

WORLD Hepatitis Day

KASL WHD Activity Report

July 2015

Table of Contents

Summary

Campaigns

- 01** Radio Campaign 'Check Liver'
- 02** Health Information Campaign
 - NAVER * <Liver Health A to Z>
- 03** Outreach Campaign
 - 'Find Out Precious Liver'

Media Activities

- 01** Press Release - Radio Campaign
- 02** Press Release - Find Out Precious Liver
- 03** International Experts Interview

* NAVER is the biggest portal site in Korea which accounts for 77% of total Korean portal site search market (2015, Nielsen Korea)

Summary

Through nationwide campaigns that have utilized various channels,
delivered the importance of prevention/treatment of viral hepatitis & overcoming the disease

NAVER
<Liver Health A to Z>

Radio Campaign
'Check Liver'



'Find Out
Precious Liver'



Campaign

Journey to Hepatitis-free Nation

- Radio Campaign 'Check Liver': Delivered the messages on the treatment and management of viral hepatitis and the importance of preventing the disease
- <Liver Health A to Z>: Provided 93 liver health information that people are curious about through NAVER
- 'Find Out Precious Liver': Expanded the opportunities for viral hepatitis examinations to medically vulnerable people

Media



'Find Out
Precious Liver'
Press Release



Double Interview



WHD Press Release

Raise awareness about HCV/HBV

- Through various media channels, circulated key messages of 2015 World Hepatitis Day
- : Daily Newspapers / Trade Journals / Portal sites etc.

Prevent hepatitis.
Act now

Campaigns

01 Radio Campaign 'Check Liver' (中肝點檢)



For WHD, through radio campaign that people are readily accessible, delivered the importance of treatment and management of viral hepatitis, which accounts for 80% of the major causes for Koreans' liver cancer

Background

- Viral hepatitis is one of the top 10 causes of death in the world. Korea has the highest mortality rate of the liver cancer among OECD countries, (2011, OECD) and the 80% of the liver cancer is caused by chronic hepatitis B and C in Korea.
- Though by active treatments one can prevent the viral hepatitis from developing into critical liver diseases, public awareness and understanding of hepatitis is relatively low
- Radio Campaign 'Check Liver' is planned as the national awareness improvement project so that Korea could be kept safe from the threats of viral hepatitis.
- Total 16 weeks(111 days), delivered the messages on the importance of prevention and treatment of hepatitis B and raised the significance of early examination of hepatitis C.

Summary

Category	Contents
Date	2015. 07. 13. ~ 2015. 10. 31, 07:05AM (daily)
Channel	TBS(Seoul Traffic Broadcasting System) 95.1MHz * Since it specializes in traffic information, it has high ratings in the morning time.
Participants	KASL, Korean Liver Foundation
Contents	WHD and the importance of preventing viral hepatitis - 2015. 07. 13 ~ 2015. 08. 09 Importance of treating and managing hepatitis B - 2015. 08. 10 ~ 2015. 09. 06 Improving public awareness on hepatitis C and its diagnosis and treatment - 2015. 09. 07 ~ 2015. 10. 04 Rules for healthy drinking habits and liver health - 2015. 10. 05 ~ 2015. 10. 31

Campaigns

02 NAVER <Liver Health A to Z>



Provided around 100 Q&As about liver disease through NAVER, the biggest portal site in Korea, thus correcting misinformation that has been widespread among people.

Background

- Many Koreans have acquired medical information on liver disease and liver health via Internet, so much incorrect information has been spread among people.
- Thus provided around 100 Q&As, from professional information to general information on liver health, thorough supervision by KASL so that the public can easily search for the accurate information on liver health.
- Posted <Liver Health A to Z> to NAVER, which accounts for 77% of total Korean portal site search market (Nielsen Korea, 2015) and can be searched both NAVER PC and mobile ver.
- Maximized public's interest by introducing <Liver Health A to Z> during the Radio Campaign 'Check Liver'.
- So far has resulted in total 125,350 hits, and the average number of search was 1,378. The most popular post had 15,858 hits.

Summary

Category	Contents
Period	2015. January ~
Place	NAVER Encyclopedia URL: <Liver Health A to Z> - Naver Encyclopedia * Displayed at the top of the NAVER main page
Contents	<p>Part 1. Understanding Liver Health - Common Knowledge, misunderstandings and truth about liver</p> <p>Part 2. Accurate knowledge on liver diseases - Hepatitis, fatty liver, alcoholic hepatitis, cirrhosis etc.</p> <p>Part 3. Treatments - Liver transplant</p> <p>Part 4. Daily management - Exercising, pregnancy and liver health, liver and food, diet</p> <p>Part 5. Self-check</p>

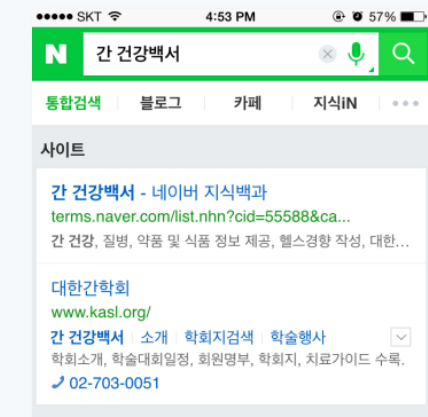
Campaigns

02 NAVER <Liver Health A to Z>

PC version



Mobile version



Provided Information that people are curious about.



