Hep B United Mission, Vision and Priority Areas

Vision
A future free of hepatitis B around the globe.

Mission
Hep B United is a national coalition 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.

Implementing our Mission
Our partners are essential to our success and include national organizations, federal partners, and local hepatitis B coalitions comprised of community-based organizations, academic research institutions, student organizations, businesses, faith-based organizations, and local and state health departments. For a complete list of our partners please visit www.hepbunited.org.

Goals
- **Awareness:** Raise the profile of hepatitis B and liver cancer as an urgent public health priority.
- **Prevention:** Increase hepatitis B testing and vaccination, particularly among Asian Americans, Pacific Islanders and other high-risk communities.
- **Intervention:** Improve access to care and treatment for individuals living with hepatitis B to prevent end-stage liver disease and liver cancer.

Strategic Priorities or Core Values
Hep B United works to reduce the impact of hepatitis B through prevention and education efforts, addressing perinatal transmission, improving screening and linkage to care, contributing to national surveillance data, and advocating on a national level.

1. **Prevention and Education:** Reduce/eliminate new cases of hepatitis B by increasing awareness, effective prevention, and risk reduction strategies. Promote and provide information to at-risk persons, patients, health care workers, and the general public to increase testing, increase timely and appropriate vaccinations, and improve linkage to care to prevent hepatitis B and related liver disease including liver cancer.

2. **Perinatal Hepatitis B Transmission:** Eliminate perinatal hepatitis B transmission through expanding partnerships with state and local level perinatal hepatitis B prevention coordinators, increasing education and awareness among health care providers and HBV-infected women, promoting the universal birth dose, and providing appropriate case management for infected pregnant women.

3. **Linkage to Care:** Develop community- and clinic-based infrastructure to improve patient navigation to increase the capacity of community coalitions to identify, counsel, vaccinate susceptible individuals, and care for individuals living with hepatitis B to limit the progression of liver damage and liver cancer.

4. **Liver Cancer Prevention and Early Detection:** Reduce the incidence of hepatitis B-related liver complications including hepatocellular carcinoma (HCC), cirrhosis, and liver failure through screening, early detection, and treatment.

5. **Surveillance:** Promote, advocate for, and contribute to national hepatitis B data, to monitor disease trends, assess the burden of hepatitis B and liver cancer in highly impacted communities, and evaluate programmatic impact.

6. **Advocacy:** Raise the profile of hepatitis B and liver cancer as urgent public health priorities.

Updated March 2017
Table 1. Methods to achieve the strategic priorities or core values of HBU.

<table>
<thead>
<tr>
<th>Prevention and Education</th>
<th>Perinatal Hepatitis B Transmission</th>
<th>Linkage to Care</th>
<th>Liver Cancer Prevention and Early Detection</th>
<th>Surveillance</th>
<th>Advocacy</th>
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<tbody>
<tr>
<td>Increase the knowledge of HBV among the general public via traditional broadcast and social media</td>
<td>Increase HBV vaccine birth dose rates</td>
<td>Promote provider access to current guidelines, regulations and best practices for HBV prevention, diagnosis, care and treatment</td>
<td>Promote and support screening for hepatocellular carcinoma (HCC) in at risk populations</td>
<td>Identify and leverage adequate resources for state and local HBV surveillance activities</td>
<td>Increase access to preventive screening and improve treatment for persons living with HBV</td>
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<tr>
<td>Increase the knowledge of HBV prevention, transmission, care, and treatment among infected and affected persons</td>
<td>Promote and share effective strategies to ensure all infants are protected against HBV transmission</td>
<td>Integrate hepatitis B services into primary care settings</td>
<td>Increase the number of people who know their hepatitis B status and are aware of the benefits to testing and treatment</td>
<td>Improve capacity for complete and accurate HBV reporting</td>
<td>Strengthen the capacity of statewide systems to support HBV</td>
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<td>Promote universal hepatitis B vaccination for all children and vulnerable adults and youth</td>
<td>Develop and share best practices to assure timely and appropriate access to HBV post-exposure prophylaxis, diagnosis, care and treatment</td>
<td>Ensure access to culturally appropriate medical care for those living with HBV</td>
<td>Educate people living with HBV about the importance of regular monitoring and care</td>
<td>Standardize data collection activities among HBU partners</td>
<td>Increase federal and state resources for hepatitis B prevention, treatment, and research</td>
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<tr>
<td>Increase community knowledge about benefits of vaccination for HBV</td>
<td>Incorporate perinatal HBV prevention into maternal and child health initiatives</td>
<td>Promote updated USPSTF HBV testing recommendations</td>
<td>Increase access to preventive screening and improve treatment for persons living with HBV</td>
<td>Create data sharing opportunities for HBU partners</td>
<td>Reduce hepatitis B-related stigma, discrimination, health disparities, and cultural barriers</td>
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<td>Increase HBV vaccine rates of high-risk communities</td>
<td>Educate perinatal coordinators and build partnerships with perinatal coordinators as key stakeholders</td>
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The Hep B United work plan is in alignment with the U.S. Department of Health and Human Services Viral Hepatitis Action Plan. This work plan responds to priority areas established at the national level and coordinates activities of Hep B United member coalitions.

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