

Amitabh Bachchan appointed WHO goodwill ambassador for Hepatitis

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The veteran actor has been brought on board to boost awareness and intensify action to arrest the Hepatitis epidemic.



Celebrated Indian actor Amitabh Bachchan, a Hepatitis B conqueror, is appointed as the WHO Goodwill Ambassador for the Hepatitis awareness programme in southeast Asia region.

The veteran actor has been brought on board to boost awareness and intensify action to arrest the Hepatitis epidemic.

In his capacity, the actor will lend his voice and support to public awareness programmes that aim to scale up preventive measures and advocate for early diagnosis and treatment of viral Hepatitis to reduce the disease burden.

This association is expected to help strengthen WHO's efforts in reducing the high numbers of premature deaths and illnesses from viral Hepatitis which is not only causing hardships to individuals and families, but also impacting health and development across the region

Amitabh had earlier served as Unicef Goodwill Ambassador for the polio eradication campaign in India, and has been supporting and promoting various health and related issues in the country such as childhood immunisation programme, anti-tuberculosis campaign and 'Clean India' initiative.