



Department of Health

KATHY HOCHUL
Governor

JAMES V. McDONALD, MD, MPH
Commissioner

JOHANNE E. MORNE, MS
Executive Deputy Commissioner

May 2025

Dear Provider,

The New York State Department of Health AIDS Institute is pleased to celebrate May as Hepatitis Awareness Month and May 21st as Hepatitis C Cure Day. New York State has committed, as part of a larger global public health effort, to eliminating hepatitis C by 2030 as outlined in the [New York State Hepatitis C Elimination Plan](#). With your support, we anticipate that 2025 will be a year of exciting and engaging events!

Hepatitis Awareness Month is an opportunity to raise awareness of viral hepatitis and encourage people to get tested. Hepatitis C Cure Day is an annual event, during May, that aims to celebrate those cured of hepatitis C and motivate those living with hepatitis C to initiate and complete treatment.

The AIDS Institute strongly encourages all providers to engage in “opt-out” hepatitis C testing. Opt-out testing is defined as a process in which clients are informed that hepatitis C testing will be included as a routine standard of care, provided to all clients, and that they may decline the test if they so choose. Along with appropriate post-test counseling and education for those who test reactive, this approach allows for linking patients to appropriate hepatitis C care and treatment. For more information on opt-out hepatitis C testing go to:

https://www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/optouttesting.htm

We invite you to get involved. Included in this email, please find resources to use during the month of May to celebrate Hepatitis Awareness Month and Hepatitis C Cure Day. Many activities for celebrating Hepatitis Cure Day are included in our [Hepatitis C Cure Day Toolkit](#). Some ideas include:

- Plan HCV testing events.
- Host an exhibit with health education materials, information, and music or art inspired to raise awareness. Use the [HIV, STIs, Hepatitis coloring book](#)!
- Host a viewing of the [Hepatitis C animated videos](#) and [video testimonials](#)
- Create a “What Hepatitis C Cure Means to You” board in your program or clinic. Or use your programs social media pages to hear from your networks!
- Educate and share information with hepatitis C games and quizzes.
- Ask people to participate in a photo booth, using a social media photo frame, or posting to show their support for hepatitis C elimination.
- Celebrate the achievement of key milestones in hepatitis C treatment with a ceremony.
- Share a hepatitis C message in your virtual background or virtual waiting room!

Below are some additional resources to help support Hepatitis Awareness Month and Hepatitis C Cure Day activities:

- ❖ [Hepatitis C Cure Day Toolkit](#)
- ❖ [Hepatitis C Educational Materials](#)
- ❖ [New York Cures Hep C – Hepatitis C Elimination Campaign](#)
- ❖ [Hepatitis Awareness Month Resources - CDC](#)

If you have any questions or suggestions for Hepatitis Awareness Month or Hepatitis C Cure Day, please email us at hepatabc@health.ny.gov

In health,

AIDS Institute

Bureau of Hepatitis Health Care and Epidemiology