

Know More Hepatitis

A national campaign encouraging people born 1945-1965 to get tested for Hepatitis C

Approximately 3.5 million Americans are living with chronic Hepatitis C, a serious and potentially deadly liver disease caused by infection with the Hepatitis C virus. Of those living with Hepatitis C, 3 in 4 are people born from 1945 to 1965, or baby boomers. Recognizing this significant disease burden, the Department of Health and Human Services' national Action Plan for Viral Hepatitis called for a national Hepatitis C education campaign and designated Centers for Disease Control and Prevention (CDC) to lead the effort. *Know More Hepatitis* is a national multi-media campaign targeting health care professionals and baby boomers with the goal of increasing testing for Hepatitis C.

Increased Hepatitis C Testing Among People Born from 1945 to 1965 Could Save Lives

People born 1945 to 1965 are five times more likely than other age groups to be infected with Hepatitis C. Unfortunately, half of those infected are unaware that they have the disease. Over time, chronic Hepatitis C can cause serious health problems including liver damage, cirrhosis, and even liver cancer. CDC and the U.S. Preventive Services Task Force recommend a one-time blood test for Hepatitis C for everyone born from 1945 to 1965. Testing is the only way to find out if a person is infected, so they can be linked to life-saving care and treatment. Treatments are now available that can cure Hepatitis C.

Know More Hepatitis Campaign

The *Know More Hepatitis* campaign, guided by behavioral science theories and extensive formative research, was launched in late 2012. The campaign utilizes a variety of earned, paid, and donated media strategies to reach baby boomers and health care providers. Specific campaign components include:

- **Television and radio public service announcements (PSAs)** are aired on stations nationwide as donated placements and posted to CDC's website and YouTube channel.
- **Print PSAs** in the form of donated billboards, mall and transit ads, and airport dioramas are placed in major cities and local communities around the country.
- **Digital and online ads are purchased to** drive consumers to view the PSAs or learn more about Hepatitis C on the campaign website.
- **Patient education materials** including fact sheets, infographics, and posters are available for free in order to educate baby boomers about the importance of getting tested for Hepatitis C.
- **Social media** platforms such as Twitter, Facebook, and Vine disseminate campaign messages and materials.
- **Partner Tools** like digital buttons and badges, videos, radio ads, and other materials help support the education and outreach efforts of state and local health departments.

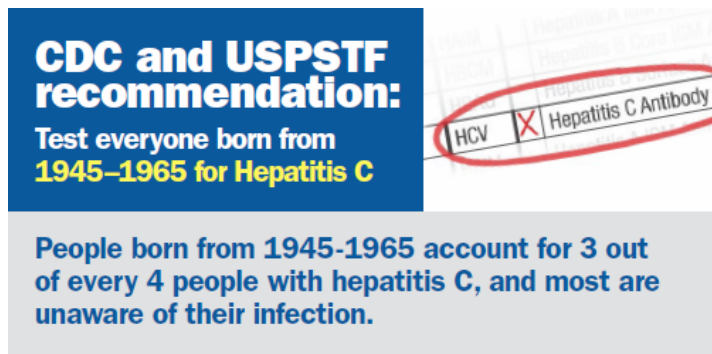


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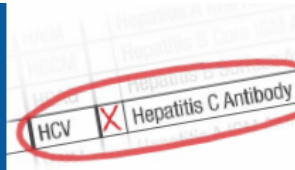
Professional Education Resources

CDC has developed a variety of clinical and educational resources designed to educate and support health care professionals, including algorithms, clinical summaries, serology charts, and counseling and testing manuals. In addition, CDC works with educational providers to conduct seminars and trainings about Hepatitis C. CDC also supports academic grantees, partners, medical organizations, and others to develop and disseminate medical education and training about Hepatitis C testing, care, and treatment.



CDC and USPSTF recommendation:
Test everyone born from **1945–1965 for Hepatitis C**

People born from **1945-1965** account for **3 out of every 4** people with hepatitis C, and most are unaware of their infection.



HCV Hepatitis C Antibody

Campaign Successes

Since its launch in 2012, the *Know More Hepatitis* campaign received more than 6,000 donated PSA placements across a variety of mediums, including print, billboard, transit and airports. Additionally, the *Know More Hepatitis* campaign has garnered more than 127,000 radio and broadcast placements. These donated placements have driven a combined total of approximately 12 billion impressions and garnered more than \$40 million in donated media value. To supplement the donated space, CDC ran several rounds of digital advertising on platforms including Google and YouTube, resulting in approximately 170 million impressions and over 400,000 visits to the *Know More Hepatitis* website. The digital video advertising campaigns generated more than 11 million views of the four campaign PSAs on YouTube, which resulted in a number one most watched video on CDC's YouTube Video and two additional PSAs being in the top 10 most watched videos. In combination, both paid and donated efforts have garnered more than 12 billion impressions. The campaign has benefited from a 25 to 1 return on investment, given the successful volume of donated placements.

For More Information

Campaign materials, including digital buttons, radio scripts, posters, fact sheets, and professional resources are available at www.cdc.gov/knowmorehepatitis.

Stay Connected!

Twitter:

Follow [@cdchep](https://twitter.com/cdchep) for information about all types of hepatitis.

GovDelivery:

[Sign up to receive email updates](#) from CDC's Division of Viral Hepatitis about new publications, recommendations, new materials and other significant events.



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