

# **Building and Maintaining a Hepatitis B Coalition: New Jersey Hepatitis B Coalition**



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# History of NJ HepB Coalition

## Start from...

- In 2012
- Dr. Daniels, Executive Director, Office of Minority and Multicultural Health
- 2013, Orientation to 8 NJ organizations
- 2014, Dr. Su Wang co-chair with Dr. Daniels

## Founding Members

- Office of Minority and Multicultural Health at NJ DOH
- Monmouth Medical Center
- Holy Name Medical Center
- Saint Peter Health System
- Monmouth County Department of Health

# Member Base

## Successful

- Hospitals
- Local Department of Health
- Social Organizations

## Challenge

- Hospitals have the same/similar programs
- Local DOH runs differently



# Phone conference

## Success

- No distance problem
- Easy to access
- Non-Member also can participate

## Challenge

- Difficult to tell the reaction of the talk
- A lot of members never participate in the call

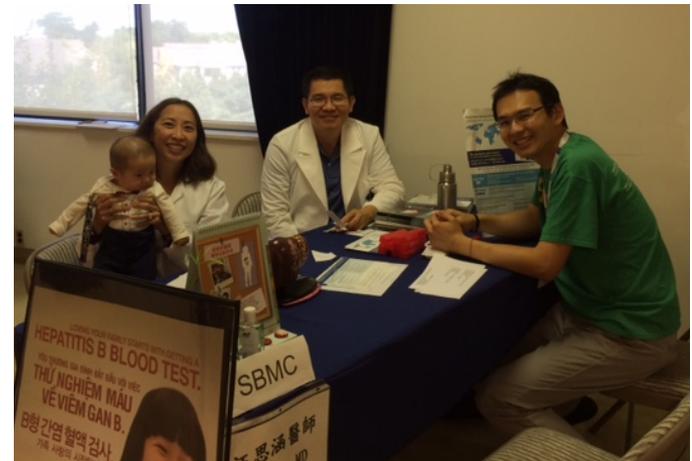
# Community Events

## Success

- Direct pass the information to individual
- Recruit members from community base
- Have a chance to meet the members

## Challenge

- Most Community Events are on Weekends.
- Lack of interest to participate



# Events - Community

## “Another Life” Screening

### July 20<sup>th</sup> Millburn Cinema

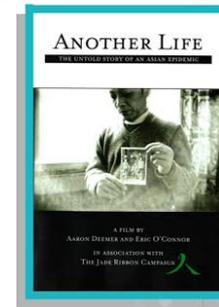


Free Giveaways & 50 Dollar Drawing

## Another Life

Documentary Screening & Discussion

10 am, July 20th at Millburn Cinema



**Another Life** is a documentary that exposes the plight of 8 families in the US and China.

This poignant yet informative film shows the destructive nature and prevalence of the disease

The film focuses on these families affected by Hepatitis B, fusing their stories into a compelling narrative of tenacity and hope in the face of an epidemic.

Join **Dr. Su Wang** from the Center for Asian health for an interactive discussion with the community addressing the complex issues surrounding hepatitis B, including health policy efforts, cultural misconceptions, and the need for advocacy.



Hepatitis B is the most common liver infection, caused by viral infection. It can be prevented by vaccines, treatment, and awareness.



**1:12** Asian Americans and Pacific Islanders has Hepatitis B



World Hepatitis Day, July 28th, is a worldwide effort to raise awareness for Hepatitis B and eliminate it as a public health threat by 2030

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Unite against HBV.

The Jade Ribbon symbolizes the united vision of those fighting hepatitis B and liver cancer worldwide.



# Events – Coalition recruitment

## *New Jersey Immunization Conference*



# Google Group Message/ Email

## Success

- Easy to post newest information to the coalition members
- Keep everyone in the loop by reply the post

## Challenge

- Become spam mails
- Less than 10% of members respond to Google Group
- It is not good to post conference call schedule

# 1<sup>st</sup> Coalition Forum

- 2014 December
- Central Jersey, Princeton, NJ
- Over 50 participants from different locations
- New Jersey Hospital Association
- Event sponsors
- **2 Key Note speakers**



# HepB NJ Coalition Challenges

## Building a “statewide” coalition

- Reaching across New Jersey’s 21 counties
- Demographic and socioeconomic variations between counties and between regions (north, central, south)
- NJ health departments’ structure
  - NJ with 20% of all health depts in the US
  - Many towns share health dept staffed by part-time nurses
  - NJ township structure=decentralized public health & fragmented efforts

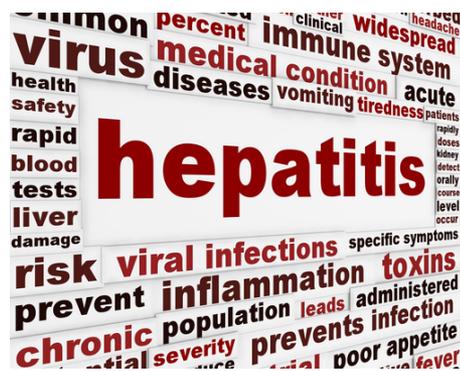
# Future of NJ Hepatitis B Coalition

- **Develop regional focus**

- Higher AAPI and African immigrant population in the north
- Leverage hospital partnerships

- **Steering Committee formation**

- Provide leadership and direction of the Coalition
- Incentive to serve
  - recognized partner of NJ Hepatitis B Coalition & National Hepatitis B United coalition
  - apply to attend the Hepatitis B United Summit
  - letters of reference for grants or applications



# Thank You!

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