

Guidelines: Guinness World Record™ **World Hepatitis Day 2013**

Dear Participant,

On July 28th our global hepatitis community will unite around the world to raise awareness and fight stigma.

This is our chance to shine a spotlight on hepatitis, our opportunity to gain recognition for the disease on a global level. Last year we did this by setting our own Guinness World Record™ for hepatitis, and this year we want to break it to show the growing support for the disease prevention and control.

Absolutely everyone can identify with a record attempt, no matter where you're from, what language you speak, or how old you are. Breaking a record is about setting ourselves a seemingly impossible goal and showing the determination to achieve it. We've already shown we can do this with the WHO resolution.

It is also about mobilising our community and showing our governments that we are a powerful voice that cannot be ignored. It is therefore extremely important that as many people as possible take part. Because if we can't be bothered to take part in a simple action, our governments may feel they cannot be bothered to devote the resources to tackling hepatitis in the way we want.

If we are to draw attention and make a change, we must be united in our actions. Please join us in creating an unforgettable global event and help show that the movement to overcome hepatitis is stronger than ever.

Charles Gore

President

World Hepatitis Alliance

The World Hepatitis Alliance is planning the second Guinness World Record™ attempt to celebrate World Hepatitis Day on 28th July 2013. This document contains information on what you will need to do to take part.

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1. Our World Record: What is the Plan?

Record title:

The most people performing the “see no evil, hear no evil, speak no evil” actions in 24 hours at multiple venues around the world.

Record attempt:

What?

- Repetition of the Three Wise Monkeys actions (see below)

When?

- 28th July 2013
- Your record event must take place within 12 hours either side of 12.00 UCT+1 (London UK time). Below are some examples of timings in various cities to help you plan.

City	Vancouver	New York	Rio de Janeiro	Dakar	London	Cairo	New Delhi	Manila	Sydney
Record can be held between these times	16.00 27 th	19.00 27 th	20.00 27 th	23.00 27 th	00.00 28 th	01.00 28 th	04.30 28 th	07.00 28 th	11.00 28 th
	16.00 28 th	19.00 28 th	20.00 28 th	23.00 28 th	00.00 29 th	01.00 29 th	04.30 29 th	07.00 29 th	11.00 29 th

Record theme:

These actions relate to a proverb known as the three wise monkeys. These monkeys are:

Mizaru, covering his eyes, who sees no evil,
Kikazaru, covering his ears, who hears no evil,
Iwazaru, covering his mouth, who speaks no evil.

There are many meanings attached to the proverb, but mostly it is used to refer to those who deal with problems by refusing to acknowledge them. This theme has been chosen to highlight that around the world hepatitis is being ignored.

2. The ‘See no evil, hear no evil, speak no evil’ Sequence

The record attempt will aim to have the most people around the world performing the Three Monkeys actions within 24 hours. The sequence must be carried out by everyone at the same time. Therefore, you might want to have a leader to lead the sequence from a stage visible to all participants. It is recommended that we repeat the sequence several times to make sure everyone has taken part.

The sequence of the actions will be as follows:



See No Evil

People cover their eyes with their hands
(hold for approximately 5 seconds)



Hear No Evil

People cover their ears with their hands
(hold for approximately 5 seconds)



Speak No Evil

People cover their mouth with their hands
(hold for approximately 5 seconds)

3. What We Need to Know

You will need to get in touch with us at contact@worldhepatitisalliance with the following details, at least one month before the event.

What the Alliance needs to know before the event:

- ✓ Your chosen venue to ensure it complies with guidelines
- ✓ The names and occupations of your two witnesses
- ✓ Your chosen counting method
- ✓ How you plan to close off the record attempt area

4. Requirements

Guinness World Records™ has strict requirements on what you must do to make sure the attempt qualifies as a record. Your event may not count unless you can tick all of these boxes, so please read the following requirements checklist carefully:

