

# What's included in your campaign kit

Staff Tabards  
(various sizes)



Next hep C testing event poster



What could cure mean poster



Stickers



Speech bubble photography prop



Meaning of cure patient poster



Pledge poster



# Guidance for campaign supporters

See the reverse of this leaflet for a list of what's included in your campaign kit.

Visit [befreeofhepc.co.uk/providers](http://befreeofhepc.co.uk/providers) to download more campaign materials

## Be Free of Hep C



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# Be Free of Hep C

Get tested. Get treated. Get cured.

## Dear campaign supporter,

Thanks for taking part in **Be Free of Hep C**, a Gilead Sciences initiative aiming to raise awareness of hepatitis C. Together we can improve the lives of thousands of people and make strides towards eliminating hepatitis C.

**Here's how you can use the items in this pack to encourage people to get tested and treated.**

## GET TALKING

Raise awareness via word of mouth or media.

- Talk to people in your network about what you are doing locally
- Mention **Be Free of Hep C** during events you are attending
- Broadcast the campaign messages during media interviews

“ I'm supporting the **Be Free of Hep C** campaign to encourage people with hepatitis C to get tested, get treated and get cured. ”

This campaign is about helping people with hepatitis C.  
Please do not mention any medicines in conjunction with it.

## GET SUPPORTING

Ideas for showing support on your website or support group forums:

- Write a blog post or article telling people about your **Be Free of Hep C** activities.
- Consider including the key campaign message: **Be Free of Hep C**

“ **Be free of hep C and take the first step today. It can be as easy as get tested, get treated, get cured.** ”

**If you have hepatitis C, or think you could have it, don't ignore it; speak to your doctor or healthcare team to find out what treatment and care options are right for you.**

**If you routinely help people potentially at risk of hepatitis C, then encourage them to take a test. Help them on their journey to better health and cure. ”**

**Be Free of Hep C**