GOAL: TO ACCELERATE THE INTRODUCTION OF THE HEPATITIS B BIRTH-DOSE IN UGANDA

LUTAMAGUZI EMMANUEL
EXECUTIVE DIRECTOR
HEPATITIS AID ORGANIZATION,
02\textsuperscript{th}/08/2022
WHO WE ARE?

- CSO supporting hepatitis elimination efforts in Uganda.
- Founded in 2019, membership CSO
- 47 volunteers with no paid staff
- Representative at the National Hepatitis Technical Working Group
- Member of the World Hepatitis Alliance, Uganda Cancer Society, Uganda Alliance of Patient Organizations & Uganda Hepatitis Consortium among others.

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HEPATITIS B BIRTH-DOSE IN UGANDA

- NITAG recommended to MoH for the introduction of HBV-BD.
- Existing Hepatitis Program and designated officer under UNEPI (Partners on this project)
- Triple elimination PMTCT program nationally
- Political will - 10 bn to hepatitis program.
- HBV-BD integrated in the new Hepatitis National Strategic Plan 22-26

Supported by: NOhep, Hepatitis Aid Organization, Task Force for Global Health
ACTIVITIES - HBV-BD ADVOCACY

- Knowledge, Attitude & Practice assessment.
- Message development for target audiences.
- Development of IEC materials
- Community activations in Kampala & Lira districts
- Dissemination of approved IEC materials.
  - Social media campaign
  - Media campaign on traditional media
- Advocacy meetings with decision makers and supporters.

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IEC MATERIALS

- Jingle
- Posters
- Stickers
- Audio-Visual materials
- Radio spots

Note: Translated into Luganda and Lango languages.
ADVOCACY COMMUNICATION CHANNELS

- Radio
- Television
- Newspapers
- Social media
- Health Centers
- Targeted meetings

Supported by:
HEPATITIS COMMUNITY FOOTBALL GALA - KAMPALA

Every Child deserves a life free of hepatitis B; government must protect the next generations by introducing the Hepatitis B birth-dose in Uganda.
YOUTH ACTIVATION AT MAKERERE UNIVERSITY BUSINESS SCHOOL

Hon. Balyimwezo Ronald the Nakawa East Member of Parliament and the Mr. Luyombya Godfrey the Speaker Kampala Capital City Authority Nakawa Division support

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IN CONCLUSION

- HBV-BD high level meeting with Parliamentary Health Committee, Ministry of Health and CSOs next week.

- Developed & distributed 1000 stickers, 3 radio spots, 1 jingle, 1000 posters & 3 audio-visual materials.

- Built the HepB birth-dose capacity of 200 health workers, 100 VHTs, 100 community stakeholders and 200 journalists from both the implementing districts.

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3000 people reached through 9 radio talk shows with accurate HepB birth-dose information.

1000 people reached through 2 television talk shows with HepB birth-dose information.

1000 people reached through 2 newspaper publications with HepB birth-dose information.

5,000 people reached with HepB birth-dose information in a 2 months social media campaign.

Supported by:
THANK YOU FOR LISTENING

LUTAMAGUZI EMMANUEL
EXECUTIVE DIRECTOR

HEPATITIS AID ORGANIZATION

Speak Up
STAND UP TO
HEPATITIS
Your Voice Matters

Don’t wait.
Test | Vaccinate | Treat

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