



Patients Driving Change

#JUSTB
STORYTELLING
CAMPAIGN



About the Campaign

#justB

- #justB is a national, multi-lingual storytelling campaign that shares true, personal stories of people directly affected by hepatitis B
 - Digital stories (videos)
 - Printed materials
 - In-person storytelling
- Launched in 2017 in partnership with StoryCenter and AAPCHO
- Funded by individual donors and educational grants from Arbutus Biopharma, Dynavax Technologies, and Gilead Sciences

Goals of the Campaign

■ AWARENESS

Increase awareness and advocacy around hepatitis B

■ DESTIGMATIZATION

Decrease stigma and discrimination associated with the disease

■ HEALTH EDUCATION

Promote testing, vaccination, linkage to care, and treatment

■ EMPOWERMENT

Empower people living with hepatitis B to share their stories to help educate the public and inspire action

What is Digital Storytelling?

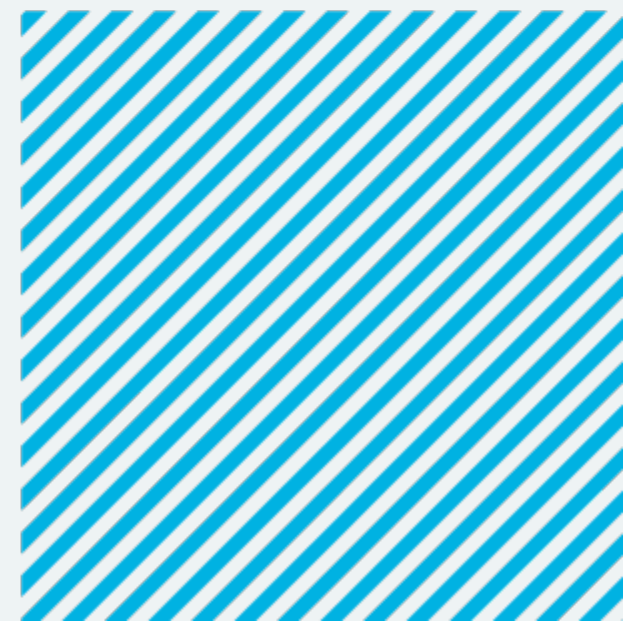
METHODOLOGY DEVELOPED BY STORYCENTER

- Blend of oral history, popular education, and participatory media approaches
- Used for community-based public health practice and research
- Stories can be shared widely as tools for individual behavior, community, and policy change
- Centered around first-person stories (“I” voice)
- Small group process, not individual production
- Participatory and hands-on: Storytellers create their videos!

Storytelling Workshops

FACILITATED BY STORYCENTER & HBF

- Agenda includes: "Story Circle" script writing and voice recording, image gathering and story boarding, hands-on video editing, group story screening
- Process of creating stories is as important as the final media product: it provides healing, builds community, and develops public speaking and leadership skills



Campaign Progress & Activities

2016–2019

5 WORKSHOPS

36 participants from 19 states

40* DIGITAL STORIES

+18 translated videos – Mandarin, Cantonese, Vietnamese, Korean, Arabic, Twi, Yoruba, Tagalog, Khmer, Mongolian, and Chuukese

ONGOING ENGAGEMENT

National and local storytelling/public speaking opportunities and ongoing training/support

PROGRAM EVALUATION

Analyzing the impact on storytellers and audiences



Story Promotion

- Monthly featured story: websites, newsletters, social media, ads
- Media outreach: press releases, blogs, interviews, local news outlets, ethnic media
- Printed materials: postcards, posters, flyers
- Advocacy events: issue briefings, Congressional events/meetings, Hill days
- Testing and awareness/outreach events
- Conference presentations/exhibits
- Local story screening events
- Film festivals

Program Evaluation

■ CAMPAIGN REACH & VIDEO VIEWS

- By video
- By language
- Via different platforms
- Media coverage
- Partnerships

■ IMPACT ON VIEWERS

- Feedback from online viewers and in-person attendees of story screening events

■ IMPACT ON STORYTELLERS

- Post-workshop surveys (18 completed)
- Follow-up interviews (23 completed)

■ IMPACT ON PARTNERS

- Usefulness of videos and materials in their work
- Connections with storytellers



