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Hep B United Partners with CDC on First-Ever Multilingual Hepatitis B Testing Campaign for AAPIs

WASHINGTON, D.C., June 12, 2013 – Hep B United joins the Centers for Disease Control and Prevention (CDC) in announcing the first-ever multilingual campaign for Asian Americans and Pacific Islanders (AAPIs), to increase testing for hepatitis B among this population across the United States.

The *Know Hepatitis B* campaign was developed by CDC to encourage hepatitis B testing among Asian American and Pacific Islanders. Campaign materials include online and print ads, PSAs, social media, and professional education materials, and will be available in English, Chinese, Korean and Vietnamese. As a partner in CDC's campaign, Hep B United (a national coalition) and its 16 local affiliates, will incorporate the campaign messages and materials into their efforts, and promote them among health care providers, local partners, and patients.

“We are eager to partner with CDC on this important initiative,” said Joan Block, co-chair of Hep B United. “Too often, the linguistic needs of AAPIs are overlooked which means a large segment of the AAPI population is unable to access available programs and services. This partnership and resources are the right step towards improving the health of these high-risk communities.”

AAPIs account for more than half of the 1.2 million Americans estimated to be living with chronic hepatitis B and, consequently, have the highest rate of liver cancer among all racial and ethnic groups. Although hepatitis B is preventable with a safe and effective vaccine, and treatable with approved medications, most individuals with hepatitis B have never been screened for the disease and are unaware of their infection.

“The announcement of a multi-lingual campaign to increase education and testing for hepatitis B is yet another landmark step in the fight against this silent killer. As founding co-chair of the Congressional Hepatitis Caucus, I applaud Hep B United, the Department of Health and Human Services, and CDC for their tireless efforts,” said Rep. Mike Honda. “The AAPI population is disproportionately impacted by hepatitis B, and it is past time that cultural and language appropriate care become available to turn the tide against this terrible disease.

Also at the event, Hep B United issued its first [Hep B United Champion](#) awards, which recognizes extraordinary leadership and commitment in addressing hepatitis B in AAPI communities.

“Today we have honored individuals and organizations in the community, and our federal partners, who through their diligent efforts have sought to truly alter the impact the disease has had on AAPIs,” said Jeffrey Caballero, co-chair of Hep B United, adding, “We commend them for their leadership and unwavering dedication to this work.”

About Hep B United

Hep B United is a national coalition to address the public health challenge of hepatitis B. The goal of Hep B United is to support local community coalition efforts across the U.S. to increase hepatitis B awareness, screening, vaccination and linkage to care for all Americans, but in particular, for high-risk Asian American and Pacific Islander populations who are disproportionately impacted. For more information on Hep B United, please visit <http://hepbunited.org>. To learn more about their regional coalitions, please visit <http://hepbunited.org/local-campaigns>.

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