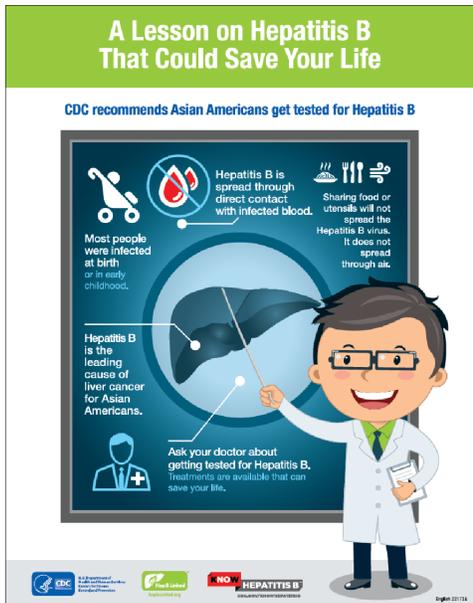


Dear Partner,

The national [Know Hepatitis B](#) campaign's second phase has been released and continues to promote Hepatitis B testing among Asian Americans and Pacific Islanders (AAPIs). The Know Hepatitis B campaign, which was launched in 2013, represents the first national multi-lingual communications campaign on hepatitis B among AAPIs. The



goal of the campaign is to elevate awareness and understanding of hepatitis B and increase testing and vaccination for the disease. Hepatitis B is a disease that disproportionately affects AAPIs, as it is especially common in many Asian and Pacific Island countries. While AAPIs make up less than 5% of the total U.S. population, they account for more than 50% of the 1.2 million Americans living with chronic hepatitis B. One in 12 AAPIs has hepatitis B.

To address this epidemic of hepatitis B among AAPIs, *Know Hepatitis B* expands the availability of culturally and linguistically appropriate hepatitis B education and outreach materials by offering [materials](#) in [English](#), [Chinese](#), [Korean](#), [Vietnamese](#), [Burmese](#), [Khmer](#), [Lao](#) and [Hmong](#). Campaign messages are delivered through a variety of multi-media channels including newspaper, radio, and TV PSAs that are aired on Chinese, Korean, and Vietnamese media outlets throughout the country. Additional campaign resources include posters, fact sheets, flyers, infographics and risk assessments, which can help provide information and promote testing for Hepatitis B.

Help us spread the word

- Check out some new resources:
 - [30 and 60 second video PSAs](#) in English, Mandarin, Cantonese, Korean and Vietnamese feature a father doing everything he can do to protect his son. A narrator encourages parents to also take care of themselves and get tested for Hepatitis B to protect their families.
 - [60 second radio PSAs](#) in Mandarin, Cantonese, Korean and Vietnamese explain what hepatitis B is and the importance of getting tested for hepatitis B. For reference, a script is provided to serve as the English translation of the PSAs.
 - [Posters](#) in English, Chinese, Korean and Vietnamese promote Hepatitis B testing for AAPIs and explain how Hepatitis B is and is not spread.
 - [Customizable flyer templates](#) in English, Chinese, Korean and Vietnamese developed to allow tailored information about local screening events.
- Share [fact sheets](#) and the [infographic](#) to educate others about hepatitis B.
- Assess who should get tested for Hepatitis B by taking our [online](#) or [paper](#) risk assessments.
- Order [posters](#) from CDC's warehouse to distribute at community event and local clinics.
- Customize [posters](#) and [ad templates](#) to promote local testing events.
- Download *Know Hepatitis B* [radio and video PSAs](#) to play at community events, feature on websites and promote on Twitter and Facebook.
- Add [digital buttons](#) to your websites.
- Share our [fact sheet for providers](#) that summarizes Hepatitis B testing guidelines for AAPIs.



Stay connected with *Know Hepatitis B*

- Follow [@cdchep](#) on Twitter and use #KnowHepB to join the conversation about the campaign and raise awareness about Hepatitis B.
- Sign up for email updates at [GovDelivery](#) from CDC's Division of Viral Hepatitis. These emails include a wide range of viral hepatitis related content, and will also include updates on the *Know Hepatitis B* campaign.

