



Community Response and Initiatives to Hepatitis B

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Primary Care Providers, Policy Makers, and the Public are Poorly Informed about Chronic Hepatitis B

- Missed opportunity for prevention/immunization
- Missed opportunity for early detection
- Missed opportunity to provide appropriate medical care to improve health outcome

Community Hepatitis B Initiatives plays an Important Role

- Increase community and providers awareness and knowledge about chronic HBV
- Provide community-based screening, and vaccination or referral for care
- Advocacy at local, state and national levels
- Community initiatives are shared through monthly “National Task Force on Hepatitis B” conference call

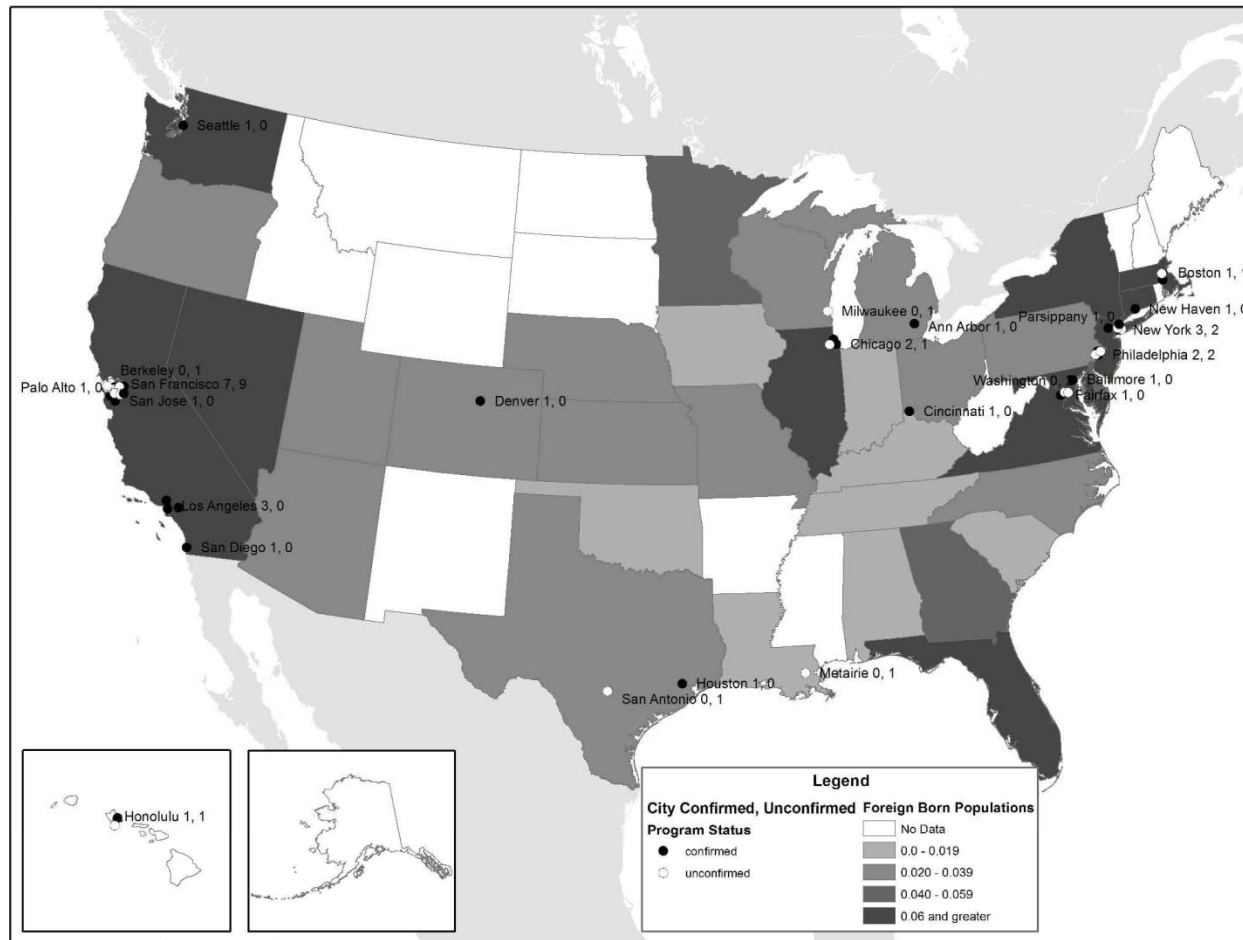
Community-based hep B screening are successful in identifying HBsAg high prevalence population

Rein DB et al. J Viral Hep 2009 (Aug 6, Epub ahead of print)

- CDC and RTI conducted a study in collaboration with the National Task Force on Hepatitis B
- Identified 55 potential outreach screening programs, 31 appeared to be active (does not include federally qualified health centers, state or local health dept, refugee health programs)
- Screened about 21,817 people in 2008, and identified 1,745 HBsAg positive persons (8.1%). 9.7% among Vietnamese, 8% among Chinese, 5.7% among Koreans.
- Funding: pharmaceutical 40%, community hospitals 37%, research or service grants 37%, local government 30%, state 27%, federal 10%, and private donations 23%, .

