

New York State  
**HEP**   
**CURE DAY**  
Test Treat **Cure** Live

Planning Toolkit

# Welcome!

New York State (NYS) Hepatitis C (HCV) Cure Day is an annual event during May - National Hepatitis Awareness Month. Cure Day is an opportunity to celebrate those cured of HCV, encourage those at risk to be tested, and motivate patients to initiate or continue their treatment.

The NYS Department of Health invites medical providers, community-based organizations, and patients to participate in NYS HCV Cure Day. This toolkit provides sample activities and resources that you can use when planning your event.

Thank you for your interest and participation!

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# Event Planning: Things to consider

## 1. Secure meeting space

## 2. Who to invite

The purpose of this event is to celebrate those who have been cured of their HCV and encourage those who are at-risk or currently have HCV to engage in medical care. Invite current and former patients to share their stories and experiences with HCV care and treatment. This is a powerful motivator to many contemplating treatment as well as those currently on treatment. Invite peer educators, if your program has them.

It is recommended to include medical providers as presenters to address topics relevant to HCV care, treatment, life after cure, and general health and wellbeing. Patients appreciate hearing from their own medical providers and “champions” in the field. Invite guest speakers to participate in your Cure Day event.

Be sure that friends, family and others from the patient’s support network are also included in the celebration!

## Suggested presentation topics

- HCV treatment options: What to expect
- Personal stories related to engaging in care, going through treatment, adherence, overcoming barriers, lifestyle changes
- Nutrition: Liver protective foods
- How to keep your liver healthy
- Risk reduction
- Life after cure:
  - How to stay healthy
  - Prevent re-infection
  - Remain engaged in medical care; monitor liver
- Community resources

## Potential speakers

- Physicians
- Nurse Practitioners
- Nurses
- Mental Health/Behavioral Health Specialists
- Substance use providers
- Social Workers
- Registered Dietitians
- Harm reduction staff
- Peers
- Community champions
- If you are unable to identify a speaker, for provider and patient testimonials, visit: [health.ny.gov/nycureshepc](http://health.ny.gov/nycureshepc)

## 3. Meeting refreshments

If possible, consider providing light refreshments or lunch. This is one way to get patients interested in attending, and for some patients who may be food insecure, serves as a nutritious meal. Consider soliciting community vendors to donate food for your event.

## 4. Motivational items and giveaways

Consider purchasing motivational items and souvenirs. For example, some items may include: tote bags, t-shirts, customized HCV Cure pins and bracelets, pens, stress balls, MetroCards or bus cards.

## 5. Awards and certificates

See page 4 for an example of a Certificate of Cure. It is highly recommended that patients be presented with a memento celebrating their cure.

## 6. Additional activities and entertainment

- HCV testing
- Health education exhibits and materials (see HCV Educational Materials order form for free materials on page 15)
- Video testimonials
- “What HCV Cure Means to You” patient survey (see page 5)
- HCV games and quizzes (see page 6)
- Photo booth
- Art exhibits
- Music
- Hep C animated videos: [health.ny.gov/nycureshepc](http://health.ny.gov/nycureshepc)
- Dancing

**NEW YORK STATE**

**CURES**

**HEP** 

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16008

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# EL ESTADO DE NUEVA YORK

# CURA

## LA HEPATITIS

Analizar Tratar **Curar** Vivir

# CERTIFICATE OF CURE

This certificate is awarded to

in recognition of successfully completing Hepatitis C  
treatment and achieving cure.

Congratulations on your dedication and  
commitment to your health!



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# CERTIFICADO DE CURA

Este certificado se otorga a

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en reconocimiento por haber terminado  
con éxito el tratamiento de la hepatitis C y por haberse curado.  
¡Felicitaciones por su dedicación y compromiso con su salud!

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16029

03/21

# Your Next Appointment

For: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Location: \_\_\_\_\_

If you are unable to keep your appointment,  
please contact us as soon as possible:


\_\_\_\_\_

16004



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New York State  
**CURES**  
**HEP** 

Test Treat **Cure** Live

# SU PRÓXIMA CONSULTA

Para: \_\_\_\_\_

Fecha: \_\_\_\_\_

Hora: \_\_\_\_\_

Lugar: \_\_\_\_\_

Si no puede asistir a su consulta, comuníquese  
con nosotros lo antes posible:


\_\_\_\_\_

16028



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EL ESTADO DE  
NUEVA YORK  
**CURA**  
**LA HEPATITIS** 

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# What HCV Cure means to you

Print out this page and cut into three sections. Ask patients to write what being cured of Hepatitis C means to them. Invite them to share their responses or post them in a public space to motivate others to initiate or continue treatment.

