

# Developing CDC's



## Campaign

Cynthia Jorgensen, DrPH

Sherry Chen, MPH, CHES

Education, Communications and Training Team

Division of Viral Hepatitis

National Center for HIV/AIDS, Viral Hepatitis, STD & TB Prevention

Division of Viral Hepatitis



# Outline

---

- Background on the campaign
- Campaign development process
- Latest phase of ***Know Hepatitis B*** Campaign
- Materials and Resources for HBU members

# Know Hepatitis B Campaign

---

**Goal:** Increase testing for chronic Hepatitis B

**Audience:** Asian Americans

**Languages:**

- Chinese, Korean, Vietnamese (English)

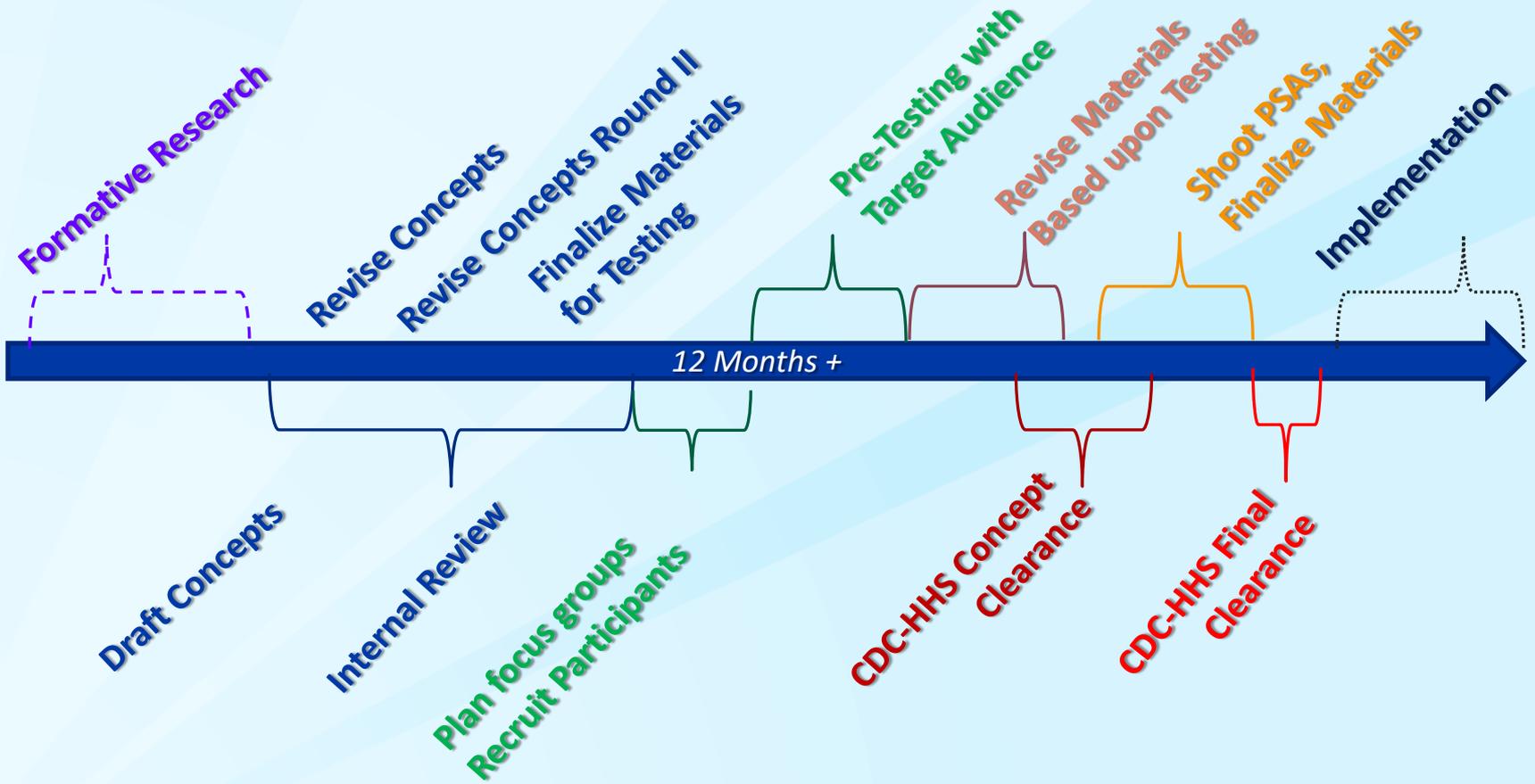
**Partner:** Hep B United

**Launch:** June 2013

**Subsequent Phases:**

- Phase II - August 2014
- Phase III - March 2016

# Campaign Development Timeline



# Campaign Development Process

---

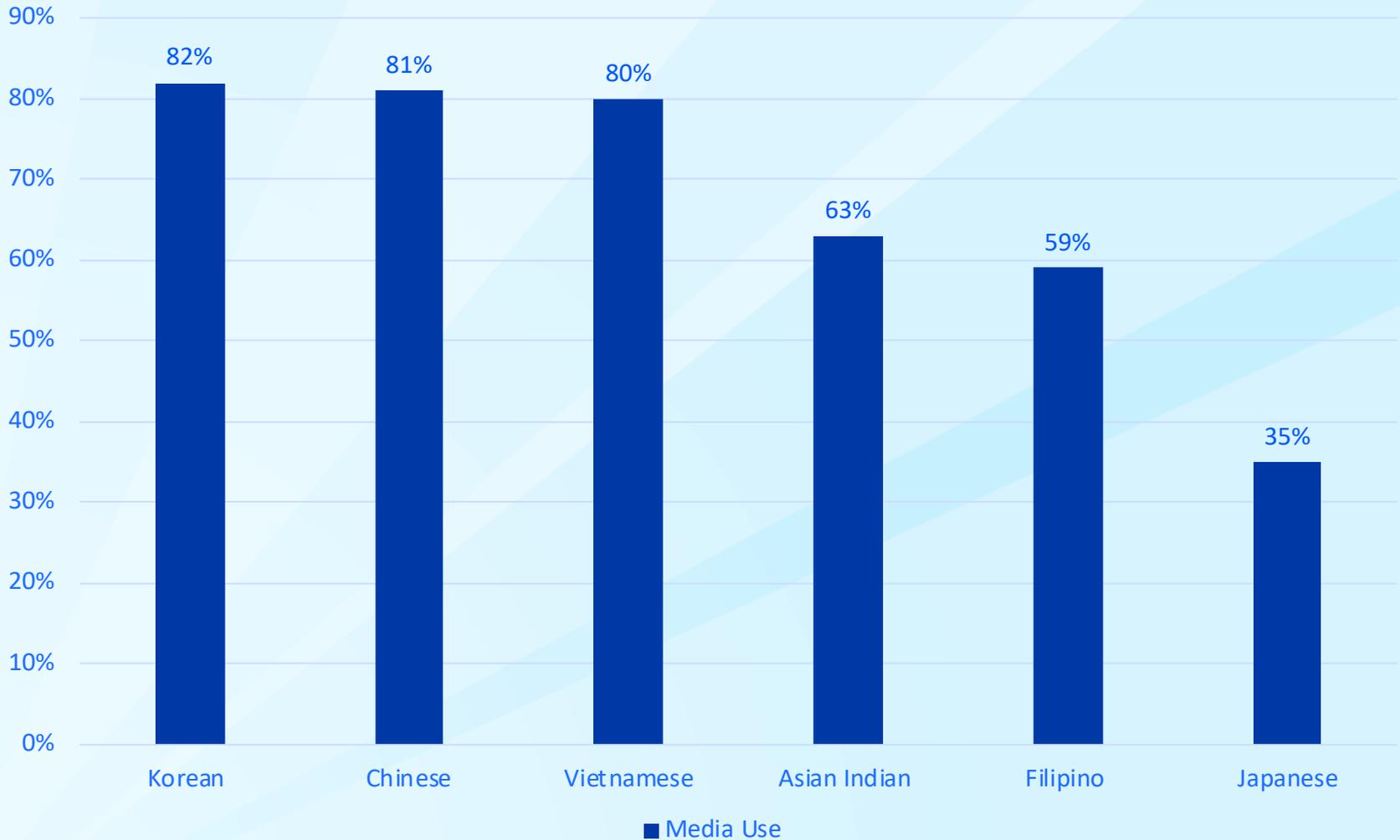
- Behavioral science theory guides the process
- Follow best practices for campaign development
  - Market research
  - Formative research
  - Pre-testing of messages
- Work with communication contractor
  - IW Group (Asian communication firm)
  - Weber Shandwick

