



hepbunited.org

**3rd Annual Hep B United National Summit
Summary Report
July 26-28, 2015
Washington, D.C.**





Introduction and Goals

The 3rd Annual Hep B United National Summit was held in Washington, D.C. in July 2015, and was strategically planned to coincide with World Hepatitis Day events. Over 65 partners from 27 organizations participated, including partners representing community organizations, health clinics, academic institutions, and federal agencies. The Hep B United National Summit is designed to serve as a coalition strengthening opportunity for partners, who are able to engage with partners at multiple levels, and share their thoughts and best practices with one another. The Summit also fosters collaboration among partners.



Each annual Summit is used to further our movement to address hepatitis B, and plan for the future. In 2015, partners focused on appraising our achievement thus far, and brainstorming new and innovative opportunities for improving hepatitis B awareness, screening, vaccination and linkage to care into the future.

A Call to Hep B United: The Need for Continued Action

Hep B United (HBU) was started in 2012 to meet the overwhelming need for enhanced hepatitis B programs and advocacy in the U.S. HBU leverages the success of local hepatitis B coalitions across the U.S., and serves as a platform for collaboration, and a collective voice to ensure that hepatitis B is prioritized as a key public health concern in the U.S.

Since 2012, HBU has expanded to reach over 4 million people worldwide, with over 30 coalitions and organization members in 14 states and 23 cities. This past year, partners have coordinated

“Eradicating hepatitis B is our major goal, through research for a cure, outreach, public health efforts, and advocacy.”

Joan Block, Executive Director,
Hepatitis B Foundation and Co-
Founder, Hep B United

over 13,000 educational sessions, formed a 40-person multi-lingual speakers bureau, screened over 10,000 high-risk individuals, and participated in a dozen advocacy events regionally and nationally. At the 2015 Summit, Jeffrey Caballero, HBU Co-Founder and Executive Director of AAPCHO, recognized that Hep B United is playing a vital role in hepatitis B advocacy at a crucial time. With a major global emphasis now being put towards eradication of viral hepatitis, the need for Hep B United is greater than ever.

So how can HBU continue to grow, strengthen, and meet the challenges put forth? Daniel Raymond, Executive Director of the Harm Reduction Coalition, challenged the coalition to look at hepatitis B through a human rights and social justice framework, founded in the belief that people have a right to achieve a high level of health, including access to screening and treatment for hepatitis B. Moving forward, this can be used as a framework to help HBU mobilize and galvanize, towards creating and achieving our vision where all infected individuals in the U.S. know their hepatitis B status and have access to affordable, linguistically and culturally appropriate care and treatment.



A Focus on Data

During the Summit, it was recognized that the lack of hepatitis B data, particularly disaggregated data from high-risk Asian Americans and Pacific Islanders (AAPI), has continued to under-estimate and under-prioritize hepatitis B in the U.S. In an effort to supplement national hepatitis B prevalence estimates, HBU partners discussed methods for increasing data collection and combining data into a single dataset that could be analyzed to see a clearer picture of hepatitis B infection among AAPIs across the nation. Dr. Moon Chen, Director of AANCART, challenged Summit participants to make the CASE for collecting hepatitis B locally and nationally by making data compelling, actionable, scalable, and excitable (CASE). As explained by Dr. Chen, we can each make a compelling CASE for hepatitis B screening and data collection by focusing on statistics that we have.

Making the CASE:

“Asian Americans are the fastest growing population in the U.S.... And Asian foreign-born women are 68 times more likely to have hepatitis B than non-Hispanic Whites.”

Dr. Moon Chen, Director, AANCART

Summit discussion focused on aligning data collection, and possibly automating data collection – a process that has been piloted by the Hepatitis B Initiative of Washington, D.C., and has thus far helped to streamline the process of data collection and management, and improved integrity of the data. From these discussions, HBU will be working through a coalition sub-committee to explore the possibility of scaling up automated data collection at additional sites, and combining data that have already been collected from partner sites across the U.S., including community and non-profit organizations, hospitals, clinics and health systems.

