

Winning Over Mothers with Hepatitis B

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About the **EMPATHY** Campaign

- + Attempt to address the psycho-social needs and **rights of millions of people** infected with Hepatitis B Virus (HBV) and Hepatitis C Virus (HCV) in India

About the **EMPATHY** Campaign

- + Goal - **Destigmatize** Hepatitis B and C, create supportive environment for affected individuals and families

Hepatitis B infection

Millions of lives affected: **Stigma** against hepatitis B infection

Misunderstandings about how it spreads fuel this stigma

Females are particularly affected as their families and society shun them

Incidental Detection during **Pregnancy**

The Idea – WOMB

Winning Over Mothers with Hepatitis B

- + WOMB = UTERUS = where a fetus (unborn baby) develops and grows
- + To give the women incidentally diagnosed during pregnancy the strength to push back and live an everyday life despite the infection



Launch
of
WOMB campaign
by Vidhu Vinod
Chopra
4th December 2022



WOMB - Target Areas

1. Spread **awareness** about the vertical transmission of Hepatitis B from mother to child
2. **Prevention** of Mother to Child transmission
3. To demand an **end to stigma, discrimination and isolation** of these women
4. Creating WOMB Patient **Network**

I. Initiatives WOMB_Creating a Patient Network (Support Group)

Medical Colleges, including LHMC and MAMC. Add other Medical/dental colleges.

National Viral Hepatitis Control Programme

Directorate of Family Welfare, GNCTD



हेपेटाइटिस बी और सी से पीड़ित लोगों का एम्पथी नेटवर्क

मैं हेपेटाइटिस से
लड़ने के लिये जुझ
रहा हूँ



मैं हेपेटाइटिस
से लड़ी और जीती



मैं हर समय/
हर स्तर भेदभाव
का शिकार हो
रही हूँ



क्या आप हेपेटाइटिस
बी/सी से
संक्रमित हैं और ...

मेरे सहकर्मी साथी/
दोस्त और परिवार के
लोग बहुत साथ देते हैं



मैं कैसे अपनी
बात बताऊँ, मैं
नहीं जानता



मैं चाहती हूँ कि मेरी
हेपेटाइटिस से ठीक होने
की कहानी सबको पता
चले





*Scan the QR Code
to join the
Patient Network*

यकृत एवं पित्त विज्ञान संस्थान

राष्ट्रीय राजधानी क्षेत्र, दिल्ली सरकार के अंतर्गत एक स्वायत्त संस्था
डी-1, वसंत कुंज, नई दिल्ली, 110070, +91 1146300000

Website: www.ilbs.in | <https://theempathycampaign.com/patient-network/>

II. Initiatives WOMB_Supportive Spouse Meets

- + Husbands who support their wives' Hepatitis B status can offer valuable counselling to others and help ease their worries about the infection
- + **Open and empathetic discussions with the spouses** of these mothers to address any fears or concerns they may have about this infection.

III. Initiatives **WOMB_Training WOMB** **Ambassadors**

- + **Train** about the basics of Hepatitis B infection, the necessary follow-ups, prevention of mother-to-child transmission and their right to live an everyday life with the infection
- + **Snowball effect**

III. Initiatives **WOMB_Training WOMB** **Ambassadors**

- + **Torchbearers** for all the mothers who get diagnosed with Hepatitis B during their pregnancy and are fearful of mother-to-child transmission of Hepatitis B **OR**
- + Facing discrimination by their own families, husbands, in-laws and community

IV. Initiatives WOMB_Medical/Nursing students training WOMB ambassadors

- + **Volunteers from Medical/Nursing colleges** will adopt WOMB mothers and train them to become WOMB ambassadors

V. Initiatives WOMB_Community mobilisation through Mobile van

- + **Linking** WOMB mothers with other Hepatitis B-positive mothers in the field.
- + WOMB Ambassadors will counsel pregnant mothers in the area regarding 100% institutional registration of pregnancy and mandatory testing for Hepatitis B.



No one should suffer the consequences of a disease they knowingly or unknowingly got infected with.



The more people go public, the more it encourages others to do the same – and **the louder the voice of the hepatitis B community** will become.



You need people who have actually have this personal experience **to champion it & these people need a platform**



Visit

<https://theempathycampaign.com/>

GLIMMER OF HOPE

**Video Testimonials of WOMB mothers & their
supportive spouses
sharing their positive outlook after getting
diagnosed with Hepatitis B**