# Rationale for Campaign Audiences

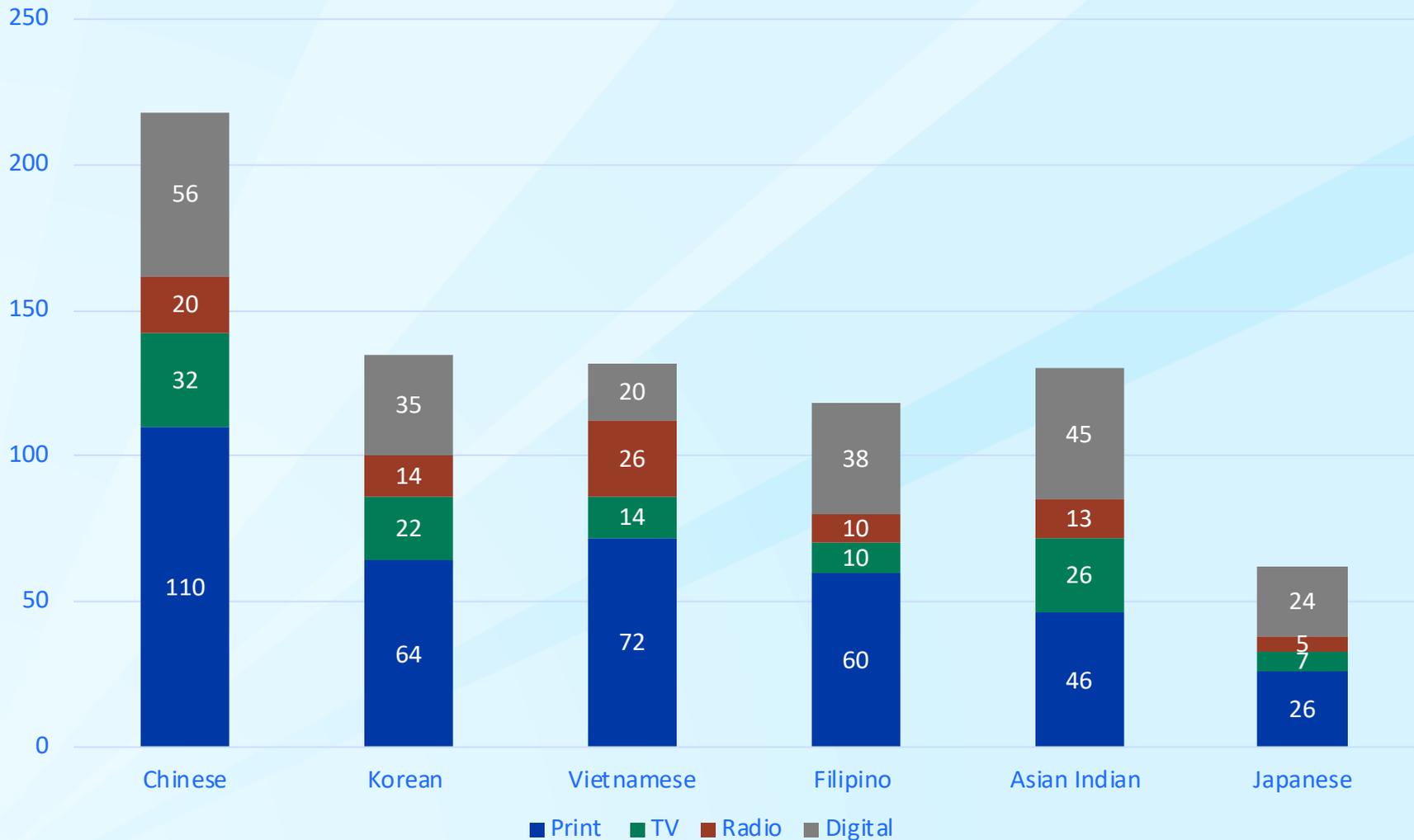
## Major Asian American Ethnic Groups Population Demographics and Language Preferences

	Chinese	Korean	Vietnamese	Cambodian	Hmong	Laotian
Population size	3.3 million	1.4 million	1.5 million	265K	245K	210K
Foreign-born	69%	74%	68%	60%	44%	60%
Prefer own language	83%	78%	88%	83%	92%	85%

# In-language Media Use by Ethnicity



# In-language Media Outlets



# Media Outlets & Strategies

Print	TV/Radio	News Outreach	Digital	New/Social Media
City specific distribution - Chinese - Korean - Vietnamese	Nationwide & city specific distribution - Mandarin - Cantonese - Korean - Vietnamese - English	Matte articles News media interviews with HBU members - Mandarin - Cantonese - Korean - Vietnamese - English	Banner ads - Chinese - Korean - Vietnamese	Twitter Facebook Blog posts - English  YouTube - Mandarin - Cantonese - Korean - Vietnamese - English

# Exploratory Research

---

- Purpose: Understand knowledge and attitudes about Hepatitis B
- Audiences: Mandarin, Vietnamese and Korean speakers
- Key Questions:
  - What is it?
  - What causes it?
  - How is it spread?
  - How would people know if they have it?
  - How do you find out if you have Hepatitis B?
  - What can do you do if you have Hepatitis B?

# How Common is Hepatitis B?

---

- Not here in the U.S.
  - First-world country
  - High standards of hygiene, public safety and health
- Common in “Southeast Asian” countries



Only Asians in Asia have Hepatitis B...here we are more hygienic and each person has their own plate in front of them and their own portions. The habits are different here. It's a lifestyle issue

# Hepatitis B

---

## What is it?

- Virus
- Not sure

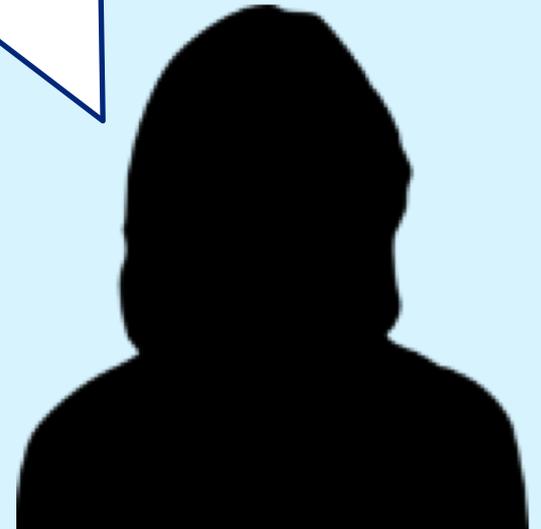
## Symptoms?

- Yellow eyes
- Fatigue
- Abdominal pain

## Seriousness?

- Not sure

If Hepatitis B is that serious, how come we never hear about it?



