Developing CDC’s KNOW HEPATITIS B Campaign

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Outline

• Background on the campaign
• Campaign development process
• Latest phase of *Know Hepatitis B* Campaign
• Materials and Resources for HBU members
Know Hepatitis B Campaign

**Goal:** Increase testing for chronic Hepatitis B

**Audience:** Asian Americans

**Languages:**
- Chinese, Korean, Vietnamese (English)

**Partner:** Hep B United

**Launch:** June 2013

**Subsequent Phases:**
- Phase II - August 2014
- Phase III - March 2016

www.cdc.gov/KnowHepatitisB
Campaign Development Timeline

12 Months +

Formative Research
Draft Concepts
Pre-Testing with Target Audience
 Shoot PSAs, Finalize Materials

Revise Concepts
Internal Review
Revise Materials Based upon Testing

Finalize Materials for Testing
Plan focus groups
Recruit Participants

CDC-HHS Concept Clearance

CDC-HHS Final Clearance
Implementation

Revise Concepts Round II

Finalize Materials
Campaign Development Process

• Behavioral science theory guides the process
• Follow best practices for campaign development
  – Market research
  – Formative research
  – Pre-testing of messages
• Work with communication contractor
  – IW Group (Asian communication firm)
  – Weber Shandwick
## Rationale for Campaign Audiences

### Major Asian American Ethnic Groups

Population Demographics and Language Preferences

<table>
<thead>
<tr>
<th></th>
<th>Chinese</th>
<th>Korean</th>
<th>Vietnamese</th>
<th>Cambodian</th>
<th>Hmong</th>
<th>Laotian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population size</td>
<td>3.3 million</td>
<td>1.4 million</td>
<td>1.5 million</td>
<td>265K</td>
<td>245K</td>
<td>210K</td>
</tr>
<tr>
<td>Foreign-born</td>
<td>69%</td>
<td>74%</td>
<td>68%</td>
<td>60%</td>
<td>44%</td>
<td>60%</td>
</tr>
<tr>
<td>Prefer own language</td>
<td>83%</td>
<td>78%</td>
<td>88%</td>
<td>83%</td>
<td>92%</td>
<td>85%</td>
</tr>
</tbody>
</table>
In-language Media Use by Ethnicity

Source: 2005 & 2002 Ncm Survey of Ethnic Media
In-language Media Outlets

Source: 2005 & 2002 Ncm Survey of Ethnic Media
# Media Outlets & Strategies

<table>
<thead>
<tr>
<th>Print</th>
<th>TV/Radio</th>
<th>News Outreach</th>
<th>Digital</th>
<th>New/Social Media</th>
</tr>
</thead>
</table>
| City specific distribution   | Nationwide & city specific distribution | Matte articles
News media interviews with HBU members
- Mandarin
- Cantonese
- Korean
- Vietnamese
- English | Banner ads
- Chinese
- Korean
- Vietnamese | Twitter
Facebook
Blog posts
- English | YouTube
- Mandarin
- Cantonese
- Korean
- Vietnamese
- English |
Exploratory Research

- **Purpose:** Understand knowledge and attitudes about Hepatitis B
- **Audiences:** Mandarin, Vietnamese and Korean speakers
- **Key Questions:**
  - What is it?
  - What causes it?
  - How is it spread?
  - How would people know if they have it?
  - How do you find out if you have Hepatitis B?
  - What can do you do if you have Hepatitis B?
How Common is Hepatitis B?

• Not here in the U.S.
  – First-world country
  – High standards of hygiene, public safety and health
• Common in “Southeast Asian” countries

Only Asians in Asia have Hepatitis B...here we are more hygienic and each person has their own plate in front of them and their own portions. The habits are different here. It’s a lifestyle issue
Hepatitis B

What is it?
• Virus
• Not sure

Symptoms?
• Yellow eyes
• Fatigue
• Abdominal pain

Seriousness?
• Not sure

If Hepatitis B is that serious, how come we never hear about it?
How is Hepatitis B Spread?

- Unclean street food vendors
- Raw/uncooked seafood
- Sharing food, drinks, and utensils
- Though the air
How Can You Prevent Hepatitis B?

• A healthy lifestyle
  – Exercise
  – Rest
  – Eat right
  – Drink less
  – Don’t smoke

Smokers and drinkers are more likely to get Hepatitis B...

