

**3rd Annual**  
**Youth Leadership Conference on**  
**Asian & Pacific Islander Health**  
*at Stanford University*

December 6, 2005

Centers for Disease Control and Prevention  
National Viral Hepatitis Prevention Conference  
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# HEPATITIS B (HBV)

- 350 - 400 million people infected worldwide
- 100x more infectious than HIV
- 1 million die every year
- In China, 130 million (10%) of the population has chronic HBV.
  - Highest incidence: Guangdong Province (~17%)

# Greatest Health Disparity between API and Caucasian Americans

- Chronic hepatitis B (1 in 10 Asians)
  - **10%** of Asian-Americans vs. **<1%** of general U.S. population
    - 1-1.5 million people infected in U.S.
    - More than half are Asian-American
- Liver cancer incidence (6 – 13x higher for Asians)

# Incidence of Chronic HBV in the US by Ethnicity

Maternal Race/Ethnicity	2002 births	Estimated Maternal HBsAg Prevalence	Estimated Births to HBsAg(+) women
White, non-Hispanic	2,298,156	0.13	2,988
African-American	593,691	0.5	2,968
<b>Asian/Pacific Islander Foreign born</b>	<b>175,264</b>	<b>8.9</b>	<b>15,598</b>
<b>U.S. born</b>	<b>35,643</b>	<b>1.4</b>	<b>499</b>
Hispanic	876,642	0.09	789
Other	42,330	0.5	212
Total	4,021,726		23,054

**Estimated expected births to HBsAg-positive women:  
United States, 2002** (Source: Draft of 2005 ACIP HBV guidelines)

## *Five Most Common Cancers in Males by Race/Ethnicity California, 1997-2001*

	Rank				
	1	2	3	4	5
<b>Asian</b>					
Laotian	liver	lung	stomach	colorectal	oral
Cambodian	lung	liver	colorectal	lymphoma	oral
Vietnamese	lung	liver	prostate	colorectal	stomach
Chinese	prostate	colorectal	lung	liver	stomach
Korean	lung	stomach	colorectal	prostate	liver
Filipino	prostate	lung	colorectal	lymphoma	liver
<b>Non-Asian</b>					
White	prostate	lung	colorectal	bladder	melanoma
Hispanic	prostate	colorectal	lung	lymphoma	leukemia
Black	prostate	lung	colorectal	lymphoma	oral

*Source: California Cancer Facts & Figures 2005, American Cancer Society*

# Hepatitis B in API

- API population has increased 4x since 1980 (14.4 million in 2002)
- Foreign born API: 2.5 million in 1980 to 8.3 million in 2002
  - 75% came from countries with chronic HBV rates of 8-15%, and liver cancer ranked among the most common cancers
- Many API chronic carriers were infected at birth or childhood
- APIs tend to live in large households
  - (20% with 5 or more people)
- Many API seek their medical treatments from TCM practitioners
  - Do not routinely perform blood tests
  - Under-reporting of both acute and chronic HBV infection

# Asian Liver Center at Stanford University

- Founded in 1996
- Only non-profit organization in the U.S. founded to address the disproportionately high incidence of chronic hepatitis B and liver cancer in Asians and Asian Americans
  1. Outreach and education
  2. Liver cancer research
  3. Screening and treatment
- Ultimate goals:
  1. Eradicate HBV worldwide
  2. Reduce the incidence and mortality associated with liver cancer



# Jade Ribbon Campaign



- Launched in May 2001
- **JADE** is believed in many Asian cultures to bring good luck and longevity while deflecting negativity
- Folded like the Chinese character for people (ren)
- Bringing the Asian and global community together in a united effort to fight HBV and liver cancer

# 3<sup>rd</sup> Annual Youth Leadership Conference on API Health

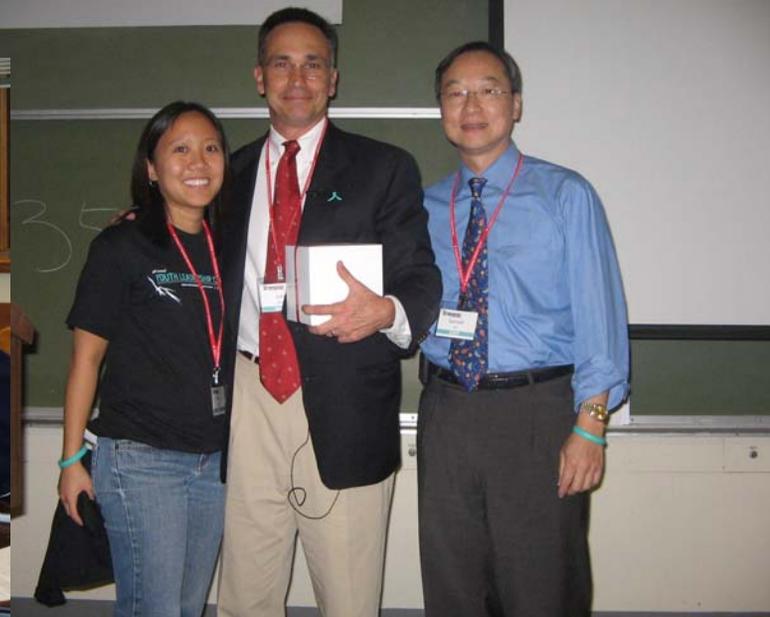
November 12-14, 2004, Stanford University