At least 25 people to take part (excluding stewards).	
The same sequence must be carried out by everyone at the same time.	
A venue that is public or open to public inspection . This area must be clearly marked and have controlled entrances and exits. If using an outdoor space, an area could be sectioned off using barriers or tape (see section 5).	
Two independent witnesses . These need to be respected members of the community. This could include an MP, councillor, civil servant, teacher, policeman etc. (see section 6). The witnesses must be independent of each other (they cannot know each other or be related).	
One steward per every 50 participants (see section 6).	
An accurate counting method to make sure you know how many people have taken part (see section 6).	
An enclosed area . The area in which people are standing must be cordoned off and controlled. Photo evidence must clearly show this (see sections 6 and 7).	
Witness statements – two witnesses must confirm the record through witness statements which must be returned to the World Hepatitis Alliance (see section 7). Please use the template provided with this document.	
Steward statements – all stewards must confirm their participation through steward statements which must be returned to the World Hepatitis Alliance (see section 7). Please use the template provided with this document.	
At least five high quality colour photographs in digital format.* Colour photocopies are not acceptable. These photographs must show:	
<ol style="list-style-type: none"> 1) The scale of the attempt and include everyone taking part within the photo (see section 7). 2) Evidence of the restricted area. 	

3) Evidence that all actions in the sequence were being carried out.	
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*We ask for digital format as this format of file is usually date stamped (showing the 'date taken' in the file properties). Please let us know if you don't have a digital camera and we will find a solution.

5. Choosing Your Venue

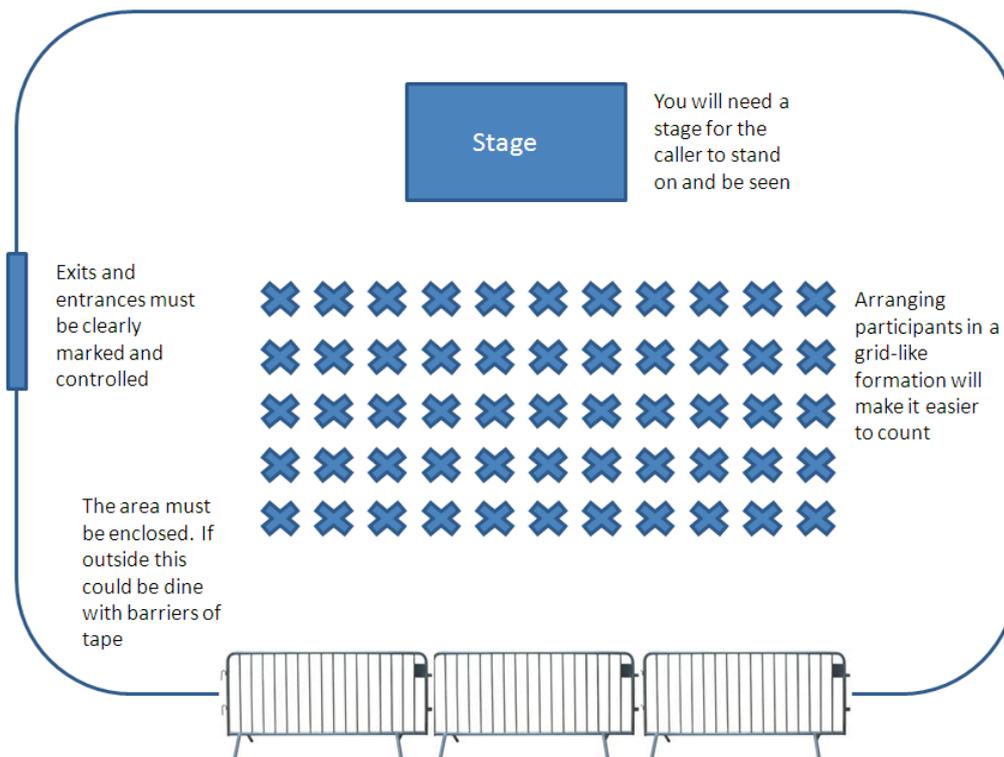
To hold your record attempt, you will need to find a local venue. This could be a public building or an outdoor space, for example a school hall, playground, public building, gymnasium or sports ground.

Venue Requirements

- The venue must be public and must have controlled entrances and exits so you can count and control participants.
- A registration table at the entrance, where you will count people.
- A raised stage, for the people leading the sequence to stand on. They could use a microphone headset, if needed, so that everyone can hear instructions clearly.

Handy tip

Choose a venue that is easy to access for those you want to take part. You might also want the record to take place in a busy area to attract attention, or in an interesting or beautiful place, so that the event is as visually striking as possible.



