

Know Hepatitis B Campaign

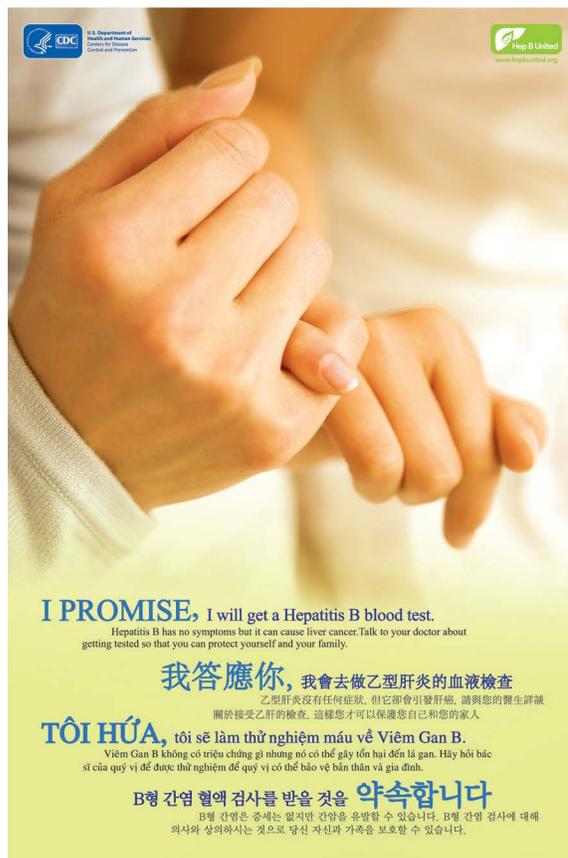
Combating one of the most severe health disparities facing Asian Americans and Pacific Islanders

CDC has launched *Know Hepatitis B*, the first national multilingual communications campaign to increase testing for hepatitis B among Asian Americans and Pacific Islanders, one of the groups hardest hit by the disease in the United States.

The campaign aims to reach millions of Asian Americans and Pacific Islanders, particularly those who need information in their native languages, with the message that if you or your parents were born in Asia or the Pacific Islands, get tested for hepatitis B. CDC is conducting the campaign in partnership with Hep B United, a nationwide coalition of community organizations working to increase hepatitis B awareness and testing, especially among Asian Americans and Pacific Islanders.

Know Hepatitis B addresses an unmet need for culturally relevant hepatitis B education and awareness in languages of communities most affected by the disease in the United States. The campaign was developed with input from experts and community members from around the country.

Building on the strong family ties in many Asian American and Pacific Islander communities, the campaign depicts hepatitis B testing as a way for individuals to take care of themselves and protect family members. Many of the campaign materials feature families with messages such as, "Loving your family starts with caring for yourself. I promise that I will get a hepatitis B blood test," and "I'm an invincible Dad, a thoughtful husband. I get tested for hepatitis B."



Increased Testing Could Save Lives

In the United States, Asian Americans and Pacific Islanders are one of the groups most affected by hepatitis B, which can cause potentially fatal liver damage, including liver cancer. Although this group makes up less than 5 percent of the U.S. population, they account for more than half of the 1.2 million Americans estimated to be living with hepatitis B. Hepatitis B is especially common in many Asian and Pacific Island countries, and many with chronic hepatitis B became infected as infants or young children. It is usually spread when someone comes into contact with blood from someone who has the virus.

It is estimated that 1 in 12 Asian Americans and Pacific Islanders is living with hepatitis B. Yet, as many as 2 in 3 of those do not know they are infected, because the disease often has no symptoms until serious liver damage has already occurred – usually decades after they are first infected. 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 Components

The campaign will deliver culturally relevant messages in multiple languages, including English, Chinese, Korean, and Vietnamese, through a wide range of channels, including:

- **Community outreach** – Outreach through Hep B United and its many local members across the country will seek to mobilize communities to get tested for hepatitis B. Using their strong community ties, Hep B United members will incorporate campaign materials into their outreach strategies and use those materials to educate community members and patients about the importance of testing.
- **Online/Print advertising** – Online and print ads will be placed in media outlets serving Asian American and Pacific Islander communities in English, and disseminated through Hep B United members to Chinese, Korean, and Vietnamese media outlets.
- **Public service announcements (PSAs)** – Television, radio, and print PSAs will be disseminated in English, Chinese (Mandarin and Cantonese), Korean, and Vietnamese. The PSAs will air on Asian American broadcast media outlets.

CDC recommends hepatitis B testing for:

- All people born in countries where hepatitis B is common
- All people born in the United States who were not vaccinated at birth, and who have at least one parent born in a country with high hepatitis B rates
- People who live with someone with hepatitis B



- **Social media** – Twitter, Facebook, blogs, and digital ads featuring campaign messages will encourage testing for hepatitis B.
- **Digital materials** – Infographics, banner ads, eCards, badges, and widgets in English will be featured on a variety of websites.
- **Professional education** – Multiple tools will be used to educate health care providers on the importance of screening patients who were born in Asia or the Pacific Islands or who have parents born in those areas. CDC will work with partners, grantees, professional and medical organizations, and educational institutions to provide:
 - Informational webinars on hepatitis B
 - Clinical tools to assist providers in conducting testing
 - Continuing medical education seminars and training sessions
 - Patient education materials – Multilingual educational materials, including fact sheets and risk assessment tools, to facilitate communication about hepatitis B between health professionals and their Asian American and Pacific Islander patients

Know Hepatitis B is part of CDC's ongoing efforts to prevent illness and death due to viral hepatitis.

For more information about the campaign, including downloadable materials, visit www.cdc.gov/KnowHepatitisB.

If you are a member of the news media and need more information, please visit www.cdc.gov/nchhstp/Newsroom or contact the News Media Line at CDC's National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention (404-639-8895 or NCHHSTPMediaTeam@cdc.gov).