



CDC's Know Hepatitis B Campaign

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Division of Viral Hepatitis

Centers for Disease Control & Prevention



Know Hepatitis B Campaign

- **Multilingual campaign developed by CDC & Hep B United**
 - Launched in 2013
 - Phase each ~ year
- **Goal: Increase testing for chronic Hepatitis B**
- **Audience: Asian Americans**
- **Languages: Chinese, Korean, Vietnamese**

Campaign resources:

- Suite of materials developed to encourage testing for hepatitis B
- Materials can be modified for local communities and events

Campaign Materials

- **Broadcast**
 - Video PSAs
 - Radio PSAs
- **Print Ads**
- **Social Media**
- **Digital Media**
 - Banner ads
 - Buttons and badges
- **Patient Education Materials**
 - Posters
 - Infographics
 - Flyer/ad templates for localization
 - Fact sheets
 - Risk assessment card
- **Provider Clinical Tools**

Implementation Strategy – Two Pronged

■ National Level – Led by CDC

- Disseminates materials to in-language media outlets throughout US
- Uses earned media to promotes stories and speakers to in-language news outlets

■ Community Level - CDC partners with HBU

- Leverage community leaders' trust and credibility
- Extend reach of the campaign to local level
- Support local educational and outreach efforts
- HBU provides the critical testing and linkage to care

■ Campaign is Co-branded!



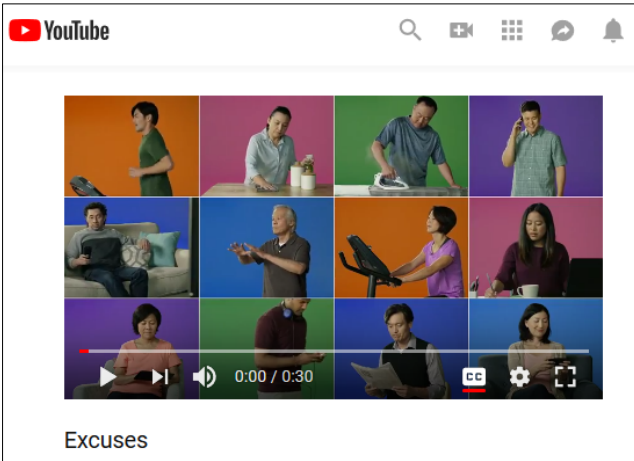
U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention



National Campaign Dissemination

- **Traditional media in select target Asian media markets**
TV, radio and print ads
 - New York/New Jersey
 - Los Angeles
 - Houston
 - Washington D.C.
 - Boston
 - Dallas
 - Seattle
 - San Francisco
- **Digital ads on in-language sites throughout the US**
- **News media outreach**
 - Features interviews with speakers from HBU coalitions
- **Social media**

National Campaign Materials



THỬ SIÊU VIÊM GAN B VÀ FREE FLU SHOT - MIỄN PHÍ & GIỮ KÍN

Bảo trợ bởi hội HepBFreeLasVegas

NGÀY:
Chủ Nhật, ngày 20, tháng 10, năm 2013
GIỜ: 9 am - 12 pm

ĐỊA ĐIỂM
Chaiya Meditation Monastery (Chùa Thái Lan)
7925 Virtue Ct., Las Vegas, NV 89113

Muốn biết thêm chi tiết, xin liên lạc:
NGỌC CHÂU (702) 499-0197
hoặc
COOKY NGUYỄN (702) 743-4696

Quảng cáo này được tài trợ bởi hội HepBFreeLasVegas, với sự trợ giúp của Chinese Baptist Church, Chaiya Meditation Monastery, và hội Phật Giáo Thái Lan Vegas.
Mục tiêu chung của chúng tôi là phổ biến, cảnh báo đến Anh, Chín, Hàn Việt Nam chúng ta về hiểm nguy gây ra bởi sự nhiễm trùng siêu vi gan B. Xin vui lòng theo dõi.

“Tôi là một người cha có trách nhiệm, một người chồng chu đáo. Tôi đã thử nghiệm Viêm Gan Siêu Vi B.”

