

Gilead - Republic of Georgia HCV Video

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Intro

Gilead Sciences is creating a short online video (3-5 minutes) to tell the story of HCV eradication in the Georgia. We will shoot at the Georgian Embassy in Washington, D.C. on Wednesday, Dec. 7, Tbilisi, Georgia on Dec. 13 and on the road between Tbilisi and Zugdidi (and back) on Dec. 14 and 15. For a good overview of the program, see:

<http://www.reuters.com/article/us-health-hepatitis-gilead-georgia-idUSKBN0ND1XU20150422>

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Plan for Photos

We will capture still photos of all video interviewees either before or after their video interview.

Plan for Video: Calendar/Shot List [Work in Progress]

Wed. December 7	Embassy of Georgia in Washington, D.C. Time: 9 AM - 1 PM  1824 R St NW, Washington, DC 20009 (map) • Film presentation of artwork from Georgia to Gilead, including speeches. • General B-Roll at Embassy • PHOTOS
Mon. Dec. 12	Arrive 4 AM Tbilisi. Check in Raddison Blu
Tue. December 13	Ministry of Labor, Health and Social Affairs, Tbilisi Time: TBD  144 Akaki Tsereteli Ave, Tbilisi, Georgia (map) • Interview: Minister Davit Sergeenko • B-Roll at Ministry with with Minister • General B-Roll at Ministry • PHOTO of Minister
	HCV Management Center, Tbilisi Time: TBD Address: (map) • Interview: Deputy Minister of Health, Valeri Kvaratskhelia • B-Roll at Management Center

	● Close shots of drugs, testing, medical records ● PHOTO of Deputy Minister
	HCV Clinic, Tbilisi Time TBD Address: (map) ● Interview: Patient(s), Healthcare Worker(s) ● B-Roll at Clinic ● PHOTO of Patient ● PHOTO of worker
	B-Roll at Fuksas Time TBD 
	B-Roll at Peace Bridge (maybe) Time TBD 
	B-Roll at Nutsubidze IV Plateau (or similar) Time TBD 
	B-Roll at Metro

	Time TBD 
	B-Roll at location illustrative of common means of HCV transmission Time TBD
	Sleep Raddison Blu
Wed. December 14	Drive to Zugdidi • B-Roll along way Waypoints along route to research for B-Roll 1. Tbilisi 2. Mtskheta 3. Perma 4. Samtavisi 5. Gori 6. Kareli 7. Agara 8. Kashura 9. Surami 10. Nadaburi 11. Zestafoni 12. Terjola 13. Gejuti 14. Samtredia 15. Senaki 16. Khobi 17. Khamiskuri 18. Zugdidi

	HCV Center, Zugdidi Address: (map) • Tour (either from David or Irine) and film the building for B-Roll. • Possibly film tour and use in that format in video. • Interview Nugzar Bulkwadze (sp?) or other person • B-roll with interviewee • Close shots of drugs, testing, other medical items
	B-Roll at Zugdidi market Time TBD 
	Prison? I have read that Hep C was highly prevalent in penal system. And it is no longer. Does it make sense and do we have time (and would we be able) to film briefly inside a penitentiary?
	Sleep Zugdidi
Thu. December 15	General, Drive from Tbilisi to Zugdidi • Capture B-Roll along way
	Check In Radisson Blu
Material to ask for	Archival footage/photos, including Stop C campaign. E.g.  STOP C: Presidential couple joins fight against Hepatitis C http://agenda.ge/news/28323/eng

Appendix A: Interviewees and Draft Questions

Minister of Health, Labor and Social Affairs Davit Sergeenko

Bio: Minister Sergeenko is a Georgian physician and healthcare administrator, serving as Georgia's Minister of Health, Labor, and Social Affairs since 25 October 2012.

Purpose of Interview: Minister Sergeenko will give context about Georgia, rationale behind elimination project, why it's important

Location: Either Georgian Embassy, Washington, DC or Ministry, Tbilisi

Questions:

1. Please tell us about your country? What do you love about Georgia? What are some challenges Georgians face?
2. What are the responsibilities of your ministry?
3. Is it common for ministers of health to also be physicians? How does your direct experience with patients and their families help you do your job as the top health official in your country.
4. You have served all sorts of patients: children, intensive care patients, military patients — has this changed your perspective of public health needs?
5. Please tell us about Georgia's Universal Health Care program?
6. Please describe Georgia's HCV Elimination Program
7. How did the idea come about?
8. What is your vision for the program?
9. How has Gilead helped the program?

Deputy Minister of Health, Dr. Valeri Kvaratskhelia

Bio: Deputy Minister Kvaratskhelia is Deputy Minister of Ministry of Labour, Health and Social Affairs of Georgia. He is curator Deputy Minister of NCDC and State Regulation Agency for Medical Activities. He is responsible for infrastructure, policies, and programs of national Healthcare. Dr. Kvaratskhelia is Head of Committee specially dedicated for development and implementation of C Hepatitis Elimination strategic plan. Dr. Kvaratskhelia previously was a member of parliament of Georgia. He received his MD from the Kalinin State University Of Medicine. he has authored several scientific publications.