FACEBOOK REACH

2 MILLION

1.4 MILLION VIDEO VIEWS



YOUTUBE VIEWS

22,000+

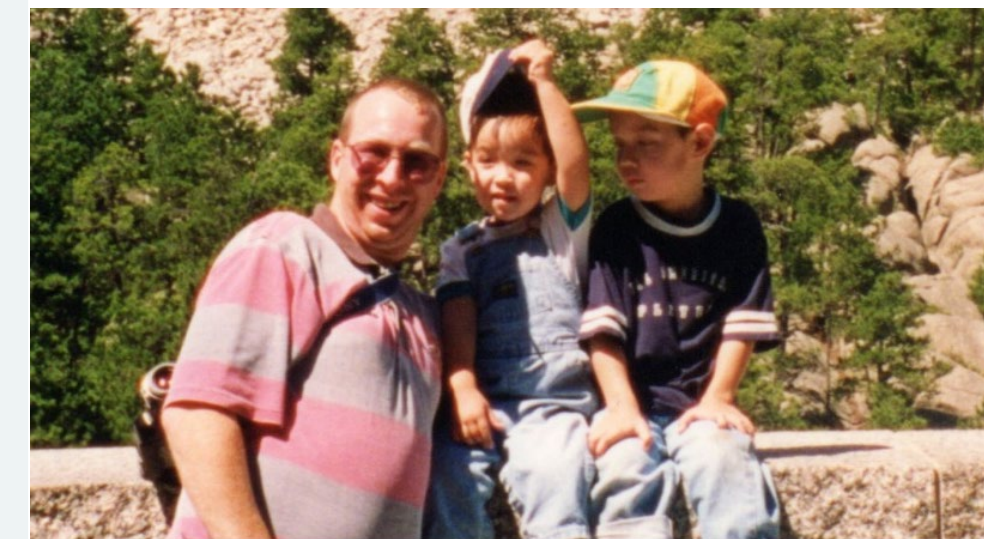
Campaign Reach

 HEPATITIS B
FOUNDATION

#justB

NOW I MONITOR MYSELF MORE REGULARLY, GET ABDOMINAL ULTRASOUNDS, LIVE HEALTHIER. I WANT TO BE THERE FOR MY FAMILY, FOR THE GRANDKIDS I HOPE TO HAVE ONE DAY.

- Wendy



Randy's Story

“I tell my son, Don't let this event define you; you can be whoever you want to be. Just keep dreaming.”

#justB



Story Screening Events

- 8 local story screening events in 6 cities for a total of 188 attendees
- 74% of survey respondents reported an increase in their HBV knowledge after attending an event
- 86% on average agreed that the stories increased their understanding of HBV transmission, risk factors, prevention, treatment, and/or populations impacted

“

“I really enjoyed the personal stories. Hearing first person experiences re: HBV has such a significant impact and realism that is not accessible when approaching the topic from a clinical or third person perspective. It's very sad but powerful to hear the experiences re: stigma, isolation, perseverance, and how they are fighting for their families, friends, and others.”

“It was very informative. I came in not understanding what it really was. Now I understand how important vaccinations are. It is an important topic to discuss, and I want to let my friends and family know how serious the problem is.”

“The stories were extremely powerful. That paired with data and key messages [was] a very effective presentation.”

“

“The stories were so impactful and truly inspired me to want to educate others. Great presentation.”

“JustB storytelling was very moving! The diversity in storytellers was great.”

“Very powerful + moving + essential!”

“Very touching, impactful and inspirational! Thank you to all the storytellers for your bravery!”

“Amazing job. The stories were inspirational.”

“The storytelling was wonderful. I will definitely be using the stories in our education and awareness outreach.”

KIM'S STORY



“He knew he was dying. But he chose to live – until the very end.”

Kim's story is a loving tribute to her father, who died of liver cancer caused by hepatitis B. She wonders whether the stigma about hepatitis B in the Vietnamese community prevented him from telling the family and seeking medical care earlier and suggests that access to culturally and linguistically appropriate resources could have prevented his death from liver cancer.

#justB

www.hepb.org/justB/kim

2019

- Increase Capacity for Hepatitis B and C Testing and Linkage to Care (ICHTL) Grant Reviewer
- API Heritage Month “Be About It” and justB Storytellers Screening

Happy API Heritage Month! Thanks to all **Minnesota Department of Health** staff who participated in our events this month! Special thanks to all of our storytellers and community leaders for sharing your experiences!



2018

- HBI Accomplishments Luncheon and justB Storytellers Screening
- Hepatitis Awareness Month and justB Storytellers Screening at Hmong Health Care Professional Coalition



HBI-Minnesota/HBI-MN is at HAP.

May 4, 2018 · Saint Paul, MN ·

Thanks to **Hmong Health Care Professionals Coalition** for collaborating on our 1st event for Hepatitis Awareness Month! Special thanks to our storytellers: Kim and Bruce and **Hepatitis B Foundation** for the opportunity! #HepBeLleVER

- HepB Taskforce – Training Providers and Community Leaders event

- Health Fair at the Midtown Global Market

- Asian Health Equity Conference

 HBI-Minnesota/HBI-MN is with O'Liver B Hepatitis and Hepb Taskforce at Minneapolis Airport Marriott. ...
 April 25, 2018 • Bloomington, MN • 🌐

Thanks to Dr. Richard Andrews and Dr. Amy Trang from the Hepb Taskforce for training our providers and community leaders on hepatitis B and hepatitis C! Special thanks to Gilead Sciences for supporting our event and to Minneapolis Airport Marriott for hosting!



 HBI-Minnesota/HBI-MN is at The University of Chicago. ...
 May 30, 2017 • Chicago, IL • 🌐

Rounding out Hepatitis Awareness Month with some takeaways from Asian Health Coalition's and The University of Chicago Center for Asian Health Equity's Conference! Great visual notes by Ink Factory Studio
 #healthequity17 #HepatitisAwarenessMonth #NoHep



2017 - 2018

- St. Anne – St. Joseph Hien Church Festival



PETER V'S STORY



“After my liver transplant, my hepatologist said, “You should never have been taken off the hepatitis B medication in the first place.””

