

Maintaining a Hepatitis B Coalition:

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Overview

- I. Brief history of Hepatitis B Coalition of Washington (HBCW).
- II. Maintaining a coalition.
 - Benefits of having a coalition
 - Importance of maintaining a coalition
 - What needs to be maintained?
- III. Action taken to maintain HBCW
- IV. Barriers to maintaining the coalition

I. History of HBCW

- Established in 1997
- Initial sponsor was a local non-profit with funding DOH
- Membership included
 - Health care providers,
 - Educators,
 - Community members
- Focus was on reducing hep B disparities in API communities.



History of HBCW

- Community Engagement Program
 - Develop culturally appropriate and effective strategies to reaching the API communities
 - Promote understanding /raise awareness
 - Testing
 - Immunizations
 - Treatment/linkage to care



History of HBCW

- Produced culturally sensitive, multilingual
 - *Hep B-What you need to know*
 - *Living with Chronic hep B*
- Created patient screening cards for outreach in various languages



History of HBCW

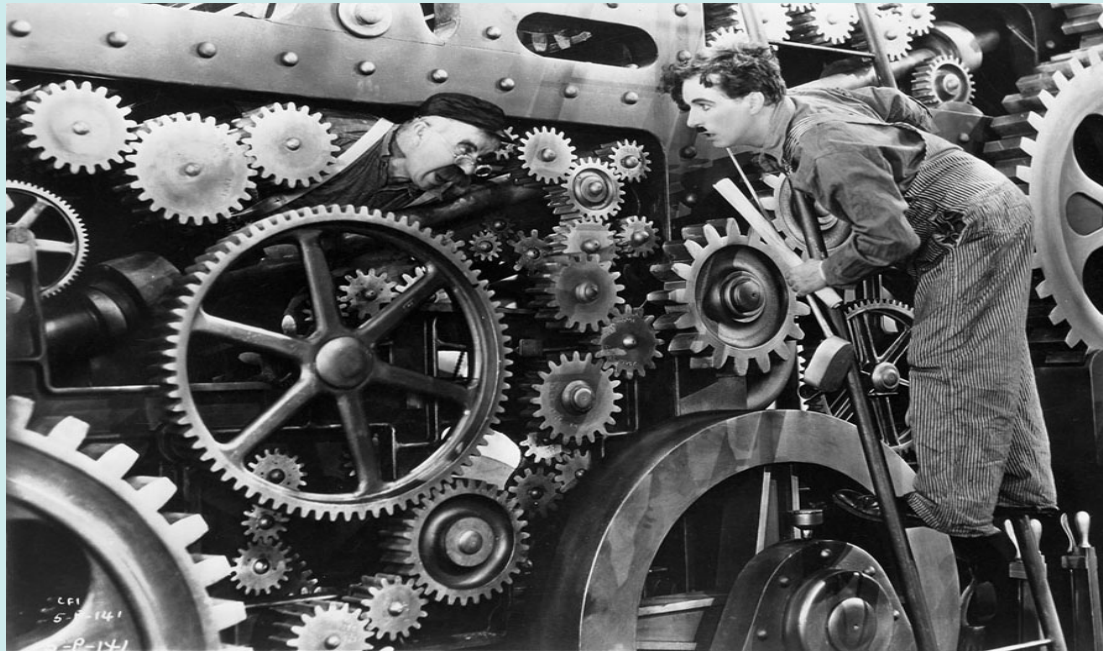
- Expanded to broader refugee and immigrant communities
- East African: Somali, Ethiopian, Eritrean
- Languages: Amharic, Tigrignia, Oromo, Somali, Swahili etc.



History of HBCW

- In 2013, International Community Health (ICHS) assumed leadership.
- Continued the work or reaching out to broader communities
- 19 active partners and over 200 in contact list, representing
 - Community Based Organizations
 - Community Clinics
 - Health Care Facilities
 - Local and State Health Departments
 - Faith Based Organization
 - Local and Federal Government Agencies

II. II. Maintaining A Coalition



Maintaining A Coalition

- Creating a coalition is an important step but only half of the battle.
- It needs to be maintained in order to sustain
 - a) Benefits of having a coalition
 - b) Importance of maintaining a coalition
 - c) What needs to be maintained?

Benefits of A Coalition

- Create structures to share ownership of common goals.
- Pooling of resources
- Enhance credibility and influence.
- Facilitates exchange of information, skills, experience, materials, opportunities for collaboration etc.
- Brings together a diverse range of people and organizations.



