



300
MILLION
Reasons...

The 300 Million Reasons campaign is a movement to improve awareness worldwide about hepatitis B and liver cancer. You can use our social media toolkit and the example social media posts below to promote engagement of key stakeholders, empower people impacted by hepatitis B and inspire others to become vocal advocates. There are almost 300 million people around the world living with chronic hepatitis B infection. We want to make sure each and every voice is heard.

Here are some suggestions on what to post:

What to post on Facebook:



- DYK, there are still 1 million NEW hepatitis B infections each year worldwide? Vaccines are safe and effective! Help spread the word about testing and vaccination for hepatitis B today. More details here: <https://www.hepb.org/prevention-and-diagnosis/vaccination/>
- Were you or your parents born in Asia, Africa or the Middle East? Do you have coinfection with hepatitis C or HIV? Have you ever had a tattoo or piercing? If you answered yes to any of these questions, ask your doctor about getting tested for hepatitis B: <https://www.hepb.org/prevention-and-diagnosis/diagnosis/>
- Two billion people (or 1 in 3) have been infected with hepatitis B and about 300 million people are living with chronic hepatitis B infection. Each year up to 1 million people die from hepatitis B, despite the fact that it is preventable and treatable. Take action today!
- The liver is such an important organ that we can survive only one or two days if it completely shuts down; if the liver fails, your body will fail too! “Hepatitis” means “inflammation” of the liver. Thus, hepatitis B refers to inflammation of the liver caused by the hepatitis B virus. Early detection and appropriate follow-up medical care are key. Get tested today: <https://www.hepb.org/prevention-and-diagnosis/vaccination/>
- Good news: hepatitis B is preventable and treatable! A simple blood test can diagnose a hepatitis B infection. Testing is the ONLY way to know for sure if you are infected. Talk to your health care provider and get tested today: <https://www.hepb.org/prevention-and-diagnosis/vaccination/>

- Hepatitis B is often a silent epidemic because symptoms may not be obvious with a new infection or are invisible for decades for those chronically infected. It's important to know your status to avoid continuing the silent spread of hepatitis B. Find out more and get tested today: <https://www.hepb.org/prevention-and-diagnosis/vaccination/>
- Hepatitis B can be spread to others through direct contact with blood and sexual fluids and from an infected mother to her newborn during birth. Practice safe sex and ensure medical and dental procedures are performed with sterile equipment and new needles. Get tested early and speak to your healthcare provider today: <https://www.hepb.org/prevention-and-diagnosis/vaccination/>
- Left untreated, hepatitis B can lead to cirrhosis, liver failure or liver cancer. Long-term complications are accountable for 96% of deaths due to viral hepatitis. Hepatitis B causes about 780,000 global deaths per year. Take care of your body and talk to your doctor about getting testing for hepatitis B today: <https://www.hepb.org/prevention-and-diagnosis/vaccination/>
- Your voice matters and we would love to hear it! Share your story and help to end the stigma around hepatitis. Use the link here to “B the Voice” of hepatitis B: <https://www.surveymonkey.com/r/bthevoice>
- You are not alone! Together, we can foster a collaborative and connected global community and unite around all things hepatitis B. Learn more about how to “B Connected” by checking out @Hep B United, @Hep B United Philadelphia and @CHIPO: <https://www.hepb.org/research-and-programs/research-for-a-cure/>
- Stand up and speak out! Are you interested in hepatitis B advocacy? Join our Action Center now and stay tuned for ways to get involved and “B the Change” of hepatitis B: <https://hepbunited.salsalabs.org/signup/index.html>

What to post on Twitter:



- DYK there are still 1 million NEW #hepatitisB infections each year worldwide? Vaccines are safe & effective. Help spread the word about testing & vaccination for #hepB! More details here: <https://www.hepb.org/prevention-and-diagnosis/vaccination/> #300MR #BInformed #livercancer #liverdisease #liver #cancer #hepatitis #HBV
- 2 billion people (or 1 in 3) have been infected with #hepatitisB & each year up to 1 million people die from #hepB, despite the fact that it is preventable & treatable. Take action today: <https://www.hepb.org/what-is-hepatitis-b/what-is-hepb/> #300MR #BInformed #livercancer #liverdisease #liver #cancer #hepatitis #HBV

- DYK, the word “hepatitis” means “inflammation” of the liver? The liver is such an important organ that we can survive only 1 or 2 days if it completely shuts down. Talk to you doctor & get tested today! More details here: <https://www.hepb.org/what-is-hepatitis-b/what-is-hepb/> #300MR #BInformed #livercancer #liverdisease #liver #cancer #hepatitisB #hepB #HBV
- Good news, #hepatitisB is preventable & treatable! A simple blood test can diagnose a #hepatitis B infection. Testing is the ONLY way to know for sure if you are infected. #300MR #BInformed #livercancer #liverdisease #liver #cancer #hepB #HBV More here: <https://www.hepb.org/prevention-and-diagnosis/diagnosis/>
- DYK, most people with #hepatitisB don’t look or feel sick? Testing is the only way to know if you are infected. Don’t wait for symptoms. Talk to your healthcare provider today: <https://www.hepb.org/prevention-and-diagnosis/diagnosis/> #300MR #BInformed #livercancer #liverdisease #liver #cancer #hepB #hepatitis #HBV
- #hepatitisB is often a silent epidemic because symptoms may not be obvious with a new infection or those chronically infected for decades. Find out more & get tested today: <https://www.hepb.org/prevention-and-diagnosis/diagnosis/> #300MR #BInformed #livercancer #liverdisease #liver #cancer #hepB #hepatitis #HBV
- If your body were an automobile, your liver would be the engine! With early detection & appropriate medical care, people living with chronic #hepatitisB can enjoy a long & healthy life. Talk to your healthcare provider today: <https://www.hepb.org/what-is-hepatitis-b/what-is-hepb/> #300MR #BInformed #livercancer #liverdisease #hepB #hepatitis #HBV
- #Hepatitis B causes about 780,000 deaths per year globally. Take care of your body & talk to your doctor about getting tested for #hepatitisB today: <https://www.hepb.org/prevention-and-diagnosis/vaccination/> #300MR #BInformed #livercancer #liverdisease #liver #cancer #hepB #hepatitis #HBV
- Do you have a story to share? We would love to hear it! #BtheVoice of #hepatitisB and share your story now: <https://www.surveymonkey.com/r/bthevoice> #300MR #livercancer #liverdisease #liver #cancer #hepB #hepatitis #HBV
- You are not alone! Learn more about how to #BConnected by checking out @Hep B United, @Hep B United Philadelphia & @CHIPO: <https://www.hepb.org/research-and-programs/research-for-a-cure/> #300MR #livercancer #liverdisease #liver #cancer #hepB #hepatitis #HBV
- Are you interested in hepatitis B advocacy? Speak up now by joining our Action Center & stay tuned for ways to get involved & #BtheChange of #hepatitisB: <https://hepbunited.salsalabs.org/signup/index.html> #300MR #livercancer #liverdisease #liver #cancer #hepB #hepatitis #HBV

What to post on Instagram:



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