Community-Based Hepatitis B Screening Programs in 2008

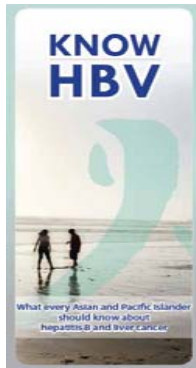
Rein DB et al. J Viral Hep 2009 (Aug 6, Epub ahead of print)



Juon, H. S., C. Strong, et al. (2008)

J Community Health 33(4): 199-205

- Hepatitis B Initiative-DC
- *Faith based* hepatitis B outreach program at 9 Chinese and Korean churches in the Baltimore-Washington area
- Provide culturally and linguistically tailored HBV education, free screening and free vaccination
- 2003-2006, 1,775 people tested for HBsAg and anti-HBs.
- 2% HBsAg positive and 61% unprotected.
- Of 984 unprotected, 94% received one hep B shot and 79% completed the 3 hep B shots



Jade Ribbon Campaign to Prevent and Fight Hepatitis B and Liver Cancer (Launched in the Bay Area, May, 2001)

Raise public and providers' awareness using JRC culturally and linguistically appropriate educational materials and multimedia public service announcements

- Get tested
- Get vaccinated
- Get medical management and screen for liver cancer
- 2001-06, screened 3,163 API adults at community events for HBsAg and anti-HBs
- 9% HBsAg positive, 2/3 were unaware of their infection
- Of those who said they were vaccinated, 5% were HBsAg positive

Effectiveness of JRC: a culturally and linguistically targeted Outreach program

Chao, SD et al. 2009. J Immigr Minor Health 11 (4):281-90

- Study of 476 Chinese Americans who attended a five hour JRC screening and education event in Palo Alto
 - 13% tested positive for HBsAg
 - All participants were provided with JRC educational brochures in Chinese and English, and invited to attend concurrent educational talk
 - Despite 79% had college or higher degrees, 45% reported that they only learnt about HBV information from the JRC
 - Despite 86% had health insurance and 74% a regular physician, 71% said their doctors never talked to them about HBV before
 - 75% indicated they attended the event as a result of JRC media campaign in 2 Chinese newspapers

Effectiveness of JRC: a culturally and linguistically targeted Outreach program



Chao, SD et al. 2009. J Immigr Minor Health 11 (4):281-90

- Follow up telephone survey after 1 yr
 - 309 (65%) participated
 - 67% HBsAg positive persons heeded recommendation and received chronic HBV care or liver cancer screening
 - 78% heeded recommendation to have family members tested. Among them, 17% reported other family members tested positive (60% sibling, 20% parent, 20% child)
 - Of the unprotected, 25% visited their providers and got vaccinated

Culturally Tailored Education Results in Significant Knowledge Improvement

Hsu EC, et al, 2007. JNMA. 99:900-907

- Collaboration between Montgomery County Dept of Health, Asian American Health Initiative Program, American Cancer Society, U of Maryland, Johns Hopkins School of Public Health
- Screened 807 API (10/05-7/06) at 9 faith based or community based organizations. HBsAg was positive in 4.5%
- Evaluate the effectiveness of culturally tailored education using JRC educational materials
- Demonstrated with pre and post surveys that culturally tailored education resulted in significant knowledge improvements in all age groups and API ethnic groups.

3 for Life: Demonstrates the Feasibility of a Fee-For-Service community-based Hep B prevention program

Chang et al, 2009, Am J Health Promot, 23(3): 176-181

- 1 yr pilot program 2004-05 by SFDPH, Asian Liver Center at Stanford University and YMCA targeting FB Chinese
- Participants paid cash fee for screening and hep B vaccination (\$60), and combined A & B vaccine (\$90)
- Offered for 3 hrs two Saturdays a month at the YMCA
- 1209 participants. 9% HBsAg positive, 53% unprotected
- 82% HBsAg pos. adults completed Hep A vaccination
- 85% of the unprotected completed the 3 shot vaccination series
- Given the right health promotion message, APIs are willing to pay for hepatitis B prevention services



Jade Ribbon Campaign of Hawaii



Tsai, N. C., P. S. Holck, et al. (2008). Hepatology 2(4): 478-85

- Public-private partnership to provide culturally targeted HBV screening (community volunteers and organizations, healthcare professionals, clinics, policy makers, and health department)
- Use TV, newspaper, provider education to raise awareness
- Use JRC public and provider educational materials
- 2004-2006, 4,039 people tested (2,261 at health fairs, 1778 at selected private and community health clinics)
- 3.6% tested positive for HBsAg (Pacific Islander 10.7%, Chinese 5.8%, Vietnamese 4.7%, white 1.4%)

Asian American Hepatitis B Program (AAHBP) in New York: A Pilot Program Funded by the City of New York

MMWR, May 12, 2006/vol55/no18

- Collaboration between NYU, Charles B Wang Community Health Center, NY Downtown Hospital, Korean Community Services, Governor Healthcare services
- \$9 million 3 yr. grant from NYC to provide free HBV screening, referral for free vaccination or free chronic HBV management for the uninsured
- Jan-June 2005, 1,836 people tested at screening events or drop in participating clinics, but only 56.6% reported not having been previously screened
- 14.8% of the 925 newly screened were HBsAg positive
- Of the HBsAg positive persons, 8.6% were referred to their own physicians, 82.9% were referred to a AAHBP affiliated clinic, where 83.3% completed an initial evaluation visit

SF Hep B Free Campaign: A Model City-Wide Public-Private Partnership against Hepatitis B:



Together,
we all can end
Hepatitis B.