I heard sleeping better and eating better will help
Communication Messages

• 1 in 12 Asian Americans is infected
• 2 of 3 people infected are unaware
• Often no symptoms
• Blood test only way to know
• Hepatitis B can lead to liver cancer
• Not spread through air or by sharing meals, bowls or utensils
• Usually spread when someone comes in contact with blood from an infected person
Message Development

Formative Research Findings

Message Concepts

Draft Messages

Final Messages
Pre-Testing to Final Materials

Process:

• Test campaign materials & messages
  – Drop poor performers
  – Identify elements needing fixing
• Revise materials based upon feedback
• Review and test again, if possible
• Finalize materials as indicated
You are looking at a big threat to you and your family.

You don’t see it or feel it because Hepatitis B often has no symptoms.

1 in 12 Asian Americans is infected with Hepatitis B and most of them are unaware. An early diagnosis of Hepatitis B is the best way to prevent serious liver problems and even liver cancer. Ask your doctor about getting tested for Hepatitis B today.

1 in 12 Asian Americans is infected with Hepatitis B and most of them are unaware. An early diagnosis of Hepatitis B is the best way to prevent serious liver problems and even liver cancer.
Revisions!

A Lesson on Hepatitis B That Could Save Your Life

CDC recommends Asian Americans get tested for Hepatitis B

Hepatitis B is spread through direct contact with infected blood. Sharing food or utensils will not spread the Hepatitis B virus. It does not spread through air.

Most people were infected at birth or in early childhood.

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

Ask your doctor about getting tested for Hepatitis B. Treatments are available that can save your life. Loving your family starts with caring for yourself.
Video Story Board

1. In this video, we capture genuine on-camera dialogue between a father, late 40s, and his daughter, age 20. It starts with her caring about his father's health by showing him Hepatitis B info and reminding dad to get tested for Hepatitis B.

Daughter: Check this out!
Father: Another video?

2. Daughter shows her phone to father.

Daughter: No, it's important... it's about your health.
Father: I'm in good shape... what's so important?

3. We see father shows interest immediately.

Daughter: Take a look...

4. Daughter shows Hepatitis B info on website.

Super: 1 in 12 Asian Americans is infected with Hepatitis B

Daughter: 1 in 12 Asian Americans is infected with Hepatitis B. There are often no symptoms so you don't even feel sick. That's what worries me. If you don't take care of it, Hepatitis B can cause serious liver problems including liver cancer.

5. Daughter starts to send out a reminder message to father.

Option 1
Visual: Father looks at daughter and they both smile.
Father: No... I don't need a reminder, but send it to your Mom. We will all go together.

6. CDC logo + www.cdc.gov
This message brought to you by CDC. A message from the U.S. Government.
New Videos/TV PSAs

English
Mandarin
Cantonese
Vietnamese
Korean

http://www.cdc.gov/knowhepatitisb/materials.htm#psa
Hepatitis B has no warning signs because there are often no symptoms.

1 in 12 Asian Americans is infected with Hepatitis B and most don’t know it. An early diagnosis of Hepatitis B is the best way to prevent serious liver problems and even liver cancer. Ask your doctor about getting tested for Hepatitis B today.

http://www.cdc.gov/knowhepatitisb/materials.htm#posters
Know Hepatitis B Campaign: Supporting the Community
Four Video PSAs

- Cantonese
- Mandarin
- Vietnamese
- Korean
- English

http://www.cdc.gov/knowhepatitisb/materials.htm#psa
Print Materials and Posters

Print materials and posters related to Hepatitis B are available at the CDC website. These materials are designed to educate the public about Hepatitis B and its prevention. The website provides resources in multiple languages, including English, Chinese, and Vietnamese. The posters feature educational content such as signs that alert people to the risks of Hepatitis B, and other awareness messages about the disease. The CDC recommends that Asian Americans get tested for Hepatitis B to protect their health.

http://www.cdc.gov/knowhepatitisb/materials.htm#posters
Examples of Localized Materials

Loving your family starts with getting a Hepatitis B Blood Test.

1 in 12 Asian Americans has chronic Hepatitis B. Talk to your doctor about getting tested. It could save your life.

FREE hepatitis B and hepatitis C screenings
Saturday, May 10th 12pm-3pm
Rainier Community Center Multipurpose room
(4600 38th Ave S, Seattle, WA 98118)

For more information, call the Hepatitis Education Project @ (800)218-6932
Educational Infographic

Talk to your doctor about getting tested for Hepatitis B. It could save your life.

**What is Hepatitis B?**

- Hepatitis B is a liver disease caused by the Hepatitis B virus.
- Hepatitis B often doesn’t cause symptoms. Many people can live with Hepatitis B without feeling sick.
- If left untreated, it can lead to serious liver problems, including liver cancer.

**Did you know?**

- 1 in 12 Asian-Americans is infected with Hepatitis B and most don’t know it.
- Most people born in Asia who have Hepatitis B were infected as infants or young children.
- Hepatitis B is the leading cause of liver cancer among Asian Americans.

