

Overview of Hep B United Speakers Bureau



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Hep B United

Chronic hepatitis B infection affects up to two million Americans- yet the disease is often overlooked and largely under-diagnosed. Today, however, there is a growing momentum across the country to address this serious public health challenge.

Hep B United is a national coalition to address the public health challenge of hepatitis B, the leading cause of liver cancer and a major health disparity among Asian Americans and Pacific Islanders. Our goal is to support and leverage the success of local community coalitions 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 Americans and Pacific Islanders who are disproportionately impacted.

Speakers Bureau Overview

Hep B United's Speakers Bureau was created in partnership with the Centers for Disease Control and Prevention's [Know Hepatitis B Campaign](#) to address hepatitis B in Asian American and Pacific Islander (AAPI) and other communities at high risk for hepatitis B infection across the United States. Spokespersons engage with ethnic media and help to ensure effective outreach, dissemination and coverage of information about hepatitis B.

I'm interested, what does this mean for me?

Hep B United spokespersons play an essential role in informing the public about hepatitis B by sharing their knowledge and experiences with in-language media, leading to increases in hepatitis B awareness and opportunities for screening, vaccination, and linkage to care.

How often will I be called upon?

We will reach out to spokespersons periodically as opportunities arise to engage with ethnic media, including scheduling in-person, radio, or television interviews with local reporters. We also encourage spokespersons to work with their local hepatitis B coalition partner to initiate ethnic media outreach activities. Additionally, Hep B United offers quarterly media training as an opportunity for you to stay updated on Hep B United activities, hepatitis B policy talking points, and the Speakers Bureau program processes.

What to expect as a Speakers Bureau Spokesperson

As a Speakers Bureau Spokesperson, you will serve as a reliable expert in your community to help spread accurate information regarding hepatitis B. A spokesperson will be offered comprehensive training on hepatitis B infection, and will be provided with updated materials and talking points to help prepare for media interviews. Spokespersons also participate in the quarterly meetings when available.

What do trainings look like?

Trainings occur quarterly by phone conference or webinar, and provide an opportunity to network with other spokespersons and learn communication strategies from experts for working with the media. Training phone calls last approximately one hour and will be tailored to the current needs of the Speakers Bureau.

For more information, or if you are interested in joining the Hep B United Speakers Bureau, please contact Catherine Freeland at Catherine.Freeland@hepb.org.

Webpage: <http://hepbunited.org/speakers-bureau>