# How is Hepatitis B Spread?

---

- Unclean street food vendors
- Raw/uncooked seafood
- Sharing food, drinks, and utensils
- Though the air

# How Can You Prevent Hepatitis B?

---

- A healthy lifestyle
  - Exercise
  - Rest
  - Eat right
  - Drink less
  - Don't smoke

Smokers and drinkers  
are more likely to get  
Hepatitis B...

I heard sleeping better  
and eating better will  
help



# Communication Messages

---

- 1 in 12 Asian Americans is infected
- 2 of 3 people infected are unaware
- Often no symptoms
- Blood test only way to know
- Hepatitis B can lead to liver cancer
- Not spread through air or by sharing meals, bowls or utensils
- Usually spread when someone comes in contact with blood from an infected person

# Message Development

**Formative Research Findings**



**Message Concepts**

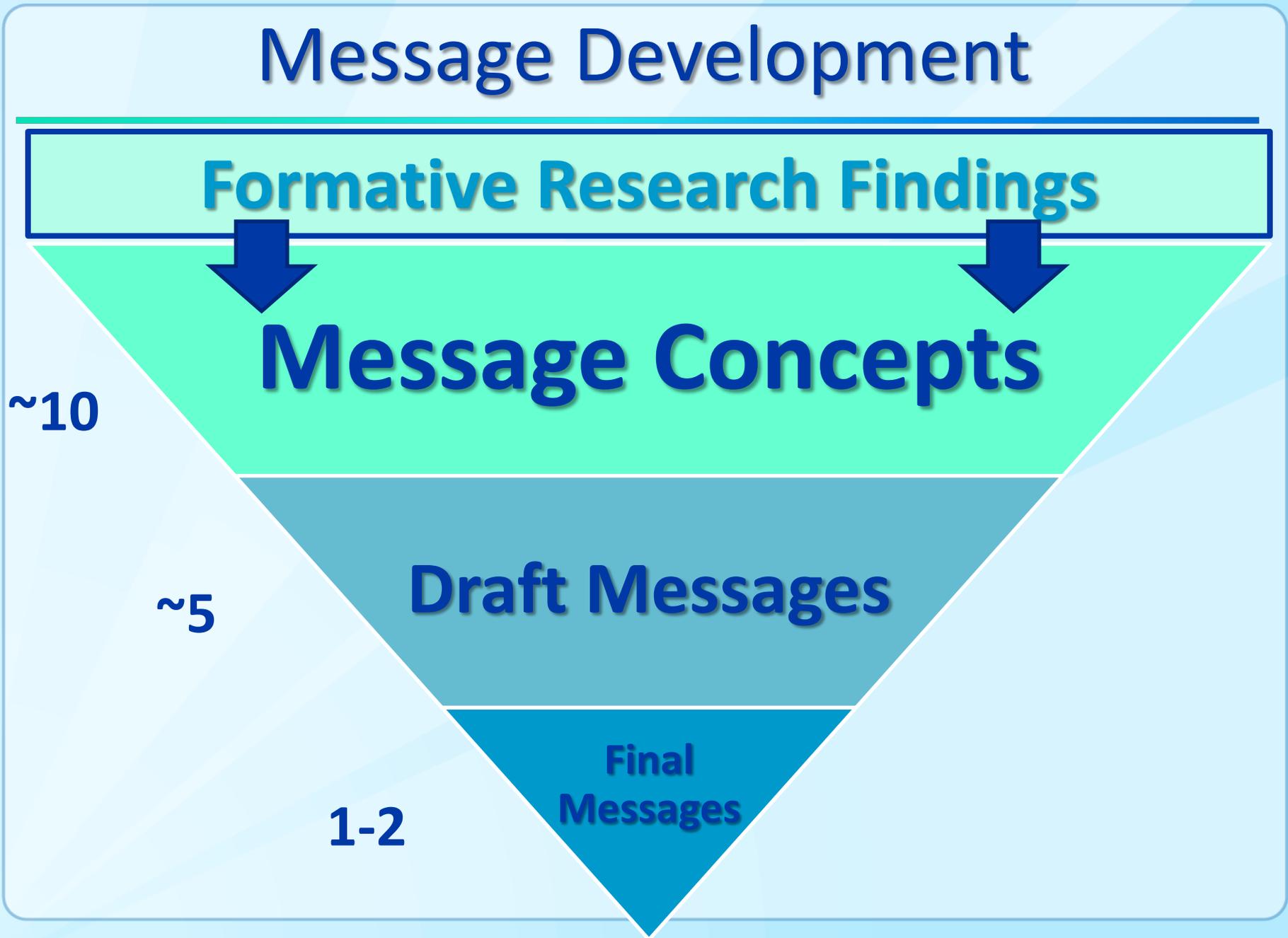
~10

**Draft Messages**

~5

**Final  
Messages**

1-2



# Pre-Testing to Final Materials

---

## Process:

- Test campaign materials & messages
  - Drop poor performers
  - Identify elements needing fixing
- Revise materials based upon feedback
- Review and test again, if possible
- Finalize materials as indicated

# Dropped Concepts

**YOU ARE LOOKING AT A BIG THREAT  
TO YOU AND YOUR FAMILY.**

**YOU DON'T SEE IT OR FEEL IT BECAUSE HEPATITIS B OFTEN HAS NO SYMPTOMS.**  
1 in 12 Asian Americans is infected with **Hepatitis B** and most of them are unaware.  
An early diagnosis of Hepatitis B is the best way to prevent serious liver problems and  
even liver cancer. Ask your doctor about getting tested for Hepatitis B today.



