



## 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](http://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.

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

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

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.

Updated March 2017