- Project Goals:
  - **Recruit** and select a motivated, diverse group of API high school students
  - **Educate** them about HBV and liver cancer in the API community
  - **Teach** them the skills to perform outreach
  - **Motivate** and provide support and incentives for the students to spearhead local community outreach



# Methodology

- **Selection process**
  - Students must submit application (2 essays + letter of recommendation)
  - 122 students selected
- **Knowledge assessment**
  - Pre/Post conference surveys
- **Education**
  - Formal presentations
  - ALC Youth Conference Handbook
- **Outreach Workshops**



# Results

<b>HBV Prevalence</b>		% Answered Correctly (Pre: n=119)	% Answered Correctly (Post: n=113)
There are 350-400 million people in the world with chronic hepatitis B		21.6%	71.7%
1 out of 10 Asian Americans is chronically infected with hepatitis B		79%	97.5%
<b>HBV Transmission</b>		% Answered Correctly (Pre: n=119)	% Answered Correctly (Post: n=113)
Hepatitis B be contracted from: (mark all that apply)	Contaminated food	69.7%	96.5%
	The saliva of an infected person	63.9%	91.6%
	<b>Contaminated blood</b>	<b>79.0%</b>	<b>92.9%</b>
	<b>An infected mother at birth</b>	<b>70.6%</b>	<b>99.1%</b>
	<b>Unprotected sexual activity with an infected person</b>	<b>68.9%</b>	<b>100%</b>

# Results

<b>HBV Symptoms and Prevention</b>		<b>% Answered Correctly (Pre: n=119)</b>	<b>% Answered Correctly (Post: n=113)</b>
Most chronic hepatitis B carriers usually exhibit no symptoms		<b>67.2%</b>	<b>100%</b>
During routine medical check-ups, doctors do not always examine you to determine if you have hepatitis B		<b>79.0%</b>	<b>94.7%</b>
How can hepatitis B be prevented? (mark all that apply)	Adopting sanitary cooking methods	<b>70.6%</b>	<b>82.5%</b>
	Avoiding contaminated water	<b>68.9%</b>	<b>90.3%</b>
	<b>Receiving vaccination</b>	<b>86.6%</b>	<b>98.2%</b>
	<b>Using contraception</b>	<b>47.9%</b>	<b>66.4%</b>
	<b>Avoiding contaminated needles</b>	<b>77.3%</b>	<b>95.6%</b>

- HBV typically shows NO symptoms → 100% post conference
- HBV blood tests are NOT part of routine physical examinations
- Understanding the modes of transmission

# Results

HBV Management and Outcomes		% Answered Correctly (Pre: n=119)	% Answered Correctly (Post: n=113)
Appropriate monitoring and treatment of HBV carriers can reduce the risk of dying from liver cancer or liver failure		96.6%	100%
Without appropriate treatment or monitoring, 1 in 4 people with chronic HBV will die from its complications		46.2%	80.5%
Currently, there is no cure for chronic hepatitis B		79.0%	64.6%
Chronic hepatitis B can lead to: (mark all that apply)	Liver failure	81.5%	78.8%
	Liver cancer	85.7%	99.1%
	Cirrhosis	36.1%	64.6%
	Premature death	45.4%	62.8%

- With or without treatment?
- Is there a cure?
- What can HBV lead to?

# Outreach Workshops. . .

- Workshop I – Learning the Basics
  - Preparation - Brainstorming
  - Playing the Game - Execution
  - Game Review - Evaluation
- Workshop II – Specifying the Tasks
  - Operations and Logistics
  - Media and Advertising
  - Budgeting and Fundraising

# LEARNING THE BASICS

- **Fundamentals - Triple threat**
  - **Preparation** - Brainstorming
  - **Playing the Game** - Execution
  - **Game Review** – Evaluation
- **Preparation**
  - Know your opponent: Message/Audience
  - Know your teammates
    - Delegate tasks, utilize strengths
  - Offense/Defense: Goals/Strategies
  - Gameplan?
- **Playing the Game**
  - Actual execution of outreach
  - Stick to your gameplan
- **Game Review**
  - Final score?
  - Mistakes: Where did we fail?



# Team Challenge...

- Teams represent 8 different high schools in **Jade City**
  - Develop an outreach program in your community
    - Goal: Increase awareness about HBV and liver cancer
    - Budget: \$500 (may seek sponsorship elsewhere)
    - The sky is the limit
- Immerse students in a real-world setting
  - Utilize tools learned in previous outreach workshops
  - Role-playing session - 1 hour
    - Phone etiquette
    - Communication skills
- Presentations – 12 minutes



Team LIVE  Right presents...