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention  
www.cdc.gov



**Take a moment to get tested for Hepatitis B  
so you can continue making memories.**



**1 in 12 Asian Americans is infected with Hepatitis B and most of  
them are unaware. An early diagnosis of Hepatitis B is the best way  
to prevent serious liver problems and even liver cancer.**



U.S. Department of  
Health and Human Services  
Centers for Disease  
Control and Prevention  
www.cdc.gov



# Revisions!

## A Lesson on Hepatitis B That Could Save Your Life

CDC recommends Asian Americans get tested for Hepatitis B

**Hepatitis B is spread through direct contact with infected blood.**

Sharing food or utensils will not spread the Hepatitis B virus. It does not spread through air.

Most people were infected at birth or in early childhood.

Hepatitis B is the leading cause of liver cancer for Asian Americans.

Ask your doctor about getting tested for Hepatitis B. Treatments are available that can save your life. Loving your family starts with caring for yourself.



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention



**KNOW** HEPATITIS B  
www.cdc.gov/hepatitisb

## A Lesson on Hepatitis B That Could Save Your Life

CDC recommends Asian Americans get tested for Hepatitis B

**Hepatitis B is spread through direct contact with infected blood.**

Sharing food or utensils will not spread the Hepatitis B virus. It does not spread through air.

Most people were infected at birth or in early childhood.

Hepatitis B is the leading cause of liver cancer for Asian Americans.

Ask your doctor about getting tested for Hepatitis B. Treatments are available that can save your life.



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention



**KNOW** HEPATITIS B  
www.cdc.gov/hepatitisb

# Video Story Board



1. In this video, we capture genuine on camera dialogue between a father, late 40s, and his daughter, age 20. It starts with her caring about her father's health by showing him Hepatitis B info and reminding dad to get tested for Hepatitis B.

**Daughter:** Check this out!  
**Father:** Another video?



2. Daughter shows her phone to father.

**Daughter:** No, it's important... it's about your health.  
**Father:** I'm in good shape...what's so important?



3. We see father shows interest immediately.

**Daughter:** Take a look...



4. Daughter shows Hepatitis B info on website.

**Super:** 1 in 12 Asian Americans is infected with Hepatitis B

**Daughter:** 1 in 12 Asian Americans is infected with Hepatitis B. There are often no symptoms so you don't even feel sick. That's what worries me. If you don't take care of it, Hepatitis B can cause serious liver problems including liver cancer.



5. Daughter starts to send out a reminder message to father.



**Option 1**  
Visual: Father looks at daughter and they both smile.  
**Father:** No...I don't need a reminder, but send it to your Mom. We will all go together.



7.  
CDC logo + www.cdc.gov  
This message brought to you by CDC. A message from the U.S. Government.

# New Videos/TV PSAs



**English**  
**Mandarin**  
**Cantonese**  
**Vietnamese**  
**Korean**



# NEW Ad/Poster

**Hepatitis B has no warning signs because there are often no symptoms.**

1 in 12 Asian Americans is infected with **Hepatitis B** and most don't know it. An early diagnosis of Hepatitis B is the best way to prevent serious liver problems and even liver cancer. Ask your doctor about getting tested for Hepatitis B today.

Bệnh Viêm Gan B không có dấu hiệu cảnh báo trước bởi vì thường không có triệu chứng.

乙肝不會給您警告 因為它通常沒有症狀

每12個美國亞裔中就有1個人是乙肝患者，而大部分的人並不知道他們受到感染。及早發現是預防嚴重肝病及其他嚴重肝病併發症的最好方法。今天就向您的醫生諮詢有關乙肝檢查的訊息。

B형 간염은 대체로 증세가 없기 때문에 위험 신호를 주지 않습니다.

병 중 1명은 B형 간염에 감염되어 있지만 대부분은 감별 사실을 모릅니다. 진단은 간염을 비롯한 심각한 간 질환을 예방하는 최선의 방법입니다. 위험 간염 검사에 대해 오늘, 의사와 상의하십시오.

