



World Hepatitis Day 2010

Poster Contest

The **Canadian Society for International Health**, in collaboration with the **Canadian Liver Foundation**, the **Canadian Hemophilia Society**, the **Canadian AIDS Information Treatment Exchange**, **Hep C Canada**, the **Hepatitis Outreach Society**, the **Hepatitis C Council of British Columbia** and other national and local community organizations, is organizing a national poster contest to mark World Hepatitis Day (May 19, 2010) and raise awareness about hepatitis B and C. One in 12 people worldwide is infected with one or the other. It is estimated that 600,000 people in Canada have hepatitis B or C – and many of them don't know it or are unaware of the potential risk factors.

This year's contest has been launched to encourage new and imaginative ways to get people talking about hepatitis B and C. Enter this contest and help make a world of difference in raising awareness about two diseases that affect 500 million people around the world.

Who: Youth and adults -- individual artists of amateur or professional status -- are eligible to participate. The youth category is for those under 18 years of age; the adult category is for those 18 years and over. Those submitting entries must live in Canada.

What: Contestants should create and submit a poster that will:

- Raise awareness about World Hepatitis Day (May 19, 2010).
- Raise awareness about the fact that one in 12 people has chronic viral hepatitis B or C, and that many are unaware they are infected.

Theme: Under the global umbrella "Am I Number 12" campaign, this year's World Hepatitis Day theme "***This is hepatitis...***" aims to tell the human story of viral hepatitis and continue the battle of raising awareness of hepatitis B and C around the world.

Sub-themes for your poster could include (but are not limited to):

- Living with hepatitis
- The faces of hepatitis: Hepatitis affects everyone (children, the community, work, school, etc.)
- Prevention: '*Get Protected*' – Knowing the risk factors for hepatitis B and C is the most important step in preventing new infections.
- Diagnosis: '*Get Tested*' - Liver disease is long and complicated. Getting tested is quick and simple.

- Protection: *'Get Vaccinated'* – In the case of hepatitis B there is a vaccine and the disease is preventable through immunization.
- Treatment: *'Get Treated'* – In many cases, treatment for hepatitis B and C is effective.
- Harm reduction: Safer tattooing/piercing, safer drug use, safer sex, and safer practices for health care providers and estheticians can prevent the transmission of hepatitis B and C.
- Care-giving and caregivers: Family, friends, organizations, community health workers, and health professionals.
- Hepatitis B and C do not discriminate (more than 1/3 of the people on the planet have been exposed to one of the two viruses). We must all help beat the stigma associated with chronic viral hepatitis.

Entries will be judged on the accuracy of the information and the effectiveness of the message. Submissions must be original. We encourage you to visit the World Hepatitis Day (WHD) in Canada website (www.whdcanada.ca) where you can view last year's winning posters and get inspired!

How to enter: Posters may be computer-generated or done by hand and then scanned and emailed to whd@csih.org or mailed to: WHD Poster Contest, Canadian Society for International Health, 1 Nicholas Street, Suite 1105, Ottawa, Ontario K1N 7B7. Please include your name, sex, mailing address including postal code, email address (if you have one), telephone number, and age if you are under 18. Please note: hard copy posters sent by regular mail will not be returned.

When: Submissions must be received by midnight (EST), Tuesday, April 13, 2010.

Prizes: The winner in each category will receive a cash award of \$200 and the winning posters will be featured on the WHD Canada website.

How You Can Help:

1. Tell people about World Hepatitis Day and the poster contest. Let colleagues, clients, family, and friends know about it and encourage them to submit an entry.
2. Use your existing network to promote World Hepatitis Day. Does your organization have a website? Do you send out a regular newsletter or mailing? If so, you can promote World Hepatitis Day and the poster contest.