**In one or two words, what does being cured of hepatitis C mean to you?**

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**In one or two words, what does being cured of hepatitis C mean to you?**

# Hepatitis C Cure Day Quiz

Below includes a list of Hepatitis C-related questions. Consider creating a Hepatitis C quiz with prizes for those who participate in this educational activity!

**1. What is a key organ in your body that helps make proteins, store vitamins and minerals, and filters your blood?**

- a. Kidney
- b. Liver
- c. Stomach
- d. Heart

**2. What is the chronic viral infection that affects 4 million Americans?**

- a. Heart Disease
- b. Diabetes
- c. Hepatitis C
- d. HIV

**3. Hepatitis is spread through \_\_\_\_\_ to \_\_\_\_\_ contact.**

- a. Mouth to mouth
- b. Blood to Blood
- c. Genitals to genitals
- d. Both b and c

**4. A \_\_\_\_\_ test will show you the number of Hepatitis C particles in your blood.**

- a. Anti-body test
- b. Viral load
- c. MRI
- d. Ultrasound

# Hepatitis C Cure Day Quiz

Below includes a list of Hepatitis C-related questions continued from previous page.

**5. What is a technology that takes a visual image of your liver, to determine if there is any scarring?**

- a. MRI
- b. Mammogram
- c. Ultrasound
- d. Biopsy

**6. There are a total of \_\_\_\_\_ major genotypes of Hepatitis C.**

- a. Eight
- b. Six
- c. Two
- d. One

**7. It is important to limit your consumption of \_\_\_\_\_ during your Hepatitis C treatment.**

- a. Salt
- b. Alcohol
- c. Sugar
- d. HIV medication

**8. There is a cure for Hepatitis C. (True or False)**

- a. True
- b. False

**9. For most, Hepatitis C treatment lasts from \_\_\_\_\_ to \_\_\_\_\_ weeks.**

- a. 2 to 6 weeks
- b. 24 to 48 weeks
- c. 8 to 12 weeks
- d. 12 to 24 weeks

# Hepatitis C Cure Day Quiz

Below includes a list of Hepatitis C-related questions continued from previous page.

**10. What disease can viral Hepatitis lead to?**

- a. Kidney disease
- b. Liver cancer
- c. Diabetes
- d. Heart disease

**11. You can get re-infected with Hepatitis C once you finish treatment. (True or False)**

- a. True
- b. False

**12. What is the final stage of liver damage?**

- a. Cirrhosis
- b. Fibrosis
- c. Hepatitis
- d. Cancer

**13. What is the term for when you take your medication as prescribed by your doctor?**

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# Hepatitis C Cure Day Quiz

Below includes a list of Hepatitis C-related questions continued from previous page.

## 14. What populations are most affected by Hepatitis C?

- a. Baby boomers (people born between 1945-1965)
- b. People who inject drugs (now or ever)
- c. People who have gotten an organ transplant before 1992
- d. All of the above

## 15. When is National Hepatitis C testing day?

- a. June 5th
- b. May 5th
- c. June 20th
- d. May 19th

## 16. There is a Hepatitis C testing law in New York State. (True or False)

- a. True
- b. False

## 17. When is World Hepatitis Day?

- a. July 25th
- b. July 28th
- c. July 15th
- d. July 2nd

## 18. What types of Hepatitis have a vaccine?

- a. Hepatitis A and B
- b. Hepatitis A only
- c. Hepatitis B only
- d. Hepatitis C

