

Know Hepatitis B

A national campaign to combat a major health disparity facing Asian Americans

The Centers for Disease Control and Prevention (CDC)'s *Know Hepatitis B* campaign is the first national multilingual communications campaign to increase testing for Hepatitis B among Asian Americans. Hepatitis B has been identified as a major health disparity among Asian Americans. In response, the Department of Health and Human Services' national Action Plan for Viral Hepatitis called for a national education campaign to address this problem and designated CDC to lead the effort.

The *Know Hepatitis B* campaign is a partnership between CDC and Hep B United, a nationwide coalition of local community-based partners working to educate people about Hepatitis B and increase testing, especially among Asian Americans. Hep B United members have been involved in the campaign throughout and are critical partners in its implementation. As a result of Hep B United's contributions and ongoing commitment, the *Know Hepatitis B* campaign is co-branded with CDC and Hep B United.

Increased Testing among AAPIs Could Save Lives

Hepatitis B is common in many parts of the world, including much of Asia. Despite making up around 5% of the US population, Asian Americans account for over 50% of the Hepatitis B cases in the United States. CDC, the American Association for the Study of Liver Diseases and the US Preventive Services Task Force all recommend Hepatitis B testing for people born in a country with moderate or high rates of Hepatitis B and for people born in the United States if they were unvaccinated at birth and a parent was born in a country with a high prevalence rate. It is estimated that 1 in 12 Asian Americans has Hepatitis B

infection and as many as 2 in 3 people with Hepatitis B do not know they are infected. Left untreated, up to 25% of those with Hepatitis B develop serious liver disease, including cirrhosis, liver damage, and even liver cancer. The health disparity is further underscored by the fact that rates of liver cancer deaths are highest among Asian Americans. Hepatitis B testing allows those with Hepatitis B to take steps to protect their health, including accessing care and starting treatment that can delay or reverse the effects of liver disease.

Know Hepatitis B Campaign Implementation

The *Know Hepatitis B* campaign was launched in 2013 and new phases are released yearly. The campaign is implemented through a targeted two-pronged communication strategy, with CDC disseminating in-language campaign materials via ethnic media outlets on a national level and Hep B United using campaign materials at the local level to educate community members about the importance of testing.

Critical Community Partnership

Hep B United and its local partners use their strong community ties to conduct educational programs and testing events across the country. Hep B United members incorporate campaign materials into their community outreach strategies, and facilitate Hepatitis B testing in local communities.



Campaign Components

The *Know Hepatitis B* campaign is a multi-lingual campaign with materials developed in English, Chinese, Korean and Vietnamese. A limited number of materials are also available in Burmese, Hmong, Khmer and Lao. Campaign components include:

- **Television and radio public service announcements (PSAs)** disseminated nationwide to media outlets in English, Chinese (Mandarin and Cantonese), Korean and Vietnamese and posted on CDC's YouTube channel and campaign website.
- **Media Outreach** in Chinese, Korean and Vietnamese featuring interviews with local HBU Hepatitis B experts.
- **Online/print ads** in ethnic newspapers and websites in major cities across the United States.
- **Posters** designed to raise awareness about Hepatitis B and help partners promote testing events.
- **Patient education** fact sheets that provide basic Hepatitis B information in eight languages.
- **Community tools**, such as infographics, website digital badges, flyers, risk assessments and other materials, to help partners educate high-risk communities and promote local outreach and testing events.
- **Social media** platforms like Twitter, Facebook and blogs to mobilize partners and promote CDC materials and tools supporting local outreach and testing events.

Professional Education Resources

CDC has developed trainings, clinical tools and other resources to educate health care providers on the importance of screening their patients for Hepatitis B. CDC also works with partners, grantees, professional and medical organizations, and educational institutions to develop educational opportunities on Hepatitis B.

Campaign Results

To date, the *Know Hepatitis B* campaign has generated more than 474 million audience impressions across various media outlets and in several Asian languages, for a total estimated media value of more than \$3.8 million. CDC is continuing to work with the national HBU coalition to examine how this partnership has impacted Hepatitis B testing among Asian American populations.

For More Information

To access the campaign materials, including digital buttons and ads, radio scripts, posters, fact sheets and professional resources, visit www.cdc.gov/KnowHepatitisB

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