



## Department of Health

KATHY HOCHUL  
Governor

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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 21<sup>st</sup> 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](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](mailto:hepatabc@health.ny.gov)

In health,

AIDS Institute

Bureau of Hepatitis Health Care and Epidemiology