Source: Mount Sinai St. Luke's Roosevelt Hospital

## Hepatitis C Cure Day Quiz: Answer Key

1. What is a key organ in your body that helps make proteins, store vitamins and minerals, and filters your blood? **b. liver**
2. What is the chronic viral infection that affects 3.2 million Americans? **c. Hepatitis C**
3. Hepatitis is spread through \_\_\_\_ to \_\_\_\_ contact. **b. blood to blood**
4. A \_\_\_\_ test will show you the number of Hepatitis C particles in your blood. **b. viral load**
5. What is a technology that takes a visual image of your liver, to determine if there is any scarring? **c. Ultrasound**
6. There are a total of \_\_\_\_ major genotypes of Hepatitis C. **b. six**
7. It is important to limit your consumption of \_\_\_\_ during your Hepatitis C treatment. **b. alcohol**
8. There is a cure for Hepatitis C. (True or False) **a. True**
9. For most, Hepatitis C treatment lasts from \_\_\_\_ to \_\_\_\_ weeks. **d. 12 to 24 weeks**
10. What disease can viral hepatitis lead to? **b. Liver cancer**
11. You can get re-infected with Hepatitis C once you finish treatment. (True or False) **a. True**
12. What is the final stage of liver damage? **a. Cirrhosis**
13. What is the term for when you take your medication as prescribed by your doctor? **"treatment adherence"**
14. What populations are most affected by Hepatitis C? **d. All of the above**
15. When is National Hepatitis C testing day? **d. May 19th**
16. There is a Hepatitis C testing law in New York State. (True or False) **a. True**
17. When is World Hepatitis Day? **b. July 28th**
18. What types of Hepatitis have a vaccine? **a. Hepatitis A and B**



# Social Media Messages

## Know Your Status

- FACEBOOK POST:** Everyone should know their Hepatitis C status, especially people who inject drugs. Patients across NYS are getting tested, treated and cured.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)
- TWEET:** #Providers, help promote awareness that hepatitis C can be cured. Have at risk patients get tested and treated.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)
- TWEET:** #Providers, talk to at risk patients about the need to get tested for hep c.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)
- TWEET:** Celebrate those cured of HCV! Help others get tested and treated.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)

## Overall Health

- TWEET:** Alcohol accelerates liver damage in people who are living with Hepatitis C.  
[www.sciencedaily.com/releases/2016/05/160510134258.htm](http://www.sciencedaily.com/releases/2016/05/160510134258.htm)
- TWEET:** The newest treatments out today provide a cure! Ask your doctor about what Hepatitis C medication is right for you.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)

## Virus Information

- TWEET:** In 2016, an estimated 2.4 million people were living with hepatitis C in the United States. About 1 in 3 Americans infected with HIV are also infected with Hepatitis C. Speak to your doctor.  
[www.cdc.gov/hepatitis/hcv/cfaq.htm](http://www.cdc.gov/hepatitis/hcv/cfaq.htm)
- TWEET:** It is possible for some people to spontaneously clear the virus. According to the CDC, approximately 15-25% of people clear the virus without treatment and do not develop a chronic infection. Speak to your doctor.  
[www.cdc.gov/hepatitis/hcv/hcvfaq.htm](http://www.cdc.gov/hepatitis/hcv/hcvfaq.htm)

## Testing Information

- FACEBOOK POST:** May is Hepatitis C Awareness Month! It is estimated that 50% of people with Hepatitis C do not know their status. Everyone can know their hepatitis C status. People across New York are getting tested, treated and cured. Find a testing site today: <https://www.health.ny.gov/hcvScreeningProgram>
- TWEET:** It is estimated that 50% of people with Hepatitis C do not know their status. Everyone should know their status – get tested today.  
**#BeHCVAware #HepatitisCAwarenessMonth**  
<https://www.health.ny.gov/hcvScreeningProgram>

Source: NYSDOH & Mount Sinai St. Luke's Roosevelt Hospital

## HCV Cure Stories

**FACEBOOK POST:** Facebook post: Hep C testing is recommended for all people who are pregnant, during each pregnancy. Talk with your health care provider.

**TWEET:** Luciano is just one of the many New Yorkers who got tested, treated and cured. Listen to Luciano and let (insert agency name here) help you achieve your own Hep C Cure Day. [www.youtube.com/watch?v=Qz0rSLO-5-M](http://www.youtube.com/watch?v=Qz0rSLO-5-M)

**FACEBOOK POST:** “After the treatment, I was cured.” Listen to Liza’s story about Hep C and be inspired to get tested at (insert agency name here).  
[www.youtube.com/watch?v=2\\_zH3XvJfgs](http://www.youtube.com/watch?v=2_zH3XvJfgs)

**TWEET:** “After the treatment, I was cured.” Listen to Liza’s story about Hep C and be inspired to get tested at (Insert agency name here).  
[www.youtube.com/watch?v=2\\_zH3XvJfgs](http://www.youtube.com/watch?v=2_zH3XvJfgs)

**FACEBOOK POST:** “Let go of the fear. Now we have a cure.” (Insert agency name here) is working with New York State to cure Hep C.  
[www.youtube.com/watch?v=uDYH6CboeDQ](http://www.youtube.com/watch?v=uDYH6CboeDQ)

