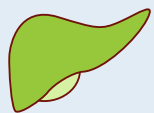


# Vision, Mission, and Strategic Priorities

## Vision

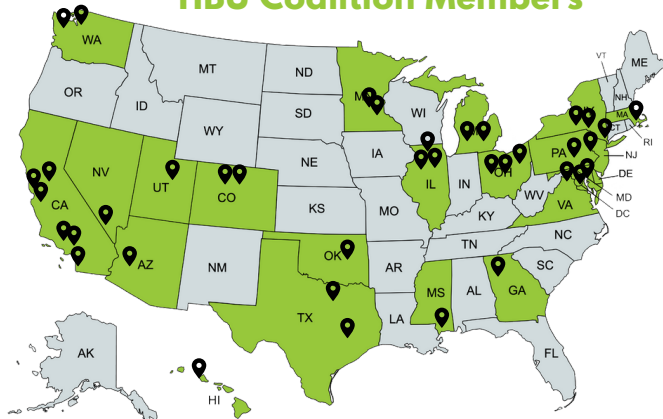


A future free of hepatitis B.

## Mission

Hep B United is a national coalition dedicated to eliminating hepatitis B and the health disparities and inequities associated with hepatitis B and hepatitis delta among highly impacted communities across the United States by increasing awareness, screening, vaccination, and linkage to care.

## HBU Coalition Members



## Implementing Our Mission

Our partners are essential to our success and include national organizations, federal partners, and local hepatitis B coalitions comprised of community-based organizations, academic research institutions, student organizations, businesses, faith-based organizations, and local and state health departments. For a complete list of our partners please visit [www.hepbunited.org](http://www.hepbunited.org).

## Our Goals

### Awareness

Raise the profile of hepatitis B, hepatitis delta, and liver cancer as urgent public health priorities through education and advocacy.

### Prevention

Increase hepatitis B testing and vaccination, particularly among Asian Americans, Pacific Islanders, African immigrants, and other communities highly impacted by hepatitis B.

### Intervention

Improve access to care and treatment for individuals living with hepatitis B and hepatitis delta and improve access to vaccination, to prevent end-stage liver disease and liver cancer.



## Values

Hep B United is a national coalition comprised of advocates, community leaders, and stakeholders that focuses on the health equity, respect, and empowerment of those affected by hepatitis B. Utilizing evidence-based public health best practice, Hep B United promotes equitable access to health care, preventive medicine, testing, linkage to care, and treatment for all communities at risk for hepatitis B.

## Strategic Priorities

Hep B United works to eliminate hepatitis B and its disparities and inequities by increasing awareness, prevention and intervention efforts, improving screening and linkage to care, contributing to national surveillance data, and leading federal and state advocacy.

### 1 Screening, Prevention and Education

Reduce/eliminate new cases of hepatitis B and hepatitis delta by increasing awareness, education, prevention, and risk reduction strategies. Promote and provide information to people at risk for or living with hepatitis B, health care providers / workers, health educators, public health professionals, community leaders and the public to increase testing, promote timely and appropriate vaccinations (including birth dose); promote implementation of CDC recommendations for screening and vaccination; promote monitoring and treatment of hepatitis B-infected pregnant persons; and improve linkage to care to prevent hepatitis B and related liver disease (including liver cancer).

### 2 Linkage to Care

Develop community- and clinic-based infrastructure to improve patient navigation to increase the capacity of health care providers and community coalitions to provide culturally and linguistically appropriate services; identify, counsel, vaccinate susceptible individuals; and care for individuals living with hepatitis B to limit the progression of liver damage and liver cancer.

### 3 Liver Cancer Prevention and Early Detection

Reduce the incidence of hepatitis B-related liver complications including hepatocellular carcinoma (HCC), cirrhosis, and liver failure through improved access to care and uptake of screening, early detection, and treatment.

### 4 Surveillance

Promote, advocate for, and contribute to national hepatitis B, hepatitis delta, and liver cancer data to monitor disease trends, assess the burden in highly impacted communities, and evaluate programmatic impact.

### 5 Advocacy

Lead national and grassroots advocacy efforts to raise the profile of hepatitis B, hepatitis delta and liver cancer as urgent public health priorities and to amplify the voices of people and communities most impacted. Our advocacy goals include securing increased federal funding for hepatitis B and liver cancer research, prevention and surveillance, ensuring access to health care and affordable medications, and ending hepatitis B-related stigma and discrimination. For more information about Hep B United's policy priorities, visit [www.hepbunited.org/advocacy](http://www.hepbunited.org/advocacy).

