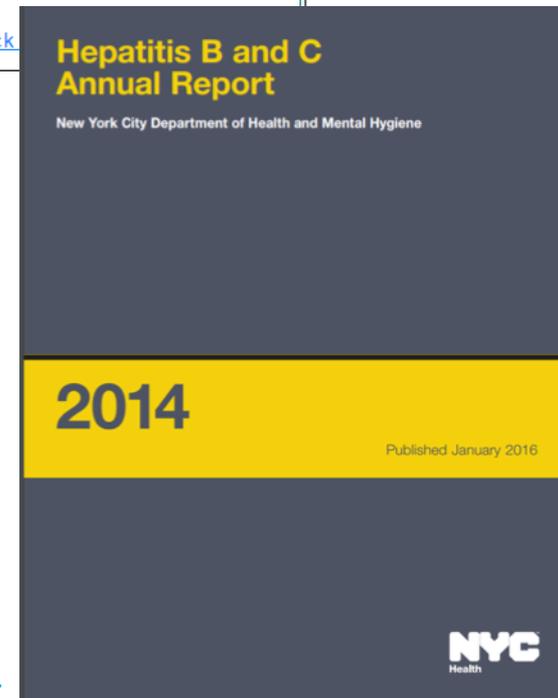
Join us this Thursday!  
**NYC Hep B & C Awareness Legislative Breakfast**  
with NYC Council

**February 12th, 2015 (9 - 10 AM)**  
[250 Broadway](#), NYC - 16th floor Lunch Room  
*Please arrive early to pass through security.*

**Who should attend:**  
NYC Legislators and their Health staff.  
All NYC Hepatitis professionals, patients and advocates are welcome!  
[NYC Hep B Coalition](#) & [NYC Hep C Task Force](#) participating organizations, and hepatitis programs funded by NYC Council are encouraged to send one senior representative.  
Space is limited. To register [click](#)

Early Success!  
2014 Annual Report released  
at event.

To see the report go to:  
[http://bit.ly/Hep\\_Report\\_2014](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!

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