6. Witnesses, Stewards and Counting Participants

Witnesses

You will need **two** witnesses to officially verify the record.

These people cannot participate in the World Record, must be independent of each other and must not be part of your organisation. They also need to be respected members of the community. This could mean an MP, councillor, civil servant, teacher, policeman etc.

Witnesses must each complete and sign a written statement (see attached template) and submit to the World Hepatitis Alliance to verify the record.

Stewards

You will need **one** steward per every 50 participants.

They cannot participate in the World Record, and must not be part of your organisation.

Stewards count participants and support the witnesses in checking everything is running smoothly. Stewards must complete and sign a written statement (see attached template) and submit to the World Hepatitis Alliance to verify the record.

All stewards must each complete and sign a written statement (see attached template) and submit to the World Hepatitis Alliance to verify the record.

Participants

All participants should be counted as they go into the record attempt area. Organisations need to provide evidence of their counting methods. Here are some ways that this can be done:

- **Grid-like distribution** of participants: you can arrange participants in rows or squares so that each contains a certain number of people. These units can then be counted to record a final total.
- **Clickers**: two at each entrance, operated by independent individuals.
- **Ticket stubs** provided at the entrance.
- **Wristbands**, bar coded or individually numbered and given out at the entrance.

Anyone leaving the event area before the end of the record must be deducted by stewards.

7. Evidence and Judging

For your attempt to qualify as part of the global record, you will need to assemble evidence from your site and submit it to the World Hepatitis Alliance who will register the World Record Attempt with Guinness on behalf of everyone taking part.

Evidence

The minimum requirement for evidence is:

1. **Two witness statements** – completed and signed by your two witnesses.
2. **Steward statements** – completed and signed by all stewards
3. **High quality colour digital photographs** showing the following:
 - Everyone taking part, showing the whole crowd with each individual clearly able to be counted
 - Evidence of restricted area
 - Evidence of all actions in the sequence being carried out

If you have them, you might also want to send media coverage cuttings from local or national newspapers, magazines or video footage. Video footage can be sent on VHS (PAL or NTSC), DVD or CD-ROM.

Submitting Evidence

The above evidence should be submitted by email, on the **same day** as the record, to:
contact@worldhepatitisalliance.org.

Should you wish to send video content to the Alliance on a DVD, this can be sent to:

Hilary Campbell
The World Hepatitis Alliance
1, Baden Place
London
SE1 1YW
United Kingdom

Handy Tip

The more information that can be provided, the higher the chance that your event will qualify for the record, so please send as much evidence as you have available.

8. Making the Most of Your Event

Here are some ideas of how you can make the most of your event, not only to publicise World Hepatitis Day, but also your organisation.

Before the day:

- **Advertise** – To recruit participants use campaign materials ahead of the event, such as posters, leaflets, e-alerts to your members etc.
- **Ask people to register** - To gain people's commitment you may wish to provide a registration form to ask for their details, so you can send them final information
- **Make an information pack** - Nearer to the time, make and distribute a pack with all final information including instructions, venue, time etc.

On the day:

- **Include an educational element** - while the participants are together, you might want to hold a short speech about the day and why we need to come together to support hepatitis.
- **Provide food** – Having snacks available or providing entertainment will bring a bigger crowd.
- **Invite well known people** - Invite relevant celebrities to join in or journalists to photograph the event.
- **Branding** - Wear t-shirts featuring campaign logos and ensure you have lots of visual branding around your organisation.
- **Take interesting photos** - Explore different shots with your photographer, e.g. a shot from above, to get maximum impact.
- **Social media** - Upload pictures to social media platforms such as Facebook or Twitter and encourage participants to do the same.
- **Flyers for passers-by** – if your event is in a public place, have some information ready for people passing by who take interest in what you are doing. This is a good way to promote your organisation.
- **Three wise monkey soft toys** – If you are participating in the three wise monkey travelling campaign, why not include the record attempt as their final destination?

Disclaimer

Guinness World Records™ or the World Hepatitis Alliance will not accept responsibility for the safety of participants or bystanders in any record attempt. It is your sole responsibility to ensure that all necessary safety precautions are in place and that all equipment used is suitable and thoroughly checked prior to the record attempt taking place and in compliance with any and all local health and safety laws and regulations.

Good luck!