Ngày 19/08/2013 tại Hội Văn Gân Cầu Việt ở Las Vegas. Họ không ngờ rằng họ đang trở gan và đồng nghiệp hay theo sát họ, khoảng 25% trong số người mang bệnh Siêu Vi Viêm Gân B. Nếu tình này sẽ sẽ bị nhiễm virus ở gan trên trọng. Và một số người thậm chí còn phát bệnh ung thư, chấy tràm hoặc về các đi về việc họ nghiêm độ gọi vì có thể bảo vệ bản thân và gia đình.



疾病防治中心建議您 接受乙肝檢查

點擊了解更多

陳馮富珍

高永文

新沙士措施避重就輕 世衛港府被指政治考慮

六福珠寶 2015/6/9 04:45 更新 今日飾金 \$12,630 新沙士 西貢瑪萊

PSAs
Cantonese
Mandarin
Vietnamese
Korean
English

RESULTS

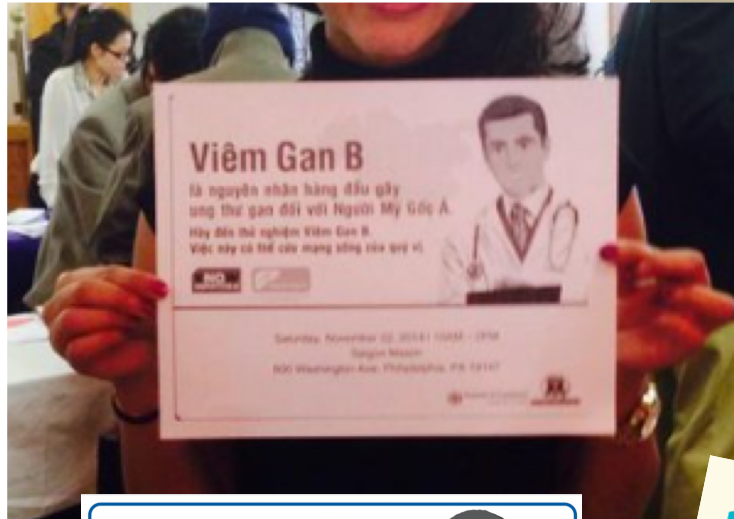
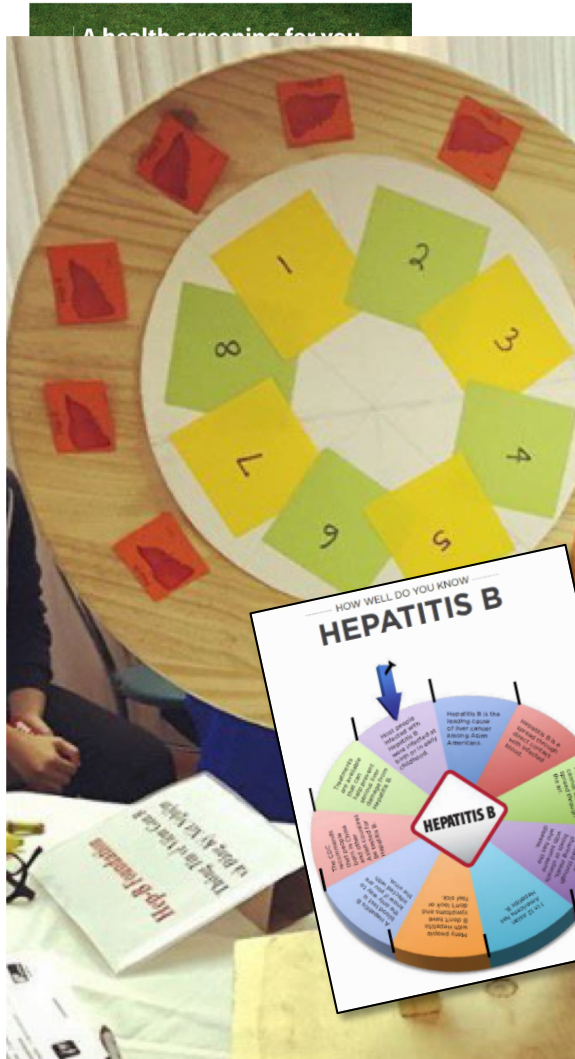


**461 Million
Impressions**

~\$3.7 Million
in Media Value

Community Resources

Posters, Infographics, Flyers, Quizzes



Hepatitis B
is the leading cause of liver cancer for Asian Americans.