## Methods to Achieve Hep B United Strategic Priorities

### Awareness and Screening

- Promote universal screening of all adults for HBV infection (including the standard three-part HBV panel)
- Partner with health care provider organizations and other key stakeholders to implement new CDC universal HBV screening recommendations for all adults
- Promote appropriate screening for hepatitis delta infection and educate providers and communities about hepatitis delta
- Develop and evaluate innovative community-based screening strategies for highly impacted communities
- Engage persons with lived experiences and promote personal stories about importance of early detection

### Prevention and Education

- Disseminate HBV prevention and education messages via traditional and social media
- Promote the CDC Know Hepatitis B campaign materials through media engagement and at HBV education events
- Promote universal HBV vaccination for all infants, children and adults
- Build partnerships with national, state and local governments, organizations, primary care providers, clinics and pharmacies to implement ACIP- recommended universal adult and childhood HBV vaccination recommendations
- Conduct community education about benefits of HBV vaccination and address HBV vaccine hesitancy
- Partner with harm reduction organizations and other high-impact settings to increase rates of HBV vaccination coverage among persons who use drugs
- Promote and share effective strategies to ensure all infants are protected against HBV
- Increase HBV education and care of pregnant persons living with HBV and their close household members and partners

### Linkage to Care

- Promote health care provider access to current guidelines, regulations and best practices for HBV prevention (updated CDC HBV screening and vaccination recommendations), diagnosis, care and treatment
- Integrate HBV services into primary care settings and ensure federally qualified health centers guidelines are updated to reflect current HBV screening and vaccination recommendations
- Improve capacity of health care providers to provide culturally appropriate HBV medical care
- Promote partnerships with refugee and immigrant-serving organizations (e.g., English as a Second Language programs, Office of Language Access) to integrate HBV into their programs
- Promote prescription assistance program-related resources to improve access to HBV treatments
- Facilitate and promote HBV prevention and care services (e.g., mobile clinics) for rural communities
- Address myths and misperceptions among highly impacted communities to promote uptake of care and treatment

## Liver Cancer Prevention and Early Detection

- Promote and support surveillance for hepatocellular carcinoma (HCC) in populations at risk including Asian Americans, Pacific Islanders, and African immigrants
- Promote systems level change to foster HCC surveillance for all people living with HBV
- Educate people living with HBV about the importance of regular monitoring and care
- Link people living with HBV to cancer prevention resources (e.g. Comprehensive Cancer Control Programs)
- Promote/disseminate HBV care and management tools and resources for primary care providers (e.g., simplified algorithm, HBV ECHO programs)
- Promote the HBV vaccine among the public and policymakers as one of the only cancer-preventing vaccines
- Develop partnerships with national cancer organizations/coalitions to develop joint liver cancer prevention strategies

## Surveillance

- Identify and leverage adequate resources for state and local HBV and HDV surveillance activities
- Improve capacity for complete and accurate HBV and HDV reporting (e.g., update case definitions for HBV/HDV)
- Standardize data collection activities among HBU partners
- Create data sharing opportunities for HBU partners
- Build partnerships with surveillance coordinators as key stakeholders
- Develop and share template reports using publicly available data for use by different states (e.g., HBV mortality data; liver cancer data, Uniform Data System (UDS) data from Federally Qualified Health Centers (FQHCs))
- Identify and promote qualitative and community-based research opportunities, to better understand the needs of high risk communities and address barriers

## Advocacy

- Advocate for updated U.S. Preventive Services Task Force (USPSTF) screening guidelines to recommend universal HBV screening of all adults aligning with CDC recommendations
- Advocate for increased federal and state resources for HBV and liver cancer screening, vaccination, care coordination, treatment, research and surveillance
- Advocate for increased research on and access to HDV screening, management, and treatment
- Strengthen the capacity of statewide systems to support HBV (e.g., advocate for federal immunization information system (IIS))
- Advocate for national and state collection and reporting of disaggregated race/ethnicity surveillance data of highly impacted communities
- Advocate to end HBV-related stigma and discrimination and establish HBV educational and employment policies and practices that are based on current science and medical/clinical practice guidelines
- Develop and strengthen partnerships with HIV, hepatitis C (HCV) and harm reduction advocacy communities, and identify new national partners for advocacy
- Advocate for affordable costs for current and new HBV treatments
- Support advocacy efforts to improve health care access for all, including foreign-born persons