Purpose of Interview: Deputy Minister Kvaratskhelia will give context about Georgia, rationale behind elimination project, why it's important

Location: Hep C. Management Center in Tbilisi

Questions:

1. Please tell us about your country? What do you love about Georgia? What are some challenges Georgians face?
2. What are the responsibilities of your ministry?
3. Please describe Georgia's HCV Elimination Program
4. How has Gilead helped the program?

Patient: Temur Radiani

Date of birth - 1955, March 18;

Profession - Biologist, PhD;

Married;

The existence of the virus in his body he learned in 2008. Aware of the disease, its treatment and side effects. He did not hide the information from his surrounding. With the help of his Friends he began treatment in 2013, but after 3 months, from the fact that the treatment had no result, was forced to stop. Patient did have the information regarding an effective anti HCV drug, but had not had the financial resources to exercise it. Temur Radiani joined C Hepatitis treatment program in the first cohort in 2015. In October 2015 he successfully completed treatment.

Purpose of Interview: Talk about experiences with HCV and treatment. Provide depth to the story. Provide emotional connection to the numbers.

Location: One of 11 clinics in Tbilisi

Questions:

- Please tell us about yourself? Your work? Your family?
- When were you diagnosed with Hep. C?
- How do you suspect you contracted Hep. C?
- How did you discover you were infected?
- What was your experience living with Hep. C before this program?
- How is this program helping you?

Patient: Irakli Koridze

Date of birth - 1956, 19 May;

Family - Married; He has a wife and two children;

Profession - economist;

1999-2002 years – Member of the Council of Representatives Of Tbilisi City Hall;

2003 - 2004 he worked as Gldani region governor;

He learned about the existence of C- virus in his body's in the 90th learned, however, confirmed the diagnosis was set in 2005. In 2008 he underwent a treatment course with "Interferon", but to no avail. He joined the state program in 2015 and was one of the initial 5000 patients. In October 2016, the study showed that the treatment was successful and he no longer has the virus.

Purpose of Interview: Talk about experiences with HCV and treatment. Provide depth to the story. Provide emotional connection to the numbers.

Location: One of 11 clinics in Tbilisi

Questions:

- Please tell us about yourself? Your work? Your family?
- When were you diagnosed with Hep. C?
- How do you suspect you contracted Hep. C?
- How did you discover you were infected?

- What was your experience living with Hep. C before this program?
- How is this program helping you?

Patient: Veriko Bendeliani

Date of birth - 1972, March 30;

Profession - philologist;

Family - Married; She has a husband and two children;

She learned about the C- virus existence in the body's in 2012. She joined the elimination program in 2016 and she should finish the treatment in January 2017.

Purpose of Interview: Talk about experiences with HCV and treatment. Provide depth to the story. Provide emotional connection to the numbers.

Location: One of 11 clinics in Tbilisi

Questions:

- Please tell us about yourself? Your work? Your family?
- When were you diagnosed with Hep. C?
- How do you suspect you contracted Hep. C?
- How did you discover you were infected?
- What was your experience living with Hep. C before this program?
- How is this program helping you?

Patient: Zaza Tsiklauri

Date of birth - October 8, 1966;

Place of birth: Tbilisi, Georgia

Education: Higher; Bread expert

Marital status: Married; (He has a wife and two children)

Work Experience: Now retired; 1987-1994 yy - Trade Division

Also he have had a private business and a few years, worked in Turkey. While there he learned about the existence of the virus in the blood, in 2008.

Treatment began in May 2015 and successfully completed - no longer have the virus in the blood.

Protects diet and follows a healthy lifestyle. He loves hunting, fishing and football.

Purpose of Interview: Talk about experiences with HCV and treatment. Provide depth to the story. Provide emotional connection to the numbers.

Location: One of 11 clinics in Tbilisi

Questions:

- Please tell us about yourself? Your work? Your family?
- When were you diagnosed with Hep. C?
- How do you suspect you contracted Hep. C?
- How did you discover you were infected?
- What was your experience living with Hep. C before this program?

- How is this program helping you?

Patient: Zaza Tsiklauri

Date of birth: 1961, October

Place of birth: Sukhumi

Education: Finished high School

Marital status: Married; (He has a wife and two children)

Work Experience: retired, worked on the construction;

Learned of the existence of the virus in blood, in 2014, involved in the elimination program in 2015 and successfully completed it. At the end of treatment, the existence of the virus in the blood is negative.

Protects healthy lifestyles.

Purpose of Interview: Talk about experiences with HCV and treatment. Provide depth to the story. Provide emotional connection to the numbers.

Location: One of 11 clinics in Tbilisi

Questions:

- Please tell us about yourself? Your work? Your family?
- When were you diagnosed with Hep. C?
- How do you suspect you contracted Hep. C?
- How did you discover you were infected?
- What was your experience living with Hep. C before this program?