Come get tested for Hepatitis B. It could save your life.

KNOW HEPATITIS B | **Keep B United**

Sunday, May 19, 2014 | 10AM – 3PM
Sponsoring Organization Name
100 Main Street, | City, State
Call (000) 999-9999 for more information

接受乙型肝炎檢查 能夠救您一命

什麼是乙型肝炎?

您知道嗎?

<https://www.cdc.gov/knowhepatitisb/materials.htm>

Clinical Training and Support

Interpretation of Hepatitis B Serologic Test Results

Hepatitis B serologic testing involves measurement of several hepatitis B virus (HBV)-specific antigens and antibodies. Different serologic "markers" or combinations of markers are used to identify different phases of HBV infection and to determine whether a patient has acute or chronic HBV infection, is immune to HBV as a result of prior infection or vaccination, or is susceptible to infection.

HBsAg anti-HBc anti-HBs	negative negative negative	Susceptible
HBsAg anti-HBc anti-HBs	negative positive positive	Immune due to natural infection
HBsAg anti-HBc anti-HBs	negative negative positive	Immune due to hepatitis B vaccination
HBsAg anti-HBc IgM anti-HBc anti-HBs	positive positive negative negative	Acutely infected
HBsAg anti-HBc IgM anti-HBc anti-HBs	positive positive negative negative	Chronically infected
HBsAg anti-HBc anti-HBs	negative positive negative	Interpretation unclear: four possibilities: 1. Resolved infection (most common) 2. False-positive anti-HBc, thus susceptible 3. "Low level" chronic infection 4. Resolving acute infection

Adapted from: A Comprehensive Immunization Strategy to Eliminate Transmission of Hepatitis B Virus Infection in the United States: Recommendations of the Advisory Committee on Immunization Practices. Part I: Immunization of Infants, Children, and Adolescents. MMWR 2005;54(No. RR-16).

■ **Hepatitis B surface antigen (HBsAg):**
A protein on the surface of hepatitis B virus; it can be detected in high levels in serum during acute or chronic hepatitis B virus infection. The presence of HBsAg indicates that the person is infectious. The body normally produces antibodies to HBsAg as part of the normal immune response to infection. HBsAg is the antigen used to make hepatitis B vaccine.

■ **Hepatitis B surface antibody (anti-HBs):**
The presence of anti-HBs generally indicates resolution of infection and immunity from virus infection. It also develops in those who have been vaccinated against hepatitis B.

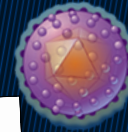
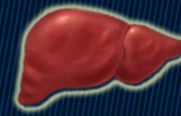
■ **Total hepatitis B antibody (tHbAb):**
Appears at the end of symptomatic hepatitis B infection. The anti-HBc IgM or ongoing hepatitis B infection is undefined.

■ **IgM anti-HBc core antibody:**
Positivity indicates acute infection and is not indicated in chronic infection.

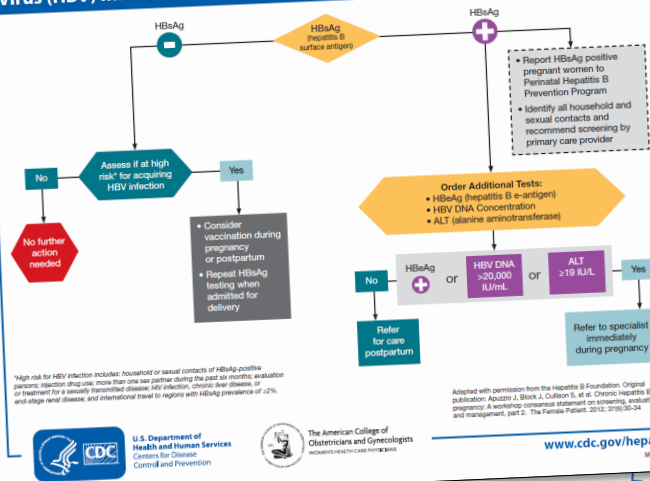
Hepatitis B Case Studies

Hepatitis B Web Study

Featuring interactive, case-based modules with free CE credits



Screening and Referral Algorithm for Hepatitis B Virus (HBV) Infection among Pregnant Women