# **BATTLE OF THE BANDS**

**“Rockin’ Against HBV”**

# Operations



## **Our main issue...**

- **Objective:** to raise awareness among high school students about Hepatitis B and Liver Cancer

## **Target Audience**

- high school students

# Operations

## About the event...

- High school bands are invited to perform and battle each other.
- The event will spread awareness about HBV and liver cancer by having educational booths hosted by our sponsors and a guest speaker.
- 500 LiveRight bracelets will be distributed.





## **THE LIVERIGHT WRISTBAND**



# The Park



**Performance Area**

**Food**

**Grass/Seating**

**Brochures/Bracelets**



**Sponsors**



# Logistics

- Date: Friday, January 21<sup>st</sup>
- Time: 7:00-10:00 PM
- Location: Jade City Park
- Guest speaker: Dr. Estrada - oncologist at MD Anderson Center
- Entrance fee: \$3 per person

# Materials & Budget:



<b>Total Expected Budget</b>			<b>\$500</b>
<b>Item</b>	<b>Budget Amount</b>	<b>Accrual Expenditures</b>	<b>Balance</b>
Flyers, posters <i>Kinka's Copies</i>	\$500	(- 105)	\$395
Equipment <i>Jade Dynasty Auditorium</i>	\$395	(- 50)	\$345
Donations <i>Jade City Department of Health</i>	\$345	+500	\$845
TV Advertisement <i>Mamlet Media</i>	\$845	(- 100)	\$745
Bracelets <i>From manufacturers</i>	\$745	(- 500)	\$245
Food	\$245	(- 245)	0



# Fundraising

Fundraising Description	Resource contact	Target amount
Battle of the Bands (\$3 entrance fee)	High schools in Jade City	\$1500
Breakdown: \$1 – Jade Bracelets \$1 – Winning Band \$1 – Liver Cancer Research		

# Advertisement

A stylized blue graphic element resembling a person or a figure with arms and legs outstretched, positioned behind the word 'Advertisement'.

## HOW?

- posters & flyers around schools and neighborhoods
- intercom announcements in high schools
- ad on school websites
- Mamlet TV commercial

**COST? \$205**

# Flyer/Poster



**BATTLE OF THE BANDS**  
*Rockin' Against HBV*

Date: Friday, January 21, 2005  
Time: 7pm-10pm  
Location: Jade City Park  
Tickets: \$3

*Come watch the best bands  
in Jade City! The winning  
band wins \$500!*

**LIVERIGHT**

**Asian Liver Center**  
*at Stanford University*

# Resources Contact Sheet



<b>Resource</b>	<b>Evaluation of Contact</b>
Jade 99 Market	(50) 1 Liter bottles of soda
Jade City Park Management	Venue for January 21 for 7pm-10pm
Kinka's Copies and More	50 posters; 2500 flyers in English, Chinese, Korean
Jade City Dept. of Health	\$500 donation
Asian Liver Center	Guest speaker – Dr. Samuel So
Jade Dynasty Auditorium	Audio equipment, lighting
Mamlet Media	TV advertisement
Jade Rotary Club	Volunteers

# Summary of Event



- 1) High school bands compete to prove who's THE BEST!
- 2) High school students come to watch show! (With our advertising strategy, 500 students are expected to attend.)
- 3) 500 students = \$1500
- 4) \$500 → **LIVERIGHT** bracelets; \$500 → winning band; \$500 → fund liver cancer research
- 5) All attendees will receive a **LIVERIGHT** bracelet!
- 6) Everyone will listen to brief speeches about Hepatitis B and liver cancer and receive brochures from the Asian Liver Center!

# Evaluation Survey (n=109)

	Excellent	Good	Fair	Poor
ALC Youth Conference Handbook	73%	25%	2%	0%
Outreach Workshops	60%	32%	8%	0%
Team Challenge	48%	36%	16%	0%
Food	18%	36%	24%	22%
Staff	71%	24%	5%	0%
Overall Conference Rating	64%	30%	6%	0%

# Conference Evaluation

1. Number of participants
2. Knowledge assessment/Evaluation surveys
3. Outreach - Provide an incentive for students to become proactive in spreading the message of the JRC
  1. **Jade Ribbon** Youth Scholarship: \$500 x 4 students
  2. **Jade Ribbon** Youth Council: 10-15 students
  3. ALC provides brochures and assistance for outreach projects
  4. “3 for Life” Voucher Program

# 3 FOR LIFE

- Collaboration with SF Department of Public Health
- Provide low-cost hepatitis A and B vaccinations, as well as free hepatitis B screening
- 1st and 3rd Saturdays of every month
  - (September 2004 - September 2005)
- No appointments necessary
- Adult program

## September 2004 - September 2005:

- Tested and vaccinated over 1200 people
- 10% positive for chronic HBV
- 55% unprotected



# Moving Forward

- 4<sup>th</sup> Annual Youth Leadership Conference on API Health
  - Less speakers
  - More time for outreach workshops
  - More time in general (breaks)
  - Better food



# Conclusion



- There is a substantial lack of knowledge regarding HBV prevention, transmission and management among API youth
- However, these same youth have great enthusiasm not only to learn, but also to get involved in the fight against HBV and liver cancer