**TWEET:** “Let go of the fear. Now we have a cure.” (Insert agency name here) is working with New York State to cure Hep C.  
[youtube.com/watch?v=uDYH6CboeDQ](http://youtube.com/watch?v=uDYH6CboeDQ)

**FACEBOOK POST:** Casey shares his Hep C story. For anyone who’s been there, it gets better. (Insert agency name here) helps people get tested, treated and cured.  
[www.youtube.com/watch?v=I06zMz-\\_EKI](http://www.youtube.com/watch?v=I06zMz-_EKI)

**TWEET:** Casey shares his #HepC story. For anyone who’s been there, it gets better. (Insert agency name here) helps people get tested, treated and cured.  
[www.youtube.com/watch?v=I06zMz-\\_EKI](http://www.youtube.com/watch?v=I06zMz-_EKI)

**FACEBOOK POST:** Andrey’s treatment left him with more energy. Encourage loved ones to get tested, treated and cured with (Insert agency name here).  
[www.youtube.com/watch?v=INZJrbdvpVA](http://www.youtube.com/watch?v=INZJrbdvpVA)

**TWEET:** Andrey’s treatment left him with more energy. Encourage loved ones to get tested, treated and cured with (Insert agency name here).  
[www.youtube.com/watch?v=INZJrbdvpVA](http://www.youtube.com/watch?v=INZJrbdvpVA)