...ers (API) represent 5% of the total U.S. people living with chronic hepatitis B do infection, management and medical care for patients with hepatitis B.

Who should be tested for Hepatitis B with an HBsAg* test?

- Report HBsAg positive pregnant women to Perinatal Hepatitis B Prevention Program
- Identify all household and sexual contacts and recommend screening by primary care provider

Geographic Distribution of Chronic Hepatitis B Infection Worldwide



Source: CDC Recommendations for Identification and Public Health Management of Persons with Chronic Hepatitis B Virus Infection. MMWR 2008; 57 (RR-10): 2-20. <http://www.cdc.gov/mmwr/pdf/rr/rr5710a.pdf>

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We need to hear from you!



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New Request – New Infographic!

- Perinatal Infographic promoting the birth dose
- Customizable

VACCINATE YOUR BABY AGAINST HEPATITIS B
IT COULD SAVE YOUR BABY'S LIFE.

WHAT IS HEPATITIS B?

HEPATITIS B is a serious liver disease caused by the **HEPATITIS B VIRUS**.

HEPATITIS B OFTEN DOESN'T CAUSE SYMPTOMS. Many people can live with hepatitis B for years without feeling sick.

1 IN 4 people living with hepatitis B can develop serious liver problems, **INCLUDING LIVER CANCER.**

DID YOU KNOW?

- All pregnant women are routinely tested for hepatitis B.
- People who find out they have hepatitis B can take steps to keep their baby and family protected.
- The **HEPATITIS B VACCINE** is the 1st cancer prevention vaccine.

CUSTOMIZED INFOGRAPHIC

PURPOSE

The perinatal infographic comes with a blank space to help community organizations and public health departments customize this document with local information, such as organization name, contact information, addresses and times of any upcoming events. Below are directions to customizing your own infographic!

HOW TO GUIDE

1. Download the [customizable version of the infographic](#) and the accompanying [template for logo and organization information](#).
2. Open the file titled "Logo + Org Info PDF Template"
 - a. Enter local information-your organization name, address, phone number, logo etc.
 - b. Save the file as a PDF to your computer
3. Open the infographic titled "Perinatal Infographic-Customizable Version"
 - a. Click in the middle of the white space on the second page, below the last infographic section and above the bar with logos
 - b. In the pop-up box, browse for the saved template file and select it. Note, the format only searches for PDF files, so if the template file does not appear, make sure it was saved as a PDF
4. All done! The infographic should be filled out with the information of your organization's contact details! For a sample, see below. If you have additional questions, contact schen1@cdc.gov for help.

HOW IS HEPATITIS B SPREAD?

WHY SHOULD MY BABY BE VACCINATED AGAINST HEPATITIS B?

WHY SHOULD MY BABY BE VACCINATED AGAINST HEPATITIS B?

- The hepatitis B vaccine can prevent a baby from getting an infected CDC-recommended at birth get the first Hepatitis B vaccine shot at birth and then receive one more vaccine to get the remaining series.
- The hepatitis B vaccine is safe and effective.
- Getting the full dose of the hepatitis B vaccine can protect your baby all his/her life.
- The hepatitis B vaccine has helped prevent at least 10 cases of infants from getting hepatitis B infection in the United States.

Schedule: April 10, 2018
10AM - 1PM
Organizational Name
City, State
Zip
Phone Number
Email Address
www.cdc.gov/hepb

NOW HEPATITIS B

HEALTHY PEOPLE 2020
CDC
AMERICAN OVERSIGHT

African Immigrant Project