**How is Hepatitis B spread?**

- Hepatitis B is spread when someone comes in contact with blood from a person who has the disease.
- It is not spread through air; people also do not get Hepatitis B from sharing meals, bowls or utensils with someone who has the disease.

**Who should be tested for Hepatitis B?**

- Testing is recommended for:
  - People born in Asia,
  - People whose parents were born in Asia,
  - People who live with someone with Hepatitis B.

**Why should people be tested for Hepatitis B?**

- Testing is the only way to know if you have Hepatitis B.
- There are treatments available for Hepatitis B that can prevent serious liver damage.
- People who find out they have Hepatitis B can also keep their family healthy.
- The Hepatitis B vaccine is a safe and effective way of protecting people who have never had Hepatitis B from getting it.

[Source: CDC, http://www.cdc.gov/knowhepatitisb/materials.htm#infographics]
Interactive Quizzes

HOW WELL DO YOU KNOW

HEPATITIS B

TRUE   FALSE

1. Hepatitis B is spread through direct contact with infected blood.

2. Hepatitis B cannot be spread through the air.

3. Hepatitis B cannot be spread through sharing meals, bowls or utensils with someone who has the disease.

4. 1 in 12 Asian Americans has Hepatitis B.

5. Many people with Hepatitis B don’t have symptoms and don’t feel or feel sick.

6. A Hepatitis B blood test is the only way to know if you are infected with the virus.

7. The CDC recommends that people born in Asia or the Pacific Islands be tested for Hepatitis B.

8. Treatments are available that can help prevent serious liver damage from Hepatitis B.

9. Most people infected with Hepatitis B were infected at birth or in early childhood.

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

http://www.cdc.gov/knowhepatitisb/materials.htm#hbq
Templates for Ads & Flyers

Hepatitis B is the leading cause of liver cancer for Asian Americans. Come get tested for Hepatitis B. It could save your life.

One in 12 Asians has Hepatitis B and most who are infected don't know it. Getting a blood test is the only way to know if you have it. Come get tested for Hepatitis B.

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

http://www.cdc.gov/knowhepatitisb/materials.htm#flyers
HBV Paper Risk Assessment

• Assess need for HBV testing based on country of origin
• Low tech version in multiple languages

Should You Be Tested for Hepatitis B?

Hepatitis B is common among people of Chinese heritage, as well as people from other Asian countries. People born in Asia, or have parents who were born in Asia, are more likely to have Hepatitis B. People with Hepatitis B can develop serious liver problems, and pass the virus without knowing it to their family.

Please answer the following questions to find out if you should be tested for Hepatitis B.

1. Where were you born?
   - United States
   - Other country (which country?) ________

2. Where was your mother born?
   - United States
   - Other country (which country?) ________

3. Where was your father born?
   - United States
   - Other country (which country?) ________

http://www.cdc.gov/knowhepatitisb/materials.htm#hra
Resources for Follow-up with Clients

HEPATITIS B
Living with Hepatitis B

What is Hepatitis B?
Hepatitis B is a liver disease. It is caused by the hepatitis B virus. Some people who get hepatitis B, the virus stays in the body, causing lifelong illness. Hepatitis B can cause serious health problems over time. These problems can include liver cancer and liver failure.

How is Hepatitis B spread?
Hepatitis B is spread when someone comes in contact with blood from a person who has the disease. Most people born in Asia who have hepatitis B were infected as infants or young children. Hepatitis B can be passed from an infected mother to her baby at birth or from a family member to young children. Hepatitis B is not a genetic disease. People also do not get hepatitis B from sharing meals, bowls or utensils with someone who has the disease. Hepatitis B is not spread through breastfeeding, hugging, kissing, holding hands, coughing, or sneezing.

If you have Hepatitis B, see a doctor regularly to take care of your health.

What are the symptoms of Hepatitis B?
Most people who have hepatitis B do not know they have it. The disease does not always cause symptoms. Hepatitis B can stay hidden in the body. Many people can live with hepatitis B for many years without feeling sick. Still, liver damage from the disease can take place during this time.

How serious is Hepatitis B?
Hepatitis B can become very serious. For some people, this disease leads to liver damage, like liver failure or cancer.

How is Hepatitis B treated?
It is important to be checked regularly by a doctor experienced in treating hepatitis B. Many people with hepatitis B see their doctor one or two times a year for a regular check-up. Blood tests and liver tests. The doctor will use these tests to help decide what medical care is needed. Medications, called antivirals, can be used to treat many people with hepatitis B. However, these medications may not help everyone. Some people live with hepatitis B for many years before needing to take medications. Talk to your doctor about the best treatment for you and if medications will help. Your doctor will look at the condition of your liver and other health problems you may have.