After being on medication for hepatitis B for more than a decade, Peter’s GI doctor told him that his reduced viral load meant he could stop taking his medication. Just a year and a half later, Peter was in the hospital awaiting a liver transplant. Fortunately, a donor was found, and Peter is recovering well. He realizes now that his GI doctor may not have understood the dangers of taking him off his hepatitis B medicine, and he has now found a trusted hepatologist to monitor his condition moving forward.



www.hepb.org/justb/peterv

BRIGHT'S STORY



“A year after my diagnosis, my brother came to visit me. After a moment, he said, “You have changed.” I couldn’t imagine what he saw so quickly in me, but now I realize: I have changed. I am more resilient than ever before.”

Growing up in a small town in Ghana, Bright faced many obstacles early in life, including the loss of his mother. After a hepatitis B diagnosis and period of hopelessness, he found strength and resiliency to not only cope, but thrive.



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www.hepb.org/justB/bright

XUAN'S STORY



“Our family’s story could have been different, but with support and knowledge, we were able to transform something that seemed devastating into something beautiful.”

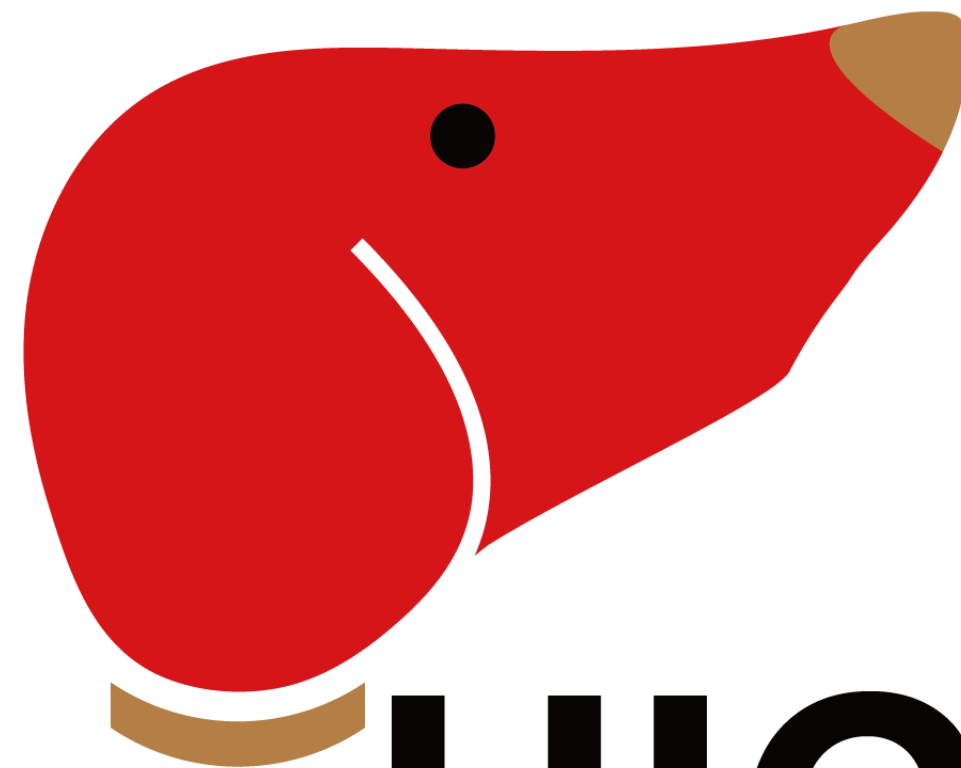
Growing up interpreting for her dad at his doctor's appointments wasn't easy. With time, education, and understanding doctors, he was able to get the care and attention he deserved in their new lives in the U.S. Being the daughter of Vietnamese refugees and now working as a hepatitis B caseworker, Xuan understands the struggles and barriers many immigrant families face in advocating for their health.



www.hepb.org/justB/xuan

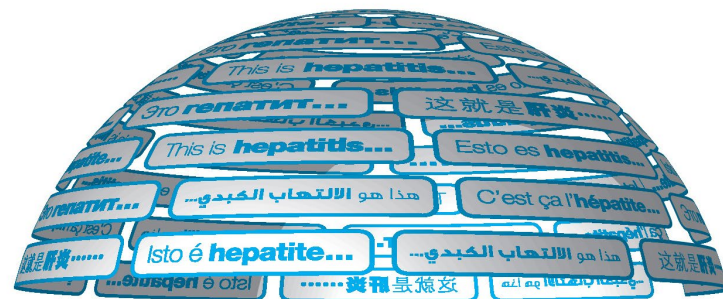
JACKI'S STORY

World Hepatitis Alliance



THICATM

Taiwan Hepatitis Information & Care Association
社團法人台灣肝炎資訊網關懷協會



WORLD HEPATITIS DAY



Eliminating viral hepatitis