A Conversation with Federal Leaders

HBU federal partners gave an update on their efforts to address hepatitis B in the U.S.:

- **Jonathan Mermin, MD, MPH, Director of CDC’s NCHHSTP** (National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention), highlighted the fact that with limited resources, the most important thing we can do is to make sure everyone with hepatitis B is diagnosed. He also discussed the importance of integration and coordinating services, with, for example tuberculosis programs.
- **Nadine Gracia, MD, MSCE, Deputy Assistant Secretary for Minority Health at HHS Office of Minority Health**, introduced the Beat It campaign, a campaign focusing on African immigrants addressing diabetes and hepatitis B.
- **John Ward, MD, Director of CDC’s Division of Viral Hepatitis** (DVH), discussed hepatitis B priorities in the DVH 5-year strategic plan: updating infant immunization policy, convening expert panels to revise maternal hepatitis B testing recommendations, completing a study in Thailand on antiviral prophylaxis for mothers, continuing evaluation of perinatal programs, continuing collaborations with the private sector, and providing assistance to coordinators to engage with large providers of healthcare.
- **Christine Harley, MPP, Director of Intergovernmental Affairs at the White House Initiative on Asian Americans and Pacific Islanders** (WHIAAPI), gave an update on WHIAAPI’s role in facilitating engagement of the AAPI community with federal agency partners, so that community organizations are made aware of federal programs through 10 regional networks. WHIAPPI also plans to continue partnering with HBU on the HBV Webinar Series.



- **Corinna Dan, RN, MPH, Viral Hepatitis Policy Advisor at the HHS Office on HIV/AIDS and Infectious Disease Policy**, updated participants on implementation of the Viral Hepatitis Action Plan through 2016. HHS efforts continue to include raising awareness and coordination internally and with 24 federal agencies and other key stakeholders.

The Face of Hepatitis B: Story Telling

“Story telling is something we should learn more about, to see how we can create a movement around this to improve awareness and reduce stigma.”

2015 Summit Participant

As HBU partners continue efforts to improve awareness of hepatitis B, many are facing challenges due to a lack of patient representatives who are available and willing to publicly share stories of how hepatitis B has impacted their lives. This year’s Summit included a special session focused on the importance of using story telling as a tool for engagement and advocacy. Summit participants discussed the possibilities of enhancing the use of data with compelling stories, and putting a “face” on hepatitis B to make the disease more personal. HBU will be using this initial

brainstorming session as a foundation for building a multilingual, multi-platform storytelling program to engage audiences, foster discussion, and reduce stigma and discrimination.

An Update on the Know Hepatitis B Campaign

Dr. Cynthia Jorgensen, DrPH, Team Lead of the CDC’s DVH Education and Training, gave an

update on new resources available through the national “Know Hepatitis B” campaign. These include materials that have been tested with AAPI communities to ensure that they resonate, are clear and direct, are simple, and convey a clear action step (i.e. talk to your doctor about getting tested). New materials include fact sheets geared specifically towards Pacific Islanders, an interactive health fair quiz, a vaccine reminder card (available in multiple languages), a media engagement toolkit, free color posters in 4 languages, customizable print material for local events, and video PSAs to customize with local information.

“Thanks so much for the creative and helpful materials! They are very clearly responsive to community needs.”

2015 Summit Participant

World Hepatitis Day 2015

Upon conclusion of the Summit, Hep B United partners celebrated World Hepatitis Day on July 28, 2015 on Capitol Hill at a Congressional Viral Hepatitis Press Conference calling attention to the need for increased screening and treatment and the state of perinatal hepatitis B transmission in the U.S., and in meetings with Members of Congress to discuss the impact of hepatitis B on high-risk communities. HBU partners continued national policy discussions with federal partners at a national World Hepatitis Day observance hosted by the U.S. Department of Health and Human Services.

For a recap of the 2015 Hep B United National Summit activities, please visit <http://bit.ly/1itm57x>.

We welcome feedback from current and future partners. Please contact Kate Moraras, Director of Hep B United, at Kate.Moraras@hepb.org with any additional feedback, or to learn more about Hep B United and the Annual Hep B United National Summit.