

Joint Action for World Leprosy Day 2020

People's Organizations in 16 Countries Launch Coordinated Awareness Campaign

TOKYO, Jan. 24, 2020 -- Sasakawa Health Foundation has announced the start of its first-ever social media campaign with organizations of persons affected by leprosy.



PerMaTa Indonesia, one of 17 organizations participating the Joint Action

Taking part are 17 people's organizations in 16 countries that are linking up under a common logo and slogan to raise awareness of leprosy via Facebook and other platforms in the run-up to World Leprosy Day on January 26, 2020. The project is being coordinated and supported by Sasakawa Health Foundation, a foundation based in Tokyo, Japan.

Also known as Hansen's disease, leprosy is an infectious disease that mainly affects the skin and peripheral nerves. Over 200,000 new cases are reported worldwide each year. Although completely curable, the disease can cause permanent disability if untreated and continues to be stigmatized in many parts of the globe.

Using the slogan "A Hansen's Disease-Free World with Knowledge and Love" and the hashtag #WHDD2020, the joint action for World Leprosy Day 2020 grew out of regional meetings of people's organizations on leprosy held in Africa, Asia and Latin America in 2019. These meetings, together with a Global Forum held in Manila in September 2019, were hosted by the Office of Joint Program on Hansen's Disease (Leprosy) of Sasakawa Health Foundation and The Nippon Foundation.

Together with The Nippon Foundation, Sasakawa Health Foundation has been working for a world without leprosy for more than 45 years. Yohei Sasakawa, The Nippon Foundation's chairman, has served as the WHO's Goodwill Ambassador for Leprosy

Elimination since 2001 and in that role has visited around 100 leprosy-endemic countries.

In recent years, both foundations have come to place more emphasis on addressing the social and economic consequences of leprosy, with Nippon Foundation Chairman and Goodwill Ambassador Yohei Sasakawa spearheading efforts to have the disease taken up as a human rights issue. This led to the adoption of a historic UN General Assembly resolution on "Elimination of discrimination against persons affected by leprosy and their family members" in 2010. Since then, the foundations continue to play a leading role in efforts to eliminate the stigma and discrimination associated with leprosy, in collaboration with organizations of persons affected by the disease and other partners.

Commenting on the joint action, WHO Goodwill Ambassador for Leprosy Elimination Yohei Sasakawa said: "It is encouraging to see organizations of persons affected by leprosy that have been active in their own countries collaborating with their counterparts overseas. Individual threads are weak, but together they form a strong rope. I am very happy that Sasakawa Health Foundation is supporting this initiative."

The Office of Joint Program on Hansen's Disease (Leprosy) of Sasakawa Health Foundation and The Nippon Foundation remains committed to working with the WHO, national governments and partner organizations for a world without leprosy and the stigma and discrimination it causes.



Campaign period: January 2020

Slogan: Hansen's Disease-Free World with Knowledge and Love

Logo: Attached

Hashtag : #WHDD2020

Participating organizations

	Organization	Country	Area	Facebook/Web links
1	ENAPAL (Ethiopian National Association of Persons Affected by Leprosy)	Ethiopia	Africa	https://www.facebook.com/Ethiopian-National-Association-of-Persons-Affected-by-Leprosy-110927617075029/
2	IDEA GHANA	Ghana	Africa	www.facebook.com/ideaghana2003
3	IDEA Kenya	Kenya	Africa	https://www.facebook.com/idealeprosynetworkkenya https://www.facebook.com/IDEA-Refaco-KENYA-Foundation-112401553532961/ https://www.facebook.com/oraga
4	IDEA Mozambique	Mozambique	Africa	https://www.facebook.com/idea.mocambique https://www.facebook.com/IDEA-Mocambique-102629387880715/?modal=admin_todo_tour&_rdc=1&_rdr

5	IDEA Niger	Niger	Africa	https://www.facebook.com/pg/Association-IDEA-104377407704513/posts/?ref=page_internal
6	IDEA Nigeria	Nigeria	Africa	https://www.facebook.com/idea.ideanigeria.7
7	TLA (Tanzania Leprosy Association)	Tanzania	Africa	https://www.facebook.com/ukoma.tanzania https://twitter.com/UkomaUnapona
8	Bogura Federation	Bangladesh	Asia	https://www.facebook.com/Lepra-Bangladesh-1048843081806094/ https://www.facebook.com/wecanfederation/?eid=ARB8zeQedDLyxQlk0GVuVD5nS_O1ipIO7JJuM6vKCNLMX86P69X0zI3T4bvvWUhShQ7D8ZOO6yhKvIk
9	DAPA (Disadvantaged People's Association) supported by TLM-B (The Leprosy Mission Bangladesh)	Bangladesh	Asia	https://www.facebook.com/The-Leprosy-Mission-International-Bangladesh-1615193542092514/ https://www.facebook.com/dapa.bd/
10	HANDA (HANDA Rehabilitation and Welfare Association)	China	Asia	https://www.weibo.com/gdhanda?is_hot=1 https://weibointl.api.weibo.cn/share/113633440.html?weibo_id=4461753662516046
11	APAL (Association of People Affected by Leprosy)	India	Asia	https://www.facebook.com/profile.php?id=100009011271167
12	PerMaTa Indonesia	Indonesia	Asia	https://www.facebook.com/permata.nasional
13	MAPAL (Myanmar Association of Persons Affected by Leprosy)	Myanmar	Asia	https://www.facebook.com/mapal.myanmar https://www.facebook.com/MAPAL-Myanmar-114487813348320/?eid=ARCIST6-pvcoPF8_OiRq90sWrH_ym7IZudiOoAw_I5BGKgegWu1X4zqquR7wn89fAUirf_i24NVph0T
14	IDEA Nepal	Nepal	Asia	https://www.facebook.com/ideanepal1998/
15	CLAP (Coalition of Leprosy Advocates of the Philippines)	Philippines	Asia	https://www.facebook.com/clapphil/
16	MORHAN (Movement for the Reintegration of Persons Affected by Hansen's Disease)	Brazil	South America/Caribbean	https://www.facebook.com/Morhan.Nacional/
17	Felehansen	Colombia	South America/Caribbean	https://www.facebook.com/Felehansen/

About Sasakawa Health Foundation

Sasakawa Health Foundation is a Nippon Foundation group organization. It was established in 1974 with a focus on leprosy. To date it has been involved in work against leprosy both in Japan and overseas. Focusing on leprosy as both a medical and social issue, the foundation also supports efforts to preserve the history of leprosy so that future generations can learn lessons from the disease and society's response. For further information, please visit: <https://www.shf.or.jp/?lang=en>

In addition to the photograph accompanying this release, further images as well as the list of the participating organizations may be downloaded

from: https://1drv.ms/u/s!Atbpjs-exsO5nmug_xO9VFJ4QbYj?e=ccBsJl

CONTACT: Chiemi Sanga, +81-6229-5377, +81-70-4509-4213, e-mail:
shf_hd_pr@shf.or.jp

Interviews (including online interviews) can be arranged upon request with spokespersons from Sasakawa Health Foundation and People's Organizations.