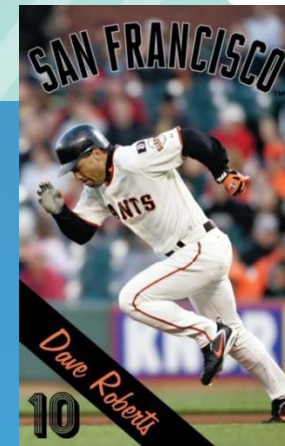
Mayor Gavin Newsom and Assemblywoman Fiona Ma

Be Sure. Be Tested. Be Hep B Free.

www.sfHepBfree.org



Launched in 2007
First City in the US to test all Asians
and Pacific Islanders for hepatitis B;
Vaccinate the unprotected;
Provide access to care for the chronically infected



- Did you know?**
- Hepatitis B (HBV) is the most common serious liver infection and the major cause of liver cancer worldwide
 - It is sometimes called the "silent killer" because infected people may feel perfectly healthy
- How do people get HBV?**
- The same way people get HIV - From an infected mother at birth, blood, sex
 - HBV is NOT transmitted through food and water
- Early Detection is Key**
- GET TESTED... if you, or your parents, come from Asia or the Pacific Islands
 - It is a simple blood test. Ask your doctor
 - GET VACCINATED... a series of 3 shots given over 6 months can protect you for life

B SURE • B TESTED • B FREE

For more information:
www.sfhepbfree.org
1.888.311.3331



First 18 months of SF Hep B Free Campaign



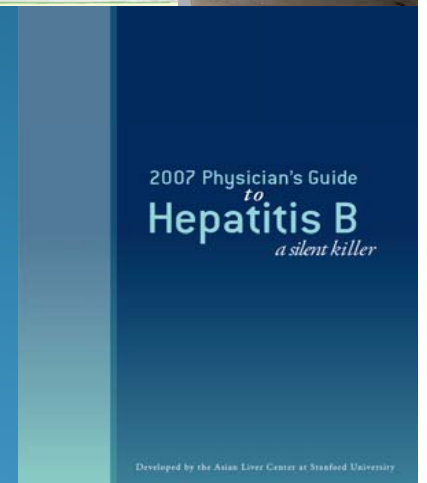
- Built broad base public-private partnership with over 150 organizations despite no initial funding commitments
- 7 standalone community screening and vaccination sites
 - Standardized registration forms and information sent to SFDPH
 - SFDPH hep B registry to follow those tested positive
- Screened about 3,000 people
- Laminated Flow Chart for diagnosis and management distributed to all primary care physicians in SF
- 17 Provider CME talks attended by 663 providers
- Community education workshops (twice a month)
- Launched the largest hepatitis B awareness campaign in North America (B a hero!)

Zola J et al. Presented at the 43 National Immunization Conference, 2009



Voluntary and Non-profit Organizations provide important Hep B Community Educational Resources

- Free Brochures and manuals
 - Asian Liver Center at Stanford University
Chinese, English, Korean, Laotian, Tagalog, Vietnamese
- Online resources
 - American Liver Foundation
 - Asian Liver Center at Stanford University
 - Hepatitis B Foundation
 - Hepatitis Foundation International
 - Immunization Action Coalition
 - Parents of Kids with Infectious Disease




Voluntary and Non-Profit Organizations Advocacy at Local, state and Federal Levels

- 2008, OMH, DHHS issued new recommendations and recognize chronic HBV infection as a national health disparity
- National Hepatitis B Act introduced with bipartisan support (HR 4550 in 2005, S 3558 in 2006, HR3944 in 2008). ?2009, new B & C bill
- 2008, NQF endorsed routine screening of foreign born from endemic areas as a clinician performance standard
- Since 2004, San Francisco proclaimed month of May, Hepatitis B Awareness Month
- 2008, California proclaimed May as the Hepatitis Awareness Month



Community Initiatives to Motivate API Youths to Become Hep B Ambassadors and Advocates

- Asian Pacific American Medical Student Association (APAMSA)
- Annual Youth Leadership Conference
- Team HBV (college chapters) 

Cornell
Duke
Harvard
Princeton
Rice

Stanford
UC Berkeley
UC Davis
U Penn
USC
Wesleyan

- Jade Ribbon Youth Leadership Council (high school students)

- Succeeded in getting proclamation from 22 bay area cities May week “Hepatitis B Awareness Week”



Join us. Be a HERO!



Unite against Hepatitis B and Liver Cancer



Support global eradication of hepatitis B, Provide Access to Antiviral treatment
Prevent hepatitis B discrimination