Themes that earned most interests can be checked and be utilized in future campaigns.



The interests on the diagnosis and treatment of viral hepatitis have actually increased during radio campaign 'Check Liver'

Campaigns

03 Find Out Precious Liver

A **screening program** provides medical check-ups of viral hepatitis specifically for socially vulnerable group, who have less opportunities to get medical check-ups from 2014. The liver experts visit them and provide information regarding disease, treatment.

Background

- From the result of the survey on liver diseases that was conducted by the Korean Association for the Study of the Liver in 2013, there are 45.4% of people do not know whether they have antigen and antibodies for hepatitis B or not. In case of hepatitis C, there are 89.6% of people did not have their medical check-ups.
- Group of people who were relatively vulnerable in terms of regular medical check-ups were; seniors who are living alone, economically under-privileged, crews and fishery operators in coastal area etc.
- Thus, this program has designed since 2014 to educate socially vulnerable people about treatment of viral hepatitis and to provide them free medical check-ups. This year, provide more detailed blood examinations.

Summary

Division	Contents
Period	2015, May ~
Place	Busan Social Welfare Center (2015 1 st half) Mokpo Suhyup, Yeosu Suhyup (2015 2 nd half)
Target	Seniors who are living alone, economically under-privileged, crews and fishery operators in coastal area etc.
Event order	1) Medical checkup <ul style="list-style-type: none"> - Screening Hepatitis A, B and C 2) Expert lecture on liver diseases <ul style="list-style-type: none"> - Treatment and diagnosis of viral hepatitis - Preventing Hepatitis methods that can be easily carried out 3) Medical Consultations <p>* Booklets containing liver disease information was distributed on-site</p>

Campaigns

03 Find Out Precious Liver

Medial check-ups and consultation



Medical check-ups and consultations by liver disease experts.

- Provided on-site viral hepatitis screening test targeting disadvantaged group

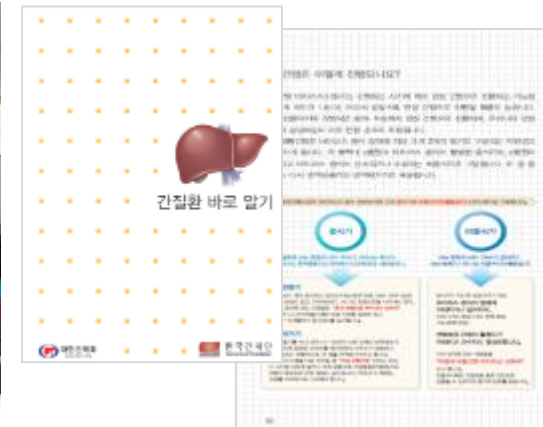
On-site lecture



Expert lecture on liver diseases

- Participants: Seniors living alone, economically under-privileged, crews and fishery operatives in coastal area, who are relatively disadvantaged in terms of viral hepatitis medical check-up opportunities.

Liver disease booklet distribution



- Correctly knowing liver diseases:** Booklets containing recent liver diseases information (including such as hepatitis C, hepatitis B, and etc.)

Media Activities

01 Radio Campaign Press Release



대한간학회, '소중한 간 되찾기' 캠페인 펼쳐

헬스조선 편집팀 >

dongA.com

입력 : 2015.06.01 13:37

대한간학회, '간염 청정국가' 노력 내국민 캠페인 선포

Doctor's News

학술·학회

"B형·C형간염 알리고 치료받게 하는 것이 목적"

만성간염 환자 300만여명, 세계 간염의 날 맞아 라디오 공익광고 캠페인 진행

기사입력시간 2015.07.06 22:45:42

의협신문 담당편집자 | heh@doctornews.co.kr

이 캠페인은 지난해부터 학회가 시작한 것으로 올해는 지난달 29일 북·OECD 국가 중 1위를 기록하고 있다. 시작으로 경상, 전라권 3곳을 지역

의들이 직접 찾아가 교육 및 검진율에 대한 간담회를 한다. 부산에서는 학회 소속 의사들(의정진)을 진행한다.

