



#justB

Real People Sharing Their Hepatitis B Stories

Webinar

May 17, 2018

Phone Option

Call-In #: +1 (914) 614-3221

Attendee Access Code: 377-901-719

All attendees are muted.

Questions?



Questions? Feel free to submit questions in the chat box at anytime throughout the webinar.

Welcome / Introductions



[Hep B United](#) is a national coalition, co-founded and co-chaired by the Hepatitis B Foundation and AAPCHO, that is dedicated to reducing the health disparities associated with hepatitis B by increasing awareness, screening, vaccination, and linkage to care for high-risk communities across the United States.



The [Hepatitis B Foundation](#) is a national nonprofit organization dedicated to finding a cure and improving the lives of those affected by hepatitis B worldwide.



[StoryCenter](#) is a nonprofit organization that supports individuals and organizations in using storytelling and participatory media for reflection, education, and social change.

Today's Agenda

- #justB Campaign Overview and Updates
 - ▣ Rhea Racho – Hepatitis B Foundation
- StoryCenter and Digital Storytelling Overview
 - ▣ Amy Hill – StoryCenter
- Story Screening / Storyteller Introductions
 - ▣ Nancy, Bright, and Alice – #justB Storytellers
- Q & A

#justB Campaign Overview and Updates

Rhea Racho – Hepatitis B Foundation

More than 2 million Americans are chronically infected with **hepatitis B**, a disease that **is largely undiagnosed, but preventable and treatable.**

Hepatitis B has been a **forgotten** and **under-prioritized** disease.

Hepatitis B is a **highly stigmatized** illness.

Most infected individuals aren't diagnosed, and don't receive the care and support they need to live long, healthy lives.

Overview

- Shares true, personal stories of people from across the U.S. who have been directly affected by hepatitis B
- Launched in May 2017 in partnership with StoryCenter and AAPCHO
- Educational grants provided by Arbutus Biopharma, Dynavax Technologies, and Gilead Sciences

Goals

- Increase awareness and advocacy around hepatitis B;
- Decrease stigma and discrimination associated with the disease; and
- Promote testing, vaccination, and linkage to care and treatment to help save lives.

#justB Activities and Story Distribution

Activities

- Coordinated 3 workshops
- Produced 22 digital stories
 - ▣ 13 available in two languages
- Launched website for #justB stories and accompanying resources
 - ▣ www.hepb.org/justb
- Provide storyteller engagement and speaking opportunities and ongoing training/support
- Program and impact evaluation

Story Distribution

- Monthly featured story
 - ▣ websites, newsletters, social media, ads
- Media outreach
 - ▣ press releases, interviews, guest blogs, local news, ethnic media
- Advocacy events
 - ▣ issue briefings, Congressional meetings
- Community events/forums
- Conference presentations/exhibits
- Film festivals
- Printed materials
 - ▣ postcards, posters

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Storytellers in Action



HEALTH MATTERS: Viral Hepatitis is silent epidemic with few symptoms

May 25, 2017 Written by: Marie Y. Lemelle, Contributing Columnist



Jason Crum lives with HIV and Hepatitis B. He works hard to dispel the stigma about the epidemic of these viruses through public speaking and educating students. (Courtesy photo)

Category: Columnists, Health, Health Matters permalnk

Jason Crum was 18 when he was diagnosed with HIV. Without the education and support about how to cope with the disease, Crum turned to self-medication and eventually became addicted to crack cocaine. For years, he struggled with



ShotByShot.org July 20

Carolyn shares a painful but beautiful story about her father who hid his chronic Hepatitis B disease from her during her young life to spare her the burden of worry. She goes to Hawaii to be with her dying dad. Thank you Carolyn for sharing this story of love!



Carolyn's Story

Carolyn recounts learning that her dad is very ill and dying of hepatitis b related liver cancer. She goes to Hawaii to help care for him and reflects on her experience as daughter and nurse. (Courtesy of the Hepatitis B Foundation) JustB Discussion...

SHOTBYSHOT.ORG

StoryCenter and Digital Storytelling Overview

Amy Hill – StoryCenter

About StoryCenter

- Nonprofit Organization Focused on Storytelling:
 - ▣ digital storytelling workshops
 - ▣ story writing webinars and trainings
 - ▣ consultation on story distribution

- Specialists in Community-Based Participatory Media:
 - ▣ first-person stories (“I” voice)
 - ▣ group processes, not individual production
 - ▣ hands-on digital media creation

About Digital Storytelling

- Unique blend of oral history, popular education, and participatory media approaches
- StoryCenter methodology is widely used for community-based [public health practice and research](#)
- Process of creating stories is as important as final media product: healing and leadership development
- Stories can be shared widely as tools for individual behavior, community, and policy change

About the Workshops

- ❑ Collaborative participant outreach and recruitment process
- ❑ Workshops in Berkeley (three days) and Philadelphia (two days)
- ❑ Agenda: Story Circle; script writing and recording; image gathering; hands-on video editing
- ❑ Follow-up consultation on story distribution



Story Screening / Storyteller Introductions

Nancy, Bright, and Alice – #justB Storytellers

Nancy's Story

#justB Tested

Bright's Story

#justB Resilient

Alice's Story

#justB Grateful

Q & A

Please submit questions in the chat box!



Thank You!



Hep B United
www.hepbunited.org



Hepatitis B Foundation
www.hepb.org



StoryCenter
www.storycenter.org