# **Know Hepatitis B Campaign: Supporting the Community**

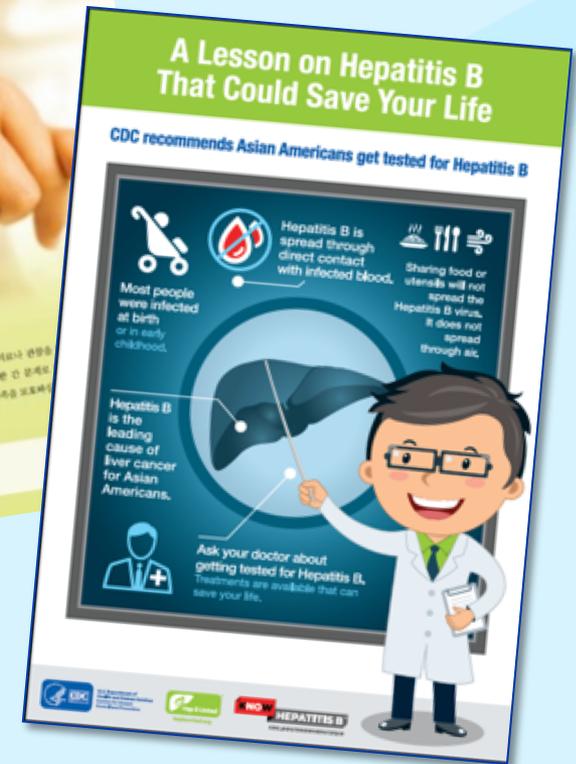
# Four Video PSAs



Cantonese  
Mandarin  
Vietnamese  
Korean  
English



# Print Materials and Posters



# Examples of Localized Materials

LOVING YOUR FAMILY STARTS WITH GETTING A  
**HEPATITIS B BLOOD TEST.**

YÊU THƯƠNG GIA ĐÌNH BẮT ĐẦU VỚI VIỆC  
**THỬ NGHIỆM MÁU  
 VỀ VIÊM GAN B.**

**B형 간염 혈액 검사,**  
 가족 사랑의 시작입니다.

愛家人從接受  
**乙型肝炎  
 血液檢查**開始。



Come to our **FREE Hepatitis B Screening Event**  
 Call (212) 941-2188 x 2427 for more information

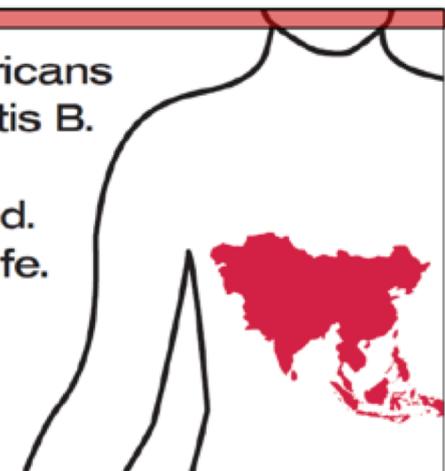
Sunday, May 18, 2014 | 10AM – 3PM  
 Charles B. Wang Community Health Center  
 268 Canal Street, 2nd Floor | NY, NY

歡迎參加免費乙型肝炎篩檢  
 欲知更多詳情, 請電 (212) 941-2188 x 2427

2014年5月18日 (星期日) 早上10時 – 下午3時  
 王嘉康社區醫療中心 268 號堅尼路二樓



**1 in 12** Asian Americans  
 has chronic Hepatitis B.  
 Talk to your doctor  
 about getting tested.  
 It could save your life.



**FREE** hepatitis B and hepatitis C screenings

Saturday, May 10th 12pm-3pm  
 Rainier Community Center Multipurpose room  
 (4600 38th Ave S, Seattle, WA 98118 )

**CDC + ICHS** For more information, call the Hepatitis Education Project @ (800)218-6932 

# Patient Education Fact Sheets

English  
7 Asian Languages  
English for Native Hawaiians and Pacific Islanders  
English and French for African Immigrants

# Educational Infographic

TALK TO YOUR DOCTOR ABOUT  
GETTING TESTED FOR HEPATITIS B  
IT COULD SAVE YOUR LIFE.

## WHAT IS HEPATITIS B?



HEPATITIS B IS A LIVER DISEASE caused by the Hepatitis B virus.



HEPATITIS B OFTEN DOESN'T CAUSE SYMPTOMS. Many people can live with Hepatitis B without feeling sick.



If left untreated, it can lead to serious liver problems, INCLUDING LIVER CANCER.

## DID YOU KNOW?



1 IN 12 ASIAN AMERICANS is infected with Hepatitis B and most don't know it.



Most people born in Asia who have Hepatitis B were infected as INFANTS OR YOUNG CHILDREN.



Hepatitis B is the LEADING CAUSE OF LIVER CANCER among Asian Americans.



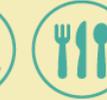
U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention  
www.cdc.gov



## HOW IS HEPATITIS B SPREAD?



Hepatitis B IS SPREAD when someone comes in contact with blood from a person who has the disease.



It is NOT SPREAD THROUGH air, people also do not get hepatitis b from sharing meals, bowls or utensils with someone who has the disease.

## WHO SHOULD BE TESTED FOR HEPATITIS B?

Hepatitis B testing is recommended for:



People born in Asia.



People whose parents were born in Asia.



People who live with someone with Hepatitis B.

## WHY SHOULD PEOPLE BE TESTED FOR HEPATITIS B?



TESTING the only way to know you have Hepatitis B.



There are TREATMENTS AVAILABLE for Hepatitis B that can prevent serious liver damage.



People who find out they have Hepatitis B can also KEEP THEIR FAMILY HEALTHY.



The HEPATITIS B VACCINE is a safe and effective way of protecting people who have never had Hepatitis B from getting it.