## Choose your Cure Day Hash Tag

**#BeHCVAware**

**#GetTestedGetTreatedGetCured**

**#GetCured**

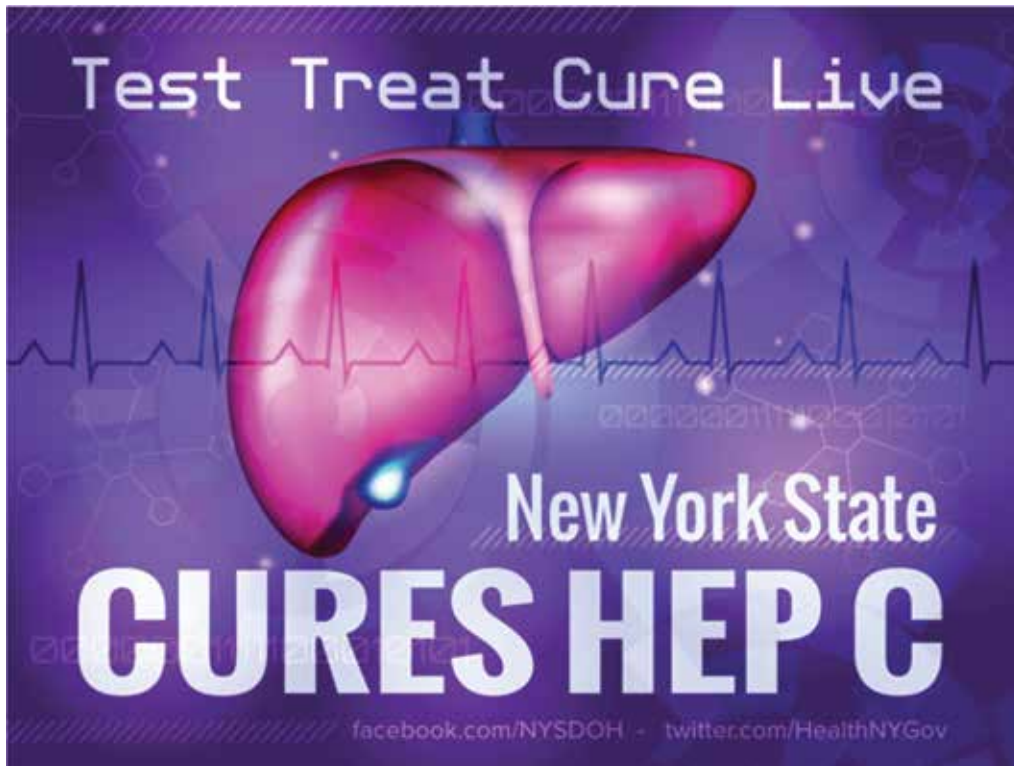
**#HepatitisCAwarenessMonth**

**#HepCCureDay**

**#NYCuresHepC**

**#ShareyourCureDayStory**

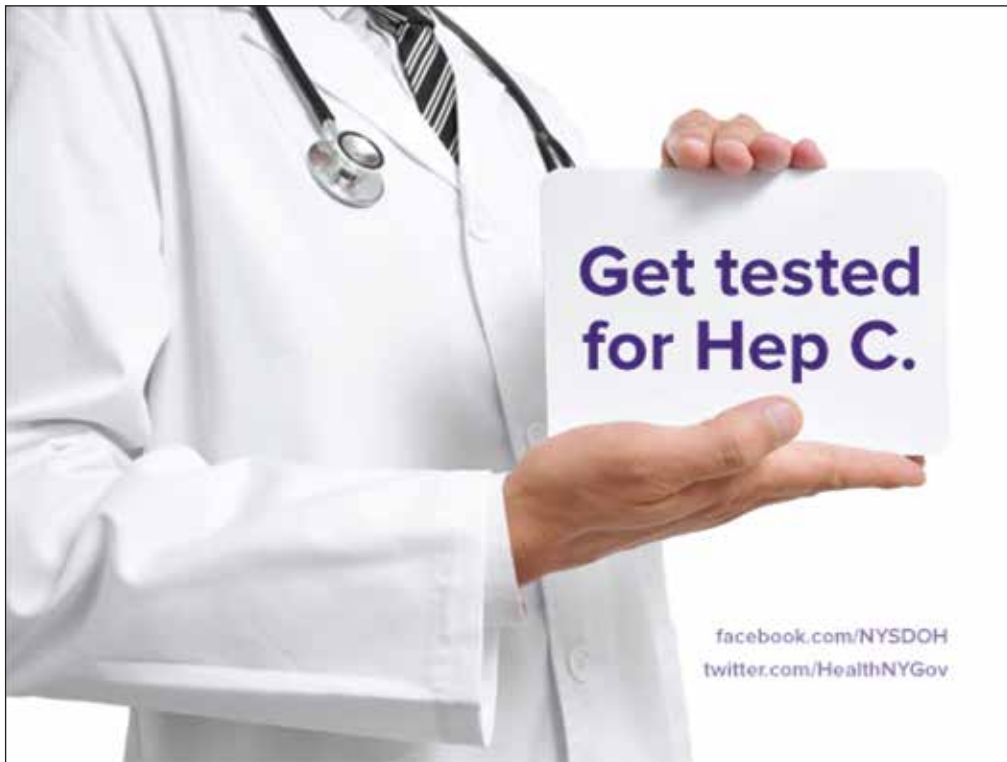
# Graphic Posts



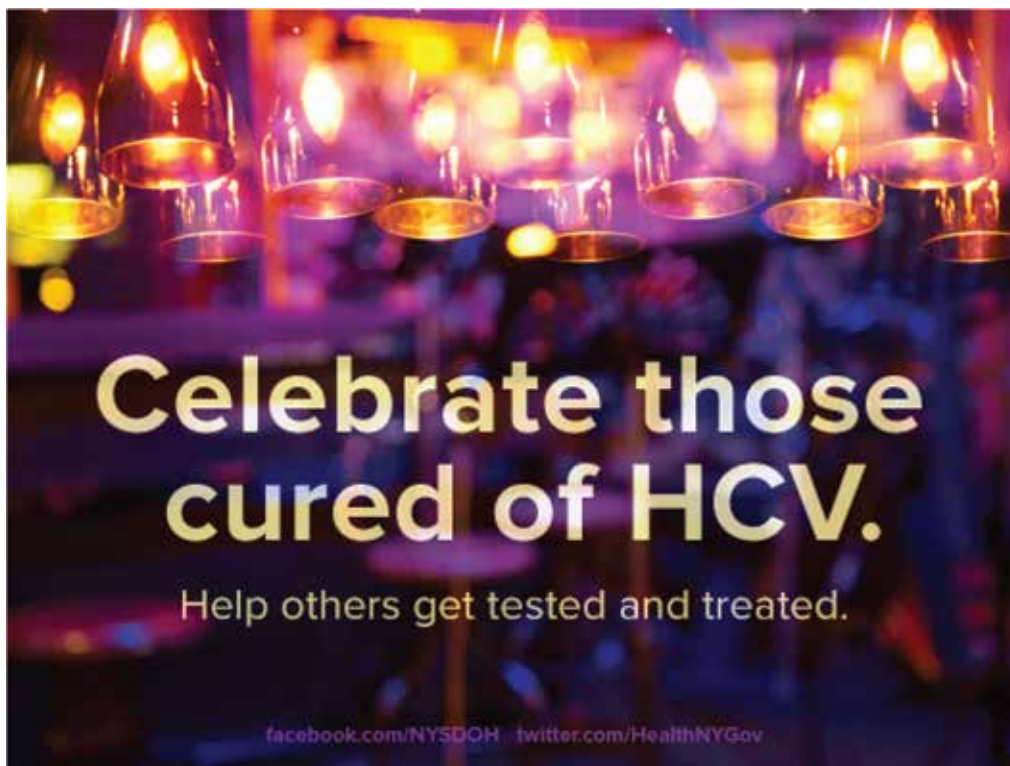
Everyone should know their hepatitis C status. Patients across NYS are getting tested, treated and cured.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)