Project Healthcare Worker: Tengiz Tsertsvadze MD, PhD

Member of state commission of Georgia's Hepatitis C Elimination Program

Purpose of Interview: Talk about HCV prevalence in Georgia, their experiences as a clinician, and the healthcare context more generally.

Location: One of 11 clinics in Tbilisi

Questions:

- Please tell us about your work with patients?
- What are some of the challenges?
- What are some of the joys?
- How is the program helping?
- How is this program helping?

Project Healthcare Worker: Dr. David Metreveli MD PhD

Purpose of Interview: Talk about HCV prevalence in Georgia, their experiences as a clinician, and the healthcare context more generally.

Location: Medical Center “Mecheveli” 9 Al. Kazbegi Ave., Tbilisi, Republic of Georgia.

Questions:

- Same as above

Project Healthcare Worker: Maia Butsashvili

Director, Health Research Union; Infectious Diseases Physician, Clinic NeoLab

Purpose of Interview: Talk about HCV prevalence in Georgia, their experiences as a clinician, and the healthcare context more generally.

Location: ____

Questions:

- Same as above

Nugzar Bulkwadze (sp?)

Bio: Zugdidi Center Director?

Purpose of Interview: Talk about model center in Zugdidi.

Location: Zugdidi center

- Please tell us about your work with patients?
- What are some of the challenges?
- What are some of the joys?
- How is the new center going to help?
- What are some of the advantages of having everything under one roof?

Appendix B: Storyboard For Final Video [THIS IS HIGHLY PRELIMINARY]

Audio	Visual
Music	<u>Opening Option 1:</u> Street scene in Tbilisi. Card above footage reads: “Georgia, a country at the crossroads of Asia and Europe, has one of the highest estimated Hepatitis C prevalences in the world. / In partnership with Gilead, Georgia’s Ministry of Health has embarked on a world first: to eradicate Hepatitis C in an entire nation.” <u>Opening Option 2:</u> White background a’la CSR videos. Card: same wording as option 1 <u>Opening Option 3:</u> Footage of clinic. Card above footage: same wording as option 1
	Medium shot of Ministry of Health, Tbilisi. Cars driving by. Lower Third. Ministry of Labor, Health and Social Affairs of Georgia, Tbilisi, Georgia
Davit Sergeenko Minister of Health, Labor and Social Affairs Georgia. He will talk about about Georgia’s history with HCV and disease prevalence. And why the government is undertaking this ambitious effort. He will mention Gilead	Interview with Davit Sergeenko Minister of Health, Labor and Social Affairs Georgia in the Ministry of Health building. Lower Third Dr. Davit Sergeenko Minister of Health, Labor and Social Affairs Georgia Shots: Interview filmed with two cameras: close up and medium shot. Cutaway shots:

	Minister meeting with staffer in his office Minister walking around ministry building Possible additional footage: news photos and/or TV footage of program being announced. Bunch of stuff online from last week most likely
Dr. Kvaratskhelia is Head of Committee specially dedicated for development and implementation of C Hepatitis Elimination strategic plan.	Interview with Deputy Minister of Health, Valeri Kvaratskhelia in at the HCV Management Center, Tbilisi (about 30 minutes from ministry). Lower Third Dr. Valeri Kvaratskhelia Deputy Minister of Health, Labor and Social Affairs Georgia Shots: Interview filmed with two cameras: close up and medium shot. Cutaway shots: Deputy Minister meeting with doctors at center Deputy Minister walking around center Deputy Minister talking to colleagues surrounded by health records at center Possible additional footage: news photos and/or TV footage of center being opened.
	Patient Interview at Tblisi Clinic
	Doctor Interview at Zugdidi
	END

Appendix C: Vaccinations (Per CDC)

All Travelers

1. Make sure you are up-to-date on routine vaccines including measles-mumps-rubella (MMR) vaccine, diphtheria-tetanus-pertussis vaccine, varicella (chickenpox) vaccine, polio vaccine, and your yearly flu shot.

Some Travelers

1. Hepatitis A. CDC recommends this vaccine because you can get hepatitis A through contaminated food or water in Georgia, regardless of where you are eating or staying.

Some Travelers

2. Hepatitis B. You can get hepatitis B through sexual contact, contaminated needles, and blood products, so CDC recommends this vaccine if you might have sex with a new partner, get a tattoo or piercing, or have any medical procedures.
3. Rabies. Rabies can be found in dogs, bats, and other mammals in Georgia, so CDC recommends this vaccine for the following groups: Travelers involved in outdoor and other activities (such as camping, hiking, biking, adventure travel, and caving) that put them at risk for animal bites. People who will be working with or around animals (such as veterinarians, wildlife professionals, and researchers). People who are taking long trips or moving to Georgia. Children, because they tend to play with animals, might not report bites, and are more likely to have animal bites on their head and neck.