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention  
www.cdc.gov



# Interactive Quizzes

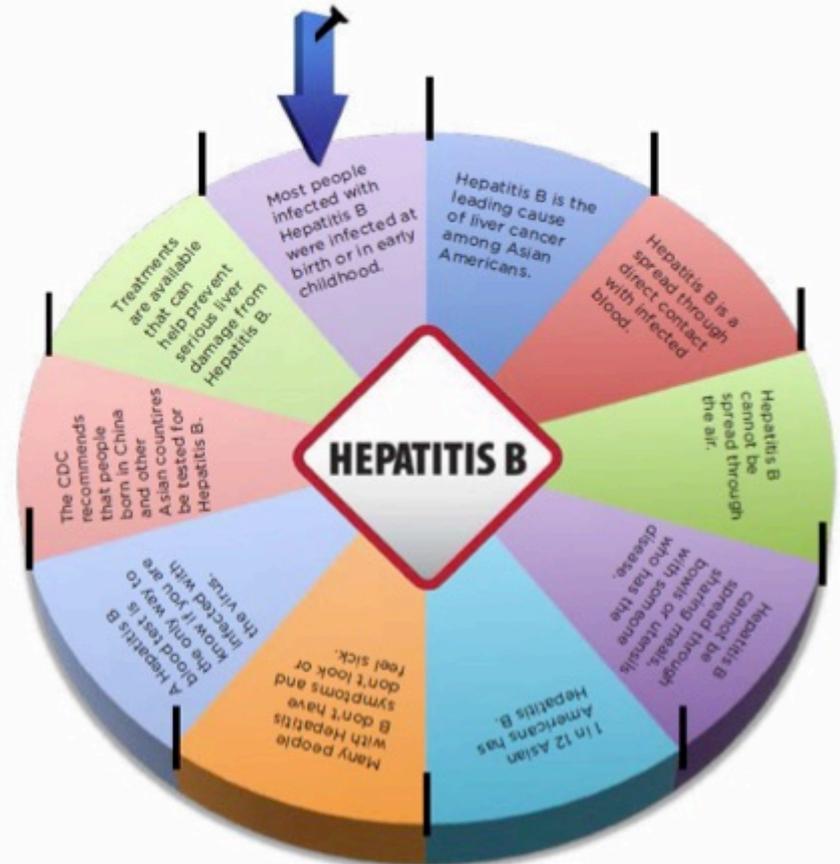
## HOW WELL DO YOU KNOW HEPATITIS B

TRUE FALSE

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | 1. Hepatitis B is a spread through direct contact with infected blood.                                     |
| <input type="checkbox"/> | <input type="checkbox"/> | 2. Hepatitis B cannot be spread through the air.   |
| <input type="checkbox"/> | <input type="checkbox"/> | 3. Hepatitis B cannot be spread through sharing meals, bowls or utensils with someone who has the disease. |
| <input type="checkbox"/> | <input type="checkbox"/> | 4. 1 in 12 Asian Americans has Hepatitis B.  |
| <input type="checkbox"/> | <input type="checkbox"/> | 5. Many people with Hepatitis B don't have symptoms and don't look or feel sick.                           |
| <input type="checkbox"/> | <input type="checkbox"/> | 6. A Hepatitis B blood test is the only way to know if you are infected with the virus.                    |
| <input type="checkbox"/> | <input type="checkbox"/> | 7. The CDC recommends that people born in Asia or the Pacific Islands be tested for Hepatitis B.           |
| <input type="checkbox"/> | <input type="checkbox"/> | 8. Treatments are available that can help prevent serious liver damage from Hepatitis B.                   |
| <input type="checkbox"/> | <input type="checkbox"/> | 9. Most people infected with Hepatitis B were infected at birth or in early childhood.                     |
| <input type="checkbox"/> | <input type="checkbox"/> | 10. Hepatitis B is the leading cause of liver cancer among Asian Americans.                                |

ANSWER:  
1. TRUE 2. TRUE 3. TRUE 4. TRUE 5. TRUE  
6. TRUE 7. TRUE 8. TRUE 9. TRUE 10. TRUE

## HOW WELL DO YOU KNOW HEPATITIS B



# Templates for Ads & Flyers

## Hepatitis B

is the leading cause of  
liver cancer for Asian Americans.

Come get tested for Hepatitis B.  
It could save your life.



Sunday, May 19, 2014 | 10AM – 3PM

Sponsoring Organization Name

100 Main Street, | City, State

Call (000) 999-9999 for more information



Sunday, May 19, 2014 | 10AM – 3PM

Sponsoring Organization Name

100 Main Street, | City, State

Call (000) 999-9999 for more information



# HBV Paper Risk Assessment

- Assess need for HBV testing based on country of origin
- Low tech version in multiple languages

## Quý Vị Có Nên Thử Nghiệm Viêm Gan Siêu Vi B hay không?

Viêm gan siêu vi B là căn bệnh thông thường đối với những người gốc Việt, cũng như những người từ các quốc gia Á Châu khác. Những người sinh ra ở Á Châu, hay có cha mẹ sinh ra ở Á Châu, thường có nguy cơ mang bệnh Viêm Gan Siêu Vi B nhiều hơn. Người có bệnh Viêm Gan Siêu Vi B có thể phát sinh những vấn đề nghiêm trọng về gan, và truyền siêu vi này cho người thân trong gia đình mà không hề biết.