How do I take care of my liver?
- Check with your doctor before taking any prescription, over-the-counter medications, supplements, or vitamins. Some drugs, such as certain pain medications, can potentially damage the liver.
- Avoid alcohol since it can increase the speed of liver damage.
- Ask your doctor if you should get the Hepatitis A vaccine.

How do I protect my family members from getting Hepatitis B?
People who find out they have hepatitis B can also keep other family members healthy. Doctors will want to test all family members of people with hepatitis B. They will test a simple blood test that takes only a small amount of blood from a person's arm.

Why should my family get tested for Hepatitis B?
Family members who have hepatitis B should see a doctor. Other family members who do not have the disease should get the Hepatitis B vaccine. The vaccine is safe and protects people who have never had hepatitis B from getting infected. This helps prevent liver disease and liver cancer that can come from having hepatitis B.

What is the Hepatitis B vaccine?
For most people, the vaccine is usually given as three shots over six months. People should get all three shots to keep them from getting hepatitis B.

PREVENT HEPATITIS B WITH A VACCINE

Hepatitis B is a virus that affects the liver. Hepatitis B can lead to serious liver problems and even liver cancer. But hepatitis B can be prevented with a vaccine.

Why is the Hepatitis B vaccine important?
The vaccine protects people from getting infected with the hepatitis B virus. Family members of people with hepatitis B should get the vaccine. Babies born in many countries also get the vaccine. The vaccine is safe and prevents people from getting hepatitis B if they have never been infected.

What is the Hepatitis B vaccine?
For most people, the vaccine is usually given as three shots over six months. People should get all three shots to keep them from getting hepatitis B.

Keep track of your vaccine series:

- Dose 1
- Dose 2
- Dose 3

Next shot is in ___ months

http://www.cdc.gov/knowhepatitisb/materials.htm#factsheets
http://www.cdc.gov/knowhepatitisb/materials.htm#vacc
Provider Tools

Interpretation of Hepatitis B Serologic Test Results

- **Hepatitis B surface antigen (HBsAg)**: A protein on the outside 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. The antibody used is the antibody against HBsAg anti-HBs.

<table>
<thead>
<tr>
<th>HBsAg</th>
<th>anti-HBs</th>
</tr>
</thead>
<tbody>
<tr>
<td>negative</td>
<td>negative</td>
</tr>
<tr>
<td>positive</td>
<td>positive</td>
</tr>
</tbody>
</table>

- **Hepatitis B surface antibody (anti-HBs)**: The presence of anti-HBs is generally interpreted as indicating recovery and immunity from hepatitis B virus infection. Anti-HBs also develops in a person who has been successfully vaccinated against hepatitis B.

<table>
<thead>
<tr>
<th>HBsAg</th>
<th>anti-HBs</th>
</tr>
</thead>
<tbody>
<tr>
<td>negative</td>
<td>positive</td>
</tr>
<tr>
<td>positive</td>
<td>negative</td>
</tr>
</tbody>
</table>

- **Total hepatitis B core antibody (anti-Hbc)**: Appears at the onset of symptoms in acute hepatitis B and persists for life. The presence of anti-Hbc indicates previous or ongoing infection with hepatitis B virus in an undetected form.

<table>
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<th>anti-Hbc</th>
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<tbody>
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</tr>
<tr>
<td>positive</td>
<td>negative</td>
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</table>

- **IgM antibody to hepatitis B core antigen (IgM anti-HBc)**: Positively indicates recent infection with hepatitis B virus (HBc IgM presence indicated acute infection).

<table>
<thead>
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<th>IgM anti-HBc</th>
</tr>
</thead>
<tbody>
<tr>
<td>negative</td>
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</tr>
<tr>
<td>positive</td>
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Rationale

Studies have shown that while Asian Americans and Pacific Islanders (AAPI) represent 5% of the total U.S. population, they make up 50% of hepatitis B cases. Nearly 1 in 5 people living with chronic hepatitis B do not know they are infected. Testing for chronic hepatitis B plays an important role in the detection.

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

- **Patients born in:**
  - Any Asian country
  - Any Pacific island
  - Other countries with moderate to high rates of hepatitis B

- **Patients with at least one parent born in:**
  - Any East or Southeast Asian countries, except Japan
  - Any Pacific island
  - Other countries with high rates of hepatitis B

Geographic Distribution of Chronic Hepatitis B Infection Worldwide

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

http://www.cdc.gov/hepatitis/hbv/profresourcesb.htm
Thank You

For more information:

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