

Short Report
World Hepatitis Day - The Health Foundation (THF)
28th July 2015

Screening & Awareness Activity in collaboration with Patel Hospital:

287 individuals were screened for Hepatitis B & C including visitors and staff of Patel Hospital on the World Hepatitis Day. People were made aware via TVC's, Leaflets & Group Discussions with patients during the activity.

Total Number of Patients screened:	287
Total Hepatitis B+ Patients:	05
Total Hepatitis C + Patients:	15



Walk on World Hepatitis Day:

To mark the importance of the World Hepatitis Day the THF head office arranged multiple small walks. These walks were held in all the THF's field offices i.e Korangi Town & Malir Town in Karachi, Sanghar & Lahore. The walk was conducted in collaboration with Town Health Office and Lady Health worker program in all the intervention areas.

Walk Activity Pictures:





THE
HEALTH
FOUNDATION

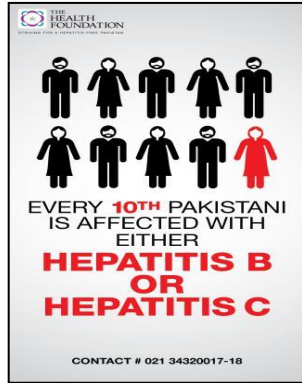
Badges for Cooperates, Hospitals (Friends of THF)

A badge with the quotes "I Am Hepatitis Free" was worn by all the members and Partners of THF.



Billboard & Pylons (Out of Home):

Pylons (out of home advertisements) were placed at 5 prominent locations in Karachi.



Tv spots (TVC's focused on awareness and image building)

Samaa Tv, Express News, TvOne, HumTv, Ary Musik, Ary Digital & Ary News celebrated the WHD and gave airtime for THF's Interview in the morning show, various awareness raising messages, image building and brand pointers, awareness scrolls for 6 days and THF's documentary.

Channels	Spots Frequency
ARY News	35
Express News	87
Hum TV	70
Samaa	72
TV One	88
Grand Total	352