### 1. Quý vị sinh ra ở đâu?

Hoa Kỳ  Quốc Gia Khác (*quốc gia nào?*) \_\_\_\_\_

### 2. Mẹ của quý vị sinh ra ở đâu?

Hoa Kỳ  Quốc Gia Khác (*quốc gia nào?*) \_\_\_\_\_

### 3. Bố của quý vị sinh ra ở đâu?

Hoa Kỳ  Quốc Gia Khác (*quốc gia nào?*) \_\_\_\_\_



Vietna mese



Yêu thương gia đình bắt đầu bằng sự

## Should You Be Tested for Hepatitis B?

Hepatitis B is common among people of Chinese heritage, as well as people from other Asian countries. People born in Asia, or have parents who were born in Asia, are more likely to have Hepatitis B. People with Hepatitis B can develop serious liver problems, and pass the virus without knowing it to their family.

Please answer the following questions to find out if you should be tested for Hepatitis B.

### 1. Where were you born?

United States  other country (*which country?*) \_\_\_\_\_

### 2. Where was your mother born?

United States  other country (*which country?*) \_\_\_\_\_

### 3. Where was your father born?

United States  other country (*which country?*) \_\_\_\_\_

# Resources for Follow-up with Clients

## HEPATITIS B

KNOW HEPATITIS B

### Living with Hepatitis B

#### What is Hepatitis B?

Hepatitis B is a liver disease. It is caused by the Hepatitis B virus. For some people who get Hepatitis B, the virus stays in the body, causing a lifelong illness. Hepatitis B can cause serious health problems over time. These problems can include liver cancer and liver failure.

#### How is Hepatitis B spread?

Hepatitis B is spread when someone comes in contact with blood from a person who has the disease. Most people born in Asia who have Hepatitis B were infected as infants or young children. Hepatitis B can be passed from an infected mother to her baby at birth or from a family member to young children.

Hepatitis B is not a genetic disease. People also do not get Hepatitis B from sharing meals, bowls or utensils with someone who has the disease. Hepatitis B is not spread through breastfeeding, hugging, kissing, holding hands, coughing, or sneezing.



If you have Hepatitis B, see a doctor regularly to take care of your health.

#### What are the symptoms of Hepatitis B?

Most people who have Hepatitis B do not know they have it. The disease does not always cause symptoms. Hepatitis B can stay hidden in the body. Many people can live with Hepatitis B for many years without feeling sick. Still, liver damage from the disease can take place during this time.

#### How serious is Hepatitis B?

Hepatitis B can become very serious. For some people, this disease leads to liver damage, like liver failure or cancer.

#### How is Hepatitis B treated?

It is important to be checked regularly by a doctor experienced in treating Hepatitis B. Many people with Hepatitis B see their doctor one to two times a year for an exam, blood tests, and liver tests. The doctor will use these tests to help decide what medical care is needed. Medications, called antivirals, can be used to treat many people with Hepatitis B. However, these medications may not help everyone. Some people live with Hepatitis B for many years before needing to take medications. Talk to your doctor about the best treatment for you and if medication would help. Your doctor will look at the condition of your liver and other health problems you might have.

#### How do I take care of my liver?

- Check with your doctor before taking any prescription, over-the-counter medications, supplements or vitamins. Some drugs, such as certain pain medications, can potentially damage the liver.
- Avoid alcohol since it can increase the speed of liver damage.
- Ask your doctor if you should get the Hepatitis A vaccine.

#### How do I protect my family members from getting Hepatitis B?

People who find out they have Hepatitis B can also keep other family members healthy. Doctors will want to test all family members of people with Hepatitis B. The test involves a simple blood test that takes only a small amount of blood from a person's arm.

#### Why should my family get tested for Hepatitis B?

Family members who have Hepatitis B should see a doctor. Other family members who do not have the disease should get the Hepatitis B vaccine. The vaccine is safe and protects people who have never had Hepatitis B from getting infected. This helps prevent liver disease and liver cancer that can come from getting Hepatitis B.

## PREVENT HEPATITIS B WITH A VACCINE

Hepatitis B is a virus that affects the liver. Hepatitis B can lead to serious liver problems and even liver cancer. But Hepatitis B can be prevented with a vaccine.

### Why is the Hepatitis B vaccine important?

The vaccine protects people from getting infected with the Hepatitis B virus. Family members of people with Hepatitis B should get the vaccine. Babies born in many countries also get the vaccine. The vaccine is safe and prevents people from getting Hepatitis B if they have never been infected.

### What is the Hepatitis B vaccine?

For most people, the vaccine is usually given as three shots over six months. People should get all three shots to keep them from getting Hepatitis B.

Keep track of your vaccine series:

- |                                 |                                 |                                 |
|---------------------------------|---------------------------------|---------------------------------|
| <input type="checkbox"/> Dose 1 | <input type="checkbox"/> Dose 2 | <input type="checkbox"/> Dose 3 |
| Date: _____                     | Date: _____                     | Date: _____                     |
| Next shot is in _____ months    | Next shot is in _____ months    |                                 |



U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention



[cdc.gov/knowhepatitisb](http://cdc.gov/knowhepatitisb)

July 2015



# Thank You

For more information:

Cynthia Jorgensen, DrPH  
[cjorgensen@cdc.gov](mailto:cjorgensen@cdc.gov)

Sherry Chen, MPH  
[schen1@cdc.gov](mailto:schen1@cdc.gov)