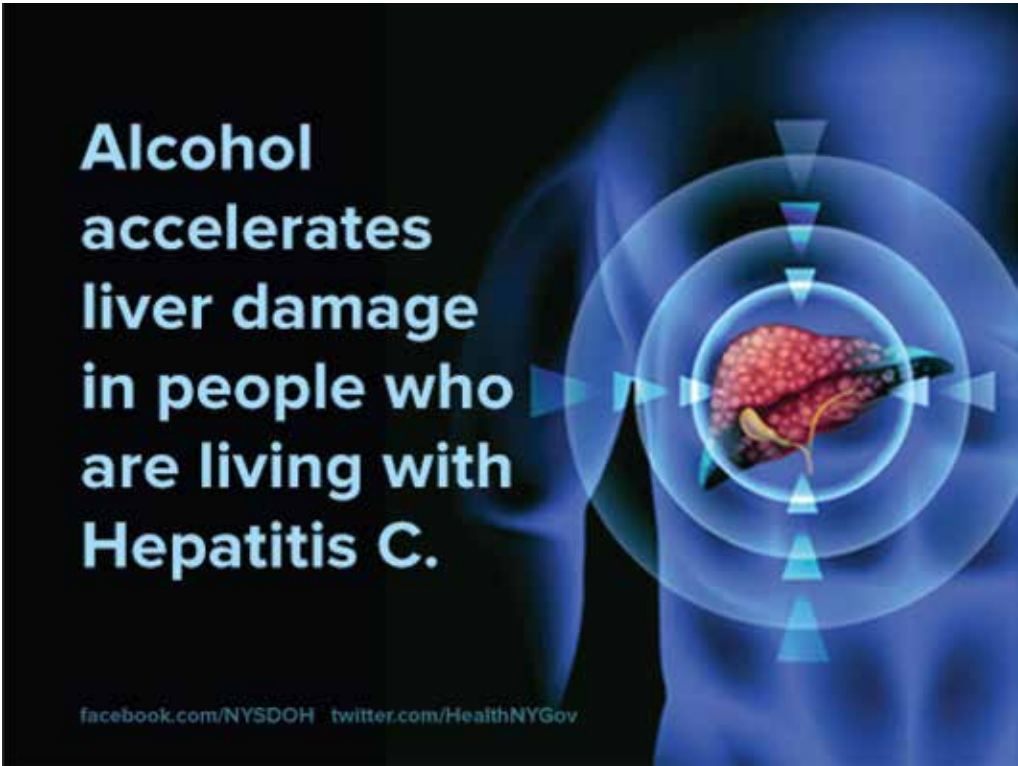
Providers, help promote awareness that hepatitis C can be cured. Have patients get tested and treated.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)



Providers, talk to patients about the need to get tested for hep c.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)



