Approximately 3.2 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 eCards, digital buttons and badges, and other materials help support the education and outreach efforts of state and local health departments.
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.

Campaign Successes

The first phase of the Know More Hepatitis campaign received over 20,000 donated PSA placements. To supplement the donated space, CDC ran digital advertising on Google and YouTube, which resulted in approximately 26.5 million impressions and over 200,000 visits to the Know More Hepatitis website. The YouTube ads generated more than 1.6 million views of the campaign PSAs, which resulted in the PSA being the third most watched video on CDC’s YouTube Channel during at that time. The campaign’s combined placements, attributable to broadcast, print, digital, airport, and transit PSA placements, translate to more than $13.2 million in donated media value and more than 1.2 billion audience impressions. In combination, campaign tactics reflect a more than 12 to 1 return on the campaign’s initial investment.

The second phase of the campaign was released in January 2015, and has amounted to more than 4.5 billion impressions as of October 2015. Donated PSA placements, including broadcast, radio, print, billboard, transit and airport garnered more than 4.3 billion impressions and $8.8 million in donated media value. Supporting targeted digital advertising on Google and YouTube resulted in approximately 50 million impressions through Google and YouTube advertising.

To date, the Know More Hepatitis campaign has driven a combined total of more than 6.7 billion impressions and garnered more than $23 million in donated media value.

For More Information

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

Stay Connected!

Twitter: Follow @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.