



HEP FREE NYC

May 2020 Hepatitis Awareness Month

#HepFreeNYC

Nirah Johnson, Director of Capacity Building

Viral Hepatitis Program | NYC Department of Health

www.HepFree.NYC | [@HepFreeNYC](https://twitter.com/HepFreeNYC) | Hep@Health.NYC.gov

NYC 2020

Hepatitis B and C

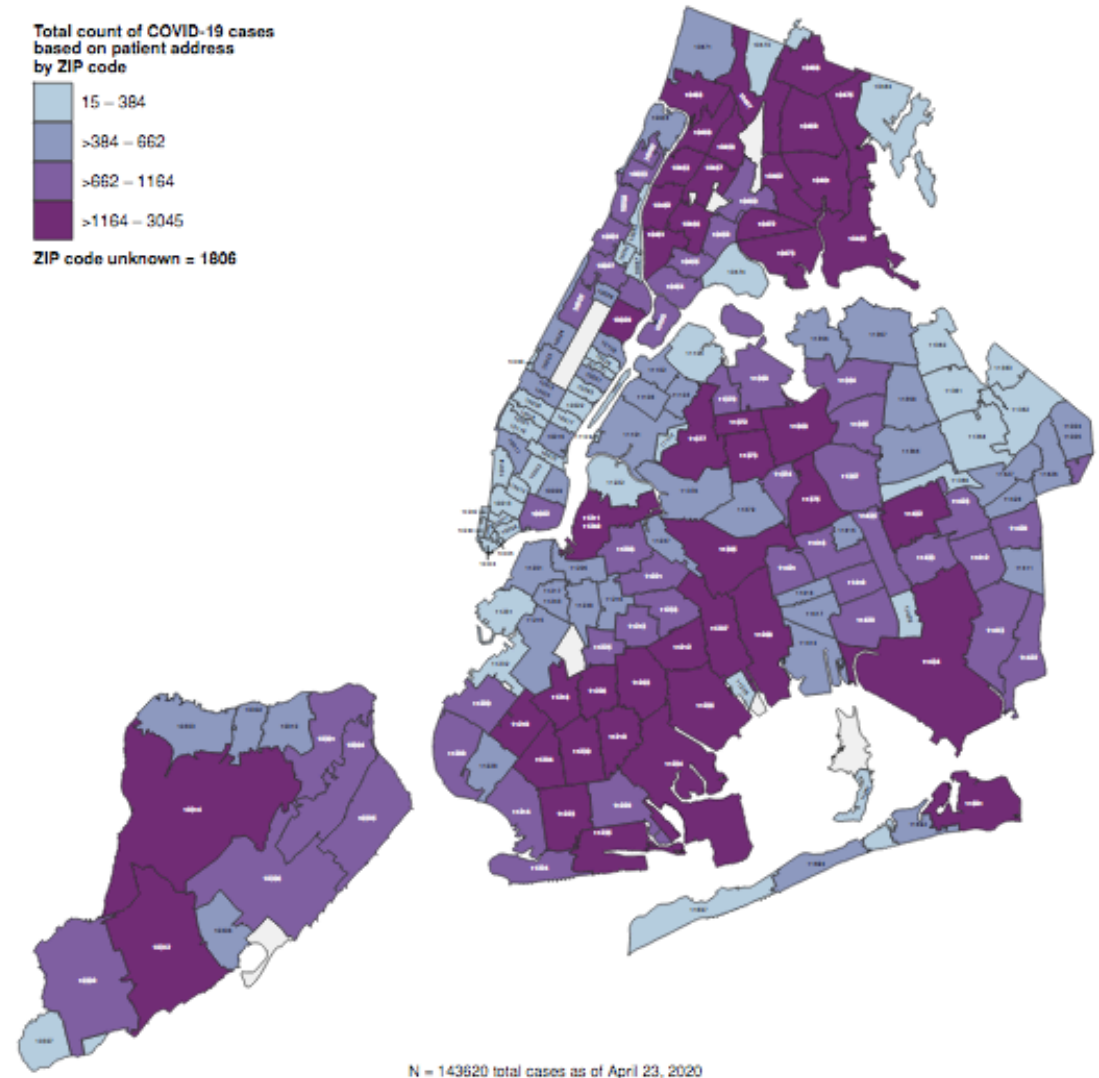
- 116,000 people living with Hep C
- 230,000 people living with Hep B

Coronavirus*

- ~ 150,000 cases
- ~ 40,000 hospitalized
- ~ 16,000 deaths

NYC went on pause March 22nd

- Health care and syringe exchange deemed essential services



*As of April 25, 2020: www.nyc.gov/coronavirus

NYC Health Department Viral Hepatitis Program Response



Shift to tele-navigation,
focus on access to harm
reduction and supportive
services



Building telemedicine
capacity



Hosting Hep Free NYC
coalition meetings virtually



Promoting social media and
virtual awareness and
education

Hep Free NYC

A network building capacity to prevent, manage and treat hepatitis B and C
NYC Hep Coalition | NYC Hep C Task Force

Online meetings

- [Poll Everywhere](#)
- Zoom fun!

Resource Development

- [Telehealth](#) capacity building
- [COVID Resources](#) for Hepatitis Service Providers



www.HepFree.NYC

May Hepatitis Awareness Month in the past....

7 Annual Press Conferences on the Steps of City Hall

- Over 120 participants
- Thanked City Council for funding the Viral Hepatitis Initiative
- Shared and amplified current community needs
- Distributed promotional program materials
- Built coalition spirit!



#HepFreeNYC Twitter Chat

MAY 14 | 1 - 2 PM



HEP FREE NYC



bit.ly/HepFreeNYC
Hepatitis Awareness Month

**May Hep Awareness
2020**

#HepFreeNYC Twitter Chat!
May 14, 1-2 PM EST

Opportunity to showcase your work, accomplishments, and what is needed to eliminate #HepB & #HepC

RSVP: bit.ly/HepFreeNYC

Twitter Chat Demo/Training

- Hep Free NYC Communications Committee will host demo/training April 30th at 3 PM EST.
- [Register for the demo!](#)

Never participated
in a twitter chat OR
Need a refresher?

**Register for twitter chat
demo/training!
April 30th at 3pm.**



#HepFreeNYC Social Media Toolkit

- Guidance developed by Hep Free NYC Communications Committee
- Compiled into [Social Media Action Toolkit](#)
- Includes resources and sample tweets and graphics!

Check out
#HepFreeNYC
Twitter Chat

**Social Media
Action Toolkit!**



#HepStory Selfie Campaign – May 2020

Why is Hepatitis Elimination Important to You?

- Print or write a sign with your answer/message
- Take a selfie or have someone take a photo of you
- Share on your social media: include **#HepFreeNYC** so we can reshare/like!
- Selfie Story Guide in the [Toolkit](#)



#HepFreeNYC Twitter Chat

MAY 14 | 1 - 2 PM



HEP FREE NYC



NATIONAL HISPANIC
HEPATITIS
AWARENESS DAY



bit.ly/HepFreeNYC
Hepatitis Awareness Month

Join us as an official participant! bit.ly/HepFreeNYC

Join our social media community!

@hepfreenyc on [Twitter](#) | [Linkedin](#) | [Facebook](#)