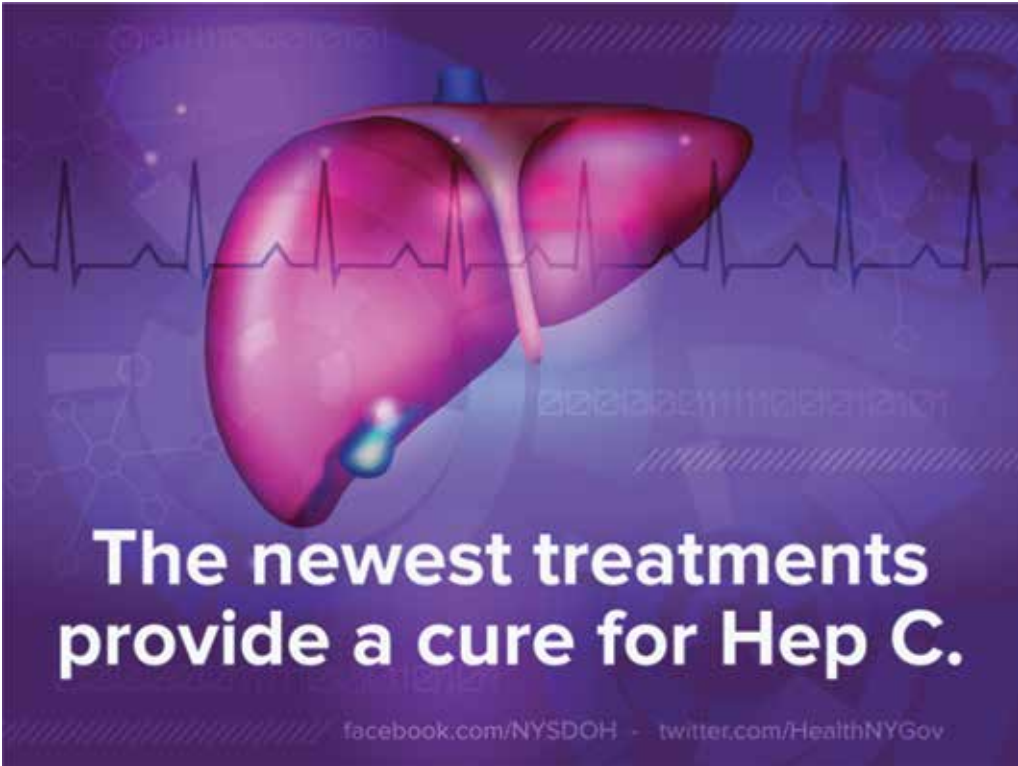
Celebrate those cured of HCV! Help others get tested and treated.  
[www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)



**Alcohol  
accelerates  
liver damage  
in people who  
are living with  
Hepatitis C.**

facebook.com/NYSDOH twitter.com/HealthNYGov

Alcohol accelerates liver damage in people who are living with Hepatitis C.  
[www.sciencedaily.com/releases/2016/05/160510134258.htm](http://www.sciencedaily.com/releases/2016/05/160510134258.htm)



**The newest treatments  
provide a cure for Hep C.**

facebook.com/NYSDOH - twitter.com/HealthNYGov

The newest treatments out today provide a cure! Ask your doctor about what Hepatitis C medication is right for you. [www.health.ny.gov/diseases/communicable/hepatitis/hepatitis\\_c/](http://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/)

## Additional Resources:

### NEED A CURE DAY STORY?

Casey from Albany:

[www.youtube.com/watch?v=Z94Jh91miyk](https://www.youtube.com/watch?v=Z94Jh91miyk)

Liza from Buffalo:

[www.youtube.com/watch?v=b1v4QoHogRQ](https://www.youtube.com/watch?v=b1v4QoHogRQ)

Q from Rochester:

[www.youtube.com/watch?v=vuHhiCTmQfA](https://www.youtube.com/watch?v=vuHhiCTmQfA)

Gail from the Bronx:

[www.youtube.com/watch?v=CuYmd5N6jC](https://www.youtube.com/watch?v=CuYmd5N6jC)

Andrey from Brooklyn:

[www.youtube.com/watch?v=04aigUjM1IE](https://www.youtube.com/watch?v=04aigUjM1IE)

Kenneth from Brooklyn:

[www.youtube.com/watch?v=4WCei4CRR54](https://www.youtube.com/watch?v=4WCei4CRR54)

Bethany from Manhattan:

[www.youtube.com/watch?v=fqB44xlu2RU](https://www.youtube.com/watch?v=fqB44xlu2RU)

Ronni from Manhattan:

[www.youtube.com/watch?v=NynCHpHnc0I](https://www.youtube.com/watch?v=NynCHpHnc0I)

### Hear from a Provider:

Irene from Montefiore Medical Center:

[www.youtube.com/watch?v=nIWPK-63xSE](https://www.youtube.com/watch?v=nIWPK-63xSE)

David from Mount Sinai:

[www.youtube.com/watch?v=WdfESIFBbWg](https://www.youtube.com/watch?v=WdfESIFBbWg)

Keith from Mount Sinai:

[www.youtube.com/watch?v=RQ8PoiBEcCA](https://www.youtube.com/watch?v=RQ8PoiBEcCA)

Ponni from Mount Sinai:

[www.youtube.com/watch?v=qrDI-rcnhFQ](https://www.youtube.com/watch?v=qrDI-rcnhFQ)

Michael from Trillium Health:

[www.youtube.com/watch?v=\\_ADkVtyY7Ik](https://www.youtube.com/watch?v=_ADkVtyY7Ik)

### EDUCATIONAL RESOURCES

#### Animated Educational Videos:

Learn about Hepatitis C:

[www.youtube.com/watch?v=SRgeA8Qw03E](https://www.youtube.com/watch?v=SRgeA8Qw03E)

