Building and Maintaining a Hepatitis B Coalition: New Jersey Hepatitis B Coalition

Wen-chi Chen, Program Coordinator
Ruth Brogden, Program Manager
2/22/2017
History of NJ HepB Coalition

Start from...

• In 2012
• Dr. Daniels, Executive Director, Office of Minority and Multicultural Health
• 2013, Orientation to 8 NJ organizations
• 2014, Dr. Su Wang co-chair with Dr. Daniels

Founding Members

• Office of Minority and Multicultural Health at NJ DOH
• Monmouth Medical Center
• Holy Name Medical Center
• Saint Peter Health System
• Monmouth County Department of Health
Member Base

Successful

• Hospitals
• Local Department of Health
• Social Organizations

Challenge

• Hospitals have the same/similar programs
• Local DOH runs differently
Phone conference

Success

• No distance problem
• Easy to access
• Non-Member also can participate

Challenge

• Difficult to tell the reaction of the talk
• A lot of members never participate in the call
Community Events

Success

• Direct pass the information to individual
• Recruit members from community base
• Have a chance to meet the members

Challenge

• Most Community Events are on Weekends.
• Lack of interest to participate
Events - Community

“Another Life” Screening

July 20th Millburn Cinema

Another Life is a documentary that exposes the plight of 8 families in the US and China. This poignant yet informative film shows the destructive nature and prevalence of the disease. The film focuses on these families affected by Hepatitis B, fusing their stories into a compelling narrative of tenacity and hope in the face of an epidemic.

Join Dr. Su Wang from the Center for Asian Health for an interactive discussion with the community addressing the complex issues surrounding hepatitis B, including health policy efforts, cultural misconceptions, and the need for advocacy.

Hepatitis B is the most common liver infection, caused by viral infection. It can be prevented by vaccines, treatment, and awareness.

World Hepatitis Day, July 28th, is a worldwide effort to raise awareness for Hepatitis B and eliminate it as a public health threat by 2030.
Events – Coalition recruitment

New Jersey Immunization Conference
Google Group Message/Email

Success

• Easy to post newest information to the coalition members
• Keep everyone in the loop by reply the post

Challenge

• Become spam mails
• Less than 10% of members respond to Google Group
• It is not good to post conference call schedule
1st Coalition Forum

• 2014 December
• Central Jersey, Princeton, NJ
• Over 50 participants from different locations
• New Jersey Hospital Association
• Event sponsors
• 2 Key Note speakers
HepB NJ Coalition Challenges

Building a “statewide” coalition

- Reaching across New Jersey’s 21 counties
- Demographic and socioeconomic variations between counties and between regions (north, central, south)
- NJ health departments’ structure
  - NJ with 20% of all health depts in the US
  - Many towns share health dept staffed by part-time nurses
  - NJ township structure=decentralized public health & fragmented efforts
Future of NJ Hepatitis B Coalition

• Develop regional focus
  – Higher AAPI and African immigrant population in the north
  – Leverage hospital partnerships

• Steering Committee formation
  – Provide leadership and direction of the Coalition
  – Incentive to serve
    • recognized partner of NJ Hepatitis B Coalition & National Hepatitis B United coalition
    • apply to attend the Hepatitis B United Summit
    • letters of reference for grants or applications
Thank You!

St. Barnabas Medical Center,
Center for Asian Health
—Wen-Chi Chen (Wen-Chi.Chen@rwjbh.org)
—Ruth Brogden (Ruth.Brogden@rwjbh.org)