Make Hepatitis Awareness Month Fun

May 4, 2018 By Lucinda K. Porter RN

Viral hepatitis is serious, deadly so. However, that doesn't mean we can't have a little fun during Hepatitis Awareness Month. So when I saw this social media campaign from the Hepatitis B Foundation (HBF), I jumped in:

> Join the Hepatitis B Foundation (HBF) for a hepatitis B awareness campaign to commemorate Hepatitis Awareness Month! Start with a photo and create an awareness message about hepatitis B and what makes you a Hep beLIeVER. Your photo entries will be a part of our national awareness campaign during the month of May!

Eligibility: Anyone and everyone may participate! (International followers can enter as well!)

What to Do: Upload a photo of yourself with your hand over your liver and tells us what makes you a hep beLIeVER! You can take the picture of yourself or with a group of friends! Be creative with your photo! You can take a look at CDC's and Hep B United's Know Hepatitis B campaign for inspiration.

How to Enter:

- Follow the Hepatitis B Foundation on one of our social media pages (Facebook, Twitter, and Instagram).
- Upload your photo to Facebook, Twitter, or Instagram with the hashtag #HepBeLIeVER and tag @HepBFoundation between April 23 and May 16.

Contest Entry Requirements

- Each photo must be original.
- Each post must include the hashtag #HepBeLIeVER and tag @HepBFoundation on Facebook, Twitter, and/or Instagram.
- Images should not include any material that would require third-party consent or violate copyright, privacy, or other right of any third party. If used, Know Hepatitis B campaign materials should be used in their entirety and retain the CDC and Hep B United logos.

- Submissions including offensive language, imagery, or themes will be excluded and disqualified from the competition.

Selection of Winners and Prizes

- Selected photos will be included in the 2018 May Hepatitis Awareness Month Hepatitis B Foundation social media campaign.
- Selected photos will be included in the creation of additional materials promoting hepatitis awareness around the U.S.
- A grand prize winner will be chosen from three finalists. The grand prize winner will receive a $50 Amazon gift card. The two runner ups will each receive at $10 Amazon gift card.
- Honorable mentions will also win prizes! These can include our #justB tshirt, travel mugs, liver stress balls, a liver plushie, and/or a $5 Amazon gift card.
- The finalists will be notified via direct message and the grand prize-winning photo will be revealed to the public on National Hepatitis Testing Day (May 19) via social media.

Award Categories

- Grand prize: Most liked/shared
- Honorable mentions :

    Most creative photo

    Most creative caption

    Lottery/lucky pick

    International pick

Submission Period: Post on social media with #HepBeLIeVER between April 23 and May 16, 2018 (contest closes at 11:59 PM EST on 5/16)

Download the guidelines here. Questions? Please contact Kristine Alarcon at kristine.alarcon@hepb.org.

I hope you enter this contest. If not, please click on my facebook post and share.

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