학구사회복지관을 찾아가 독거노인, 영·저소득층 50여 명을 대상으로 간이행 캠페인은 국내 전체 간염 발병률, 특히, 여수 수협에서 행사가 진행될 예정이다. 알려진 질환 인지도를 높이기 위해 계속되는 "지나해에는 간염 항원, 항체 검사"는 "지나해에는 간염 항원, 항체 검사"를 하고 있는 사람들에게 주의를 환기시키는 캠페인이다.

대한간학회 홍보이사 안성호 교수(세브란스)는 "간염은 간암의 주원인으로, 간암의 70% 이상이 간염에서 발생한다"고 밝혔다.

캠페인은 '중간(의정진) 외 간 간담회'를 진행한다.

대한간학회(이사장 한광일)가 매년 7월 28일 세계보건기구(WHO)가 지정한 '세계 간염의 날'을 맞아 라디오 공익광고 캠페인을 진행한다.

학회는 이번 캠페인을 계기로 간염을 적극적으로 치료하면 간암으로 진행될 사망하는 것을 막을 수 있다는 것을 일반 국민들에게 적극 알릴 계획이다.

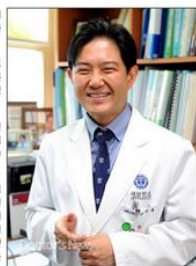
이런 진단은(TBS) 공익광고 캠페인을 준비하고 있는 안성호 대한간학회 홍보이사(세브란스병원 소화기내과)는 "라디오 공익 캠페인을 준비하게 된 이유는 일반인들의 간 건강증진을 위한 것"이라며 "B형·C형 간염 감염이 되는 B형간염, C형간염에 대해 국민들에게 올바른 정보를 전달하는 것이 목적"이라고 밝혔다.

또 "과거 B형간염의 경우 국가차원에서 많은 캠페인과 예방접종을 하면서도 국민들이 어느 정도 알고 있지만 C형간염의 경우 아직 국민들의 인식이 낮기 때문에 캠페인을 통해 알리는 것이 중요하다"고 덧붙였다.

한 홍보이사는 "간염발병이 없는 사람은 알리지 않아도 예방을 할 필요가 없고, 간염에 걸린 환자는 치료를 통해 잘 관리할 수 있도록 하는 것이 중요하다"며 "최근에는 좋은 치료제들이 많이 나와서 때문에 환자들도 의료기관에서 진료를 잘 받고 치료를 받으면 좋은 간염환자로 발전하는 것을 기대할 수 있고, 공익광고로는 환자들과 간담이 좋아지게 될 것"이라고 밝혔다.

특히 "C형간염의 경우 최근 한차례 개편을 앞두고 있는 경우로 치료제가 나와서 때문에 조기 검진을 통해 자신이 간염질환을 갖고 있는지 확인하면 더 큰 질환으로 인한 고통을 겪지 않아도 된다"고 강조했다.

한 홍보이사는 "7월 13일~10월 30일까지 11월동안 진행되는 라디오 공익광고 캠페인은 ▲세계 간염의 날 소개 및 바이러스 간염 검사와 예방접종 ▲만성 C형간염 ▲간염 8항검진 ▲간염을 유발 간 질환 위험 소개 4개 주제로 나눠서 진행될 예정"이라며 "이번 캠페인을 통해 국민들이 B형간염, C형간염 예방을 잘 하고, 또 무엇보다 C형간염의 경우 조기 검사로 발암 위험을 줄일 수 있도록 돕겠다"고 강조했다.



안성호 대한간학회 홍보이사

Results

- Target: All media
- Distributed on Monday, July 13th, covered by 22 medias
- Resulted in higher media interests, including major daily news and trade journals

Key Message

- For the 5th WHD, KASL has led the whole nation radio campaign <Check Liver>, which delivered the importance of treatment, diagnosis, and management of viral hepatitis.
- Though viral hepatitis accounts for 80% of total liver cancer causes, public awareness and understanding on chronic hepatitis B and C is still relatively low.
- This year's subject of WHD is 'Prevent hepatitis. Act now' and the KASL has delivered various kinds of information on the importance of preventing hepatitis, diagnosis and treatment of viral hepatitis, rules for healthy liver through radio campaign in over 16 weeks.

Media Activities

02 Outreach Campaign Liver Press Release



Results

- Target: All media
- Distributed on Monday, June 1st, covered by 41 medias

Key Message

- KASL has led the outreach campaign '2015 Find Out Precious Liver', which provided free liver check-ups for medically under-privileged who have low awareness or low accessibility to medical facilities, and also provided accurate information.
- This has been continued since 2014, and provided the opportunities for check-ups, educations and consulting to seniors who are living alone, economically under-privileged, crews and fishery operatives in coastal areas etc.
- Especially this year, provided more thorough check-ups such as antigen/antibody examinations for hepatitis A, B, C, examinations for cardiovascular diseases and regular blood tests.

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