Learn about Hepatitis C Transmission and Prevention: [www.youtube.com/watch?v=nNnLddMRoeQ](https://www.youtube.com/watch?v=nNnLddMRoeQ)

Learn about Hepatitis C Testing:

[www.youtube.com/watch?v=de2-JuFx-Is](https://www.youtube.com/watch?v=de2-JuFx-Is)

Learn about Hepatitis C Treatment:

[www.youtube.com/watch?v=rJoU6LNz5Vk](https://www.youtube.com/watch?v=rJoU6LNz5Vk)

#### Educational Handouts:

Learn about Hepatitis C:

[www.health.ny.gov/publications/1919.pdf](https://www.health.ny.gov/publications/1919.pdf)

Learn about Hepatitis C Testing:

[www.health.ny.gov/publications/1921.pdf](https://www.health.ny.gov/publications/1921.pdf)

Learn about Hepatitis C Treatment:

[www.health.ny.gov/publications/1923.pdf](https://www.health.ny.gov/publications/1923.pdf)

# Hepatitis C Cure Day Materials Order Form

## INSTRUCTIONS FOR ORDERING BULK MATERIALS FOR NEW YORK STATE RESIDENTS:

1. Please select only one (1) quantity per item.
2. Please complete the address label on the last page. Be sure to print clearly.  
ALL orders must include a street address. Bulk orders will not be delivered to post office boxes.
3. TO ORDER: Email the form to: ogs.sm.GDC@ogs.ny.gov OR Mail the form to:  
NYSDOH Distribution Center, PO Box 343, Guilderland, NY 12084-0343

TITLE (select one)	CODE #	QUANTITY		
NY Cures Hep C Appointment Reminder Card, English	16004	<input type="radio"/> 25	<input type="radio"/> 50	<input type="radio"/> 100
NY Cures Hep C Appointment Reminder Card, Spanish	16028	<input type="radio"/> 25	<input type="radio"/> 50	<input type="radio"/> 100
NY Cures Hep C Certificate <small>*fillable form available online</small>	16005	<input type="radio"/> 10	<input type="radio"/> 30	<input type="radio"/> 50
Test/Treat/Live/Cure Button	16006	<input type="radio"/> 25	<input type="radio"/> 50	<input type="radio"/> 100
NY Cures Hep C Sticker	16007	<input type="radio"/> 25	<input type="radio"/> 50	<input type="radio"/> 100
NY Cures Hep C Poster, English	16008	<input type="radio"/> 2	<input type="radio"/> 4	<input type="radio"/> 6
NY Cures Hep C Poster, Spanish	16032	<input type="radio"/> 2	<input type="radio"/> 4	<input type="radio"/> 6
NY Cures Hep C Poster-Blank Space <small>*fillable form available online</small>	16018	<input type="radio"/> 2	<input type="radio"/> 4	<input type="radio"/> 6
Hep C Cure Day Toolkit	16009	<input type="radio"/> 2	<input type="radio"/> 4	<input type="radio"/> 6

(If other quantities are desired, please contact [hepabc@health.ny.gov](mailto:hepabc@health.ny.gov))

Additional Hepatitis C-related educational materials are available at [http://www.health.ny.gov/forms/order\\_forms/hepatitis\\_education.pdf](http://www.health.ny.gov/forms/order_forms/hepatitis_education.pdf)

**ADDRESS LABEL** (please print or type)

<b>NAME</b>		
<b>ORGANIZATION</b> (if applicable)		
<b>STREET</b>		
<b>CITY</b>	<b>STATE</b>	<b>ZIP</b>

# Toolkit Evaluation

Thank you for participating in NYS Hepatitis C Cure Day! Please take 1-2 minutes to complete this evaluation. Your feedback will help us understand how the toolkit is being used and ways to improve it.

Please return this form to [hepatabc@health.ny.gov](mailto:hepatabc@health.ny.gov) or fax to (518) 474-2749.

Your Name: \_\_\_\_\_

Your Organization: \_\_\_\_\_

Phone Number/ Email Address: \_\_\_\_\_

1. What activities were conducted as part of your Cure Day event?

2. How many people participated in the event?

3. Is this toolkit user-friendly?

4. What other materials would be helpful to include in this toolkit?

5. Did you take photos during your event? If so, please consider sharing some photos with us. You can include these in your email or fax.

*THANK YOU!*



New York Cures

HEP 

Get Tested. Get Treated. **Get Cured.**



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