

## Overview

- The Asian Liver Center launched the Jade Ribbon Campaign in May 2001 to unite against hepatitis B and liver cancer. The goal of the campaign is to spread awareness and provide ethnically targeted health information to the Asian and Pacific Islander community and health professionals throughout the world.
- The Jade Ribbon Campaign is promoted through public service announcements and media such as newspapers, magazines, TV, radio, billboards, and buses targeting communities with large Asian and Pacific Islander populations.
- Adopted throughout the United States as an emblem to signify the fight against hepatitis B and liver cancer with partners in the San Francisco Bay Area, Los Angeles, Orange County, San Diego, Phoenix, New York City, and the State of Hawaii.

## The Jade Ribbon Campaign – China:

- Officially launched at the National Viral Hepatitis Prevention Conference, 2004
- Partnered with the China Foundation for Hepatitis Prevention and Control, Chinese Centers for Disease Control (CDC), Ministry of Health, provincial CDC, local health departments, Shin Shin Educational Foundation, Sun Hung Kai Properties Kwok Foundation Ltd., the Lui Hac Minh Foundation, the Zeshan Foundation, and the Ping and Amy Chao Family Foundation
- Notable achievements of the campaign include:
  - 2004 Sichuan Province – vaccination of 3,500 grade-school children
  - 2005 Guangdong Province – vaccination of over 150,000 students
  - 2006 JiaoTong University – formation of first Jade Ribbon Club by medical and pharmacy students
  - 2006 Sunshine Volunteers – national volunteer network to spread hepatitis B awareness throughout universities in 19 provinces
  - 2006-2008 Qinghai Province – education and vaccination of 600,000 grade-school children in 2,200 schools

Considered to be the essence of heaven and earth, jade is believed in many Asian cultures to bring good luck and longevity while deflecting negativity. The Jade Ribbon is folded like the Chinese character for people "人" to symbolize the united voices of those fighting hepatitis B and liver cancer worldwide.

