



**@EU\_Health**  
**Hepatitis B vaccination gaps**  
**#UnitedInProtection**

<p><b>Suggested Mentions</b>          TW: @EU_Health, @EU_Commission          IG: europeancommission          FB: EuropeanCommission</p>	<p><b>Hashtags:</b>          Campaign: #UnitedInProtection          EU: #HealthUnion</p>
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Join the #UnitedInProtection campaign around World Hepatitis Day and help us raise awareness of the importance and benefits of vaccination at every stage of life. Hepatitis B virus (HBV) infection is often silent and sometimes deadly. HBV can infect anyone from newborns to adults, and can lead to liver disease, cancer and death. But there is a vaccine for this cancer! HBV vaccination gives strong protection against this contagious virus. The vaccine is recommended for people of all ages, but many countries emphasise the importance of vaccinating newborns, health workers and at-risk groups such as MSM and PWID.

With your support, we hope to spread these messages far and wide. Here you will find some of the campaign materials translated into your language that you may want use in your newsletters, web pages and social media. Together, we are #UnitedInProtection.

**Social media cards**

	Visuals caption
All	<p>Hepatitis B infection is often silent, and sometimes deadly.</p> <p>Get vaccinated, get protected</p>

	Suggested copy post suggestion
General 1	<p>The contagious Hepatitis B virus can cause liver #cancer. ⚠</p> <p>You can protect yourself. Get vaccinated today.</p> <p>#UnitedInProtection #WorldHepatitisDay</p>
General 2	<p>Hepatitis B infection is often silent and sometimes deadly.</p> <p>Protect yourself against liver cancer. Get vaccinated today.</p> <p>#UnitedInProtection #WorldHepatitisDay</p>
General 3	<p>💡 DYK there is a vaccine against #cancer?</p> <p>Protect yourself against hepatitis B virus infection. Get vaccinated today.</p> <p>#UnitedInProtection #WorldHepatitisDay</p> <p>Learn more here 📄</p>
Specific 1 (Parents)	<p>Hepatitis B virus can spread silently from mother to child. And 9 in 10 infants who catch the virus will develop chronic hepatitis.</p> <p>Protect yourself and your child. Get vaccinated today.</p> <p>#UnitedInProtection #WorldHepatitisDay</p> <p>Learn more here 📄</p>
Specific 2 (Healthcare workers)	<p>Hepatitis B virus is spread via body fluids including blood. Infections are often silent. So healthcare workers are at risk.</p> <p>Protect yourself and your patients. Get vaccinated today.</p> <p>#UnitedInProtection #WorldHepatitisDay</p> <p>Learn more here 📄</p>
Specific 3 (at risk)	<p>Hepatitis B virus can spread silently in body fluids like blood and saliva. The virus can cause liver disease and cancer.</p> <p>Be yourself. Be safe. Get vaccinated today.</p> <p>#UnitedInProtection #WorldHepatitisDay</p>