Importance of Maintaining a Coalition

- - Dynamic environment
 - Ideas
 - Policies
 - Goals
 - Loss of focus/ coalitions can veer of track



What to maintain

What to maintain

- The coalition's **identity**
 - Vision, mission
 - Objectives
 - Strategic and action plans
- **Members** engagement
commitment/enthusiasm
- **Visibility** in the larger community

How to maintain

How to maintain

- Frequent communications
- Regular self-evaluation
- Periodic assessment
 - Analysis of Strengths, weaknesses
 - Surveys
 - Evaluations

Actions taken to maintain HBCW

Coalition's Identity

- In 2014, convened two community forums
 - To create a work plan for the coalition
 - To refine goals and strategies
 - Revise structure
 - Implement new action plan
- Produced and used survey tools with at least 50 API and East African community members and/or organizations in Washington
 - Obtain feedback on coalition structure, goals, and initiatives
 - Keep communities engaged

Identity

- Identified priority areas consistent with National Viral Hepatitis Plan
 - Educating providers and communities to reduce health disparities
 - Improving testing, care and treatment to prevent hepatitis related liver disease and cancer
 - Eliminating transmission of vaccine-preventable viral hepatitis

Identity

Vision Statement

The Hepatitis B Coalition of Washington envisions a Washington State free of new hepatitis B infections, where all people know their HBV status, all HBV care provided is culturally competent, and HBV outcomes are equitable and disparities reduced.

Mission Statement

We seek to impact health care systems, patients/community members at risk and health care providers. Through education, screening, and vaccination, we seek to prevent transmission of Hepatitis B (HBV) especially in the area of perinatal HBV, to ensure linkage to care for those managing chronic HBV, and to ensure that all care accessed is culturally sensitive.

Member's Engagement

- Ensure that all members are participating in partnership activities.
- Encourage shared leadership and collaborative decision-making.
- Develop a strong sense of group identity.
- Bring in new partners/expanding the coalition



Member's Engagement

➤ Partner resources list

- Hosting educational workshops
- Offer translation
- Advocate
- Offer vaccination
- Offer referral
- Work closely with national partners
- Work closely with federal agencies
- Share updates and new information
- Technical assistance

Hep B coalition of Washington (HBCW) Resource Directory Form

Please e-mail back to Mohammedak@ichs.com or fax (206) 490-4711

Name of HCBW member organization: EthnoMed
 Number of staff: 3
 Contact person(s): _____
 Physical Address: Box 359959 / 325 9th Ave / Seattle, WA 98104
 Phone number: 206-744-9091 E-mail: _____ Website: ethnomed.org

Viral Hepatitis Information

1. Ethnicity (ies) served? Somali, Cambodian, Laotian, Vietnamese ^{Ethnic (Am)}
2. Geographic location of communities served? Seattle / King County
3. Hepatitis B education performed? (Yes/No) If yes, topics: symptoms, treatment multi-
4. Host any cultural events? (Yes/No) If yes, details: _____
5. Assisted with health insurance? (Yes/No) If yes, details: _____
6. Hepatitis B testing performed? If yes, details: no
7. Referral of constituents for health care? (Yes/No) If yes, details: _____
8. Experience with local advocacy effort? (Yes/No) If yes, details: coalition member with phone calls at visit content

Future Opportunities

HBV education needed for staff or clients? (Yes/No) If yes, details: _____

Check all of interests:

- Partner to host education seminars for community
- Partner to host screenings
 - Ability to refer positive patient for care
 - Ability to provide vaccine for adults
- Ability to offer translation services for educational material/forms
- Ability to offer translation services for in-person seminars
- Ability to advocate on a local level (letter writing/legislator visits etc.)
- Ability to offer in-language print information (traditional and simplified Chinese, Vietnamese Spanish Turkish, Indonesian)
- Other. Please specify below
- point of dissemination for online content

Coalition's visibility in the larger community

- Participate health fairs
- Host community forum
- Provide trainings
- Media outreaches
 - Social Media
 - Digital stories
 - Ethnic media, radio
 - Newspaper, TV



Coalition's visibility in the larger community

- Maintain relationship with National and Federal partners
 - HBU
 - NVHR
 - CHIPO
 - CDC
- Advocacy
- Supporting letters
- Data Sharing



IV. Barriers to Sustaining a Coalition

- Lack of hep B awareness in communities
- Commitment level
- Locating and persuading influential community leaders
- Limited resources
- Identifying additional funding
- Lack of data
- Lack of representation



Summary

1. Periodic assessment of the coalition's

Vision, mission

Objectives

Strategic and action plans

2. Make coalition members:

Actively engaged, commitment/enthusiasm

New information or development is shared on time

New members are recruited

3. Coalition's visibility in the larger community is maintained

Participation in community activities

Social media/other media.

Relationship with national/Federal partners kept strong

Questions?

Thank You

Resources

- http://health.mo.gov/data/InterventionMICA/Momentum_3.html
- https://www.in.gov/cji/files/G_Sustaining_CoalitionsKey_Elements.pdf
- <http://www.tomwolff.com/collaborative-solutions-systems-planning.html><http://chsolutions.typepad.com/elevation/2010/04/community-coalition-building-part-1-fundamentals.html>