



Hepatitis B Foundation

Baruch S. Blumberg Institute



#justB

Real People Sharing their Stories of Hepatitis B

Tuesday, May 9, 2017

Phone/Audio Option

Call-In #: +1 (415) 930-5321

Attendee Access Code: 577-581-216

All attendees are muted.

Questions?



Questions? Feel free to submit questions in the chat box at anytime throughout the webinar.

Speakers

Amy Hill, StoryCenter

Rhea Racho, Hepatitis B Foundation

Kim, Rensely, and Jason, #justB Storytellers



Agenda

- Overview and Goals of #justB
- About StoryCenter and Digital Storytelling
- #justB Story Distribution and Resources
- #justB Story Screening
- Discussion / Q & A with Kim, Rensely, and Jason

Overview

- #justB is a national, multi-lingual public health campaign to put a face on hepatitis B
- Goals of the campaign:
 - Increase awareness
 - Decrease stigma and discrimination
 - Promote testing and linkage to care
 - Advocate for those affected by hepatitis B

Overview

- #justB features real stories of people from across the U.S. who have been affected by hepatitis B



The collage features several circular images: a woman in a blue swim cap and goggles, a cartoon drawing of a woman's face, a family of four on a bridge, a young boy and a man smiling, a man in a dark jacket, a group of three people, a woman and child sitting on stairs, a man and woman with a baby, a child on a red tricycle, a man in a purple patterned shirt, a man with a rainbow headband, and a person wearing a green and yellow safety vest.

Everyone has a story.

www.hepb.org/justb

#justB

Overview

- Collaborated with AAPCHO and Hep B United to recruit people interested in sharing their stories
- Coordinated two workshops in partnership with StoryCenter:
 - ▣ January 20-22, 2017 in Berkeley, CA (10 participants)
 - ▣ March 18-19, 2017 in Doylestown, PA (5 participants)
- Produced 15 digital stories

*Thank you to our funders! #justB is made possible by the generosity of: **Arbutus Biopharma** and **Dynavax Technologies***

About StoryCenter

- Nonprofit Organization Focused on StoryWork:
 - ▣ digital storytelling workshops
 - ▣ story writing webinars and trainings
 - ▣ consultation on story distribution

- Specialists in Community-Based Participatory Media:
 - ▣ first-person stories (“I” voice)
 - ▣ group processes, not individual production
 - ▣ hands-on digital media creation

About Digital Storytelling

- Unique blend of oral history, popular education, and participatory media approaches
- Methodology is widely used for community-based public health practice and research
- Process of creating stories is as important as final media product: healing and leadership development
- Stories can be shared widely as tools for individual behavior, community, and policy change

About the Workshops

- Collaborative participant outreach and recruitment process
- Workshops in Berkeley (three days) and Philadelphia (two days)
- Agenda: Story Circle; script writing and recording; image gathering; hands-on video editing
- Follow-up consultation on story distribution

Distribution Plan / Upcoming Events

- Distribution:
 - ▣ monthly featured story (website, blog, newsletters, etc.)
 - ▣ national and local media outreach, including ethnic media
 - ▣ social media (Twitter View on May 16th)
 - ▣ community screenings and events
- Advocacy: congressional briefing on May 24th, Hep B United Summit and Hill Day
- Storyteller Engagement: ongoing support, training, resources, and speaking opportunities
- Evaluation of year 1
- Prep for year 2

Campaign Website / Resources

□ Website: www.hepb.org/justb



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#JustB Patient Story Telling Project

Alan's Story: #justB Proactive

Bunmi's Story: #justB Open

Carolyn's Story: #justB Family

Dai's Story: #justB There

Espi's Story: #justB Empowered

Janet and Kurt's Story: #justB Informed

Jin's Story: #justB You

John's Story: #justB Positive

Kenson's Story: #justB There for Others

Kim's Story: #justB Courageous

MD's Story: #justB Vocal

Maureen's Story: #justB Brave

Maureen K's Story: #justB Assertive

Rensley's Story: #justB Strong

Theobald's Story: #justB A Leader

William's Story: #justB Dad

#justB: Real People Sharing their Stories of Hepatitis B

#justB

The Hepatitis B Foundation is proud to officially launch its new storytelling campaign, **#justB**, that creates a national storybank featuring real people living with hepatitis B who share their stories and put a human face on this serious disease. They hope to decrease stigma and

discrimination and promote testing, immunization and treatment for hepatitis B to save lives. A new story will be featured each month during 2017.

Our May featured story: Kim- #justB Courageous



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#JustB Resources

[#JustB Discussion Guide](#)

Want to learn more?

[Hepatitis B Patient Education Resources](#)

[Getting Tested for Hepatitis B](#)

[Understanding Risks of Hepatitis B](#)

[Understanding Acute vs. Chronic Hepatitis B](#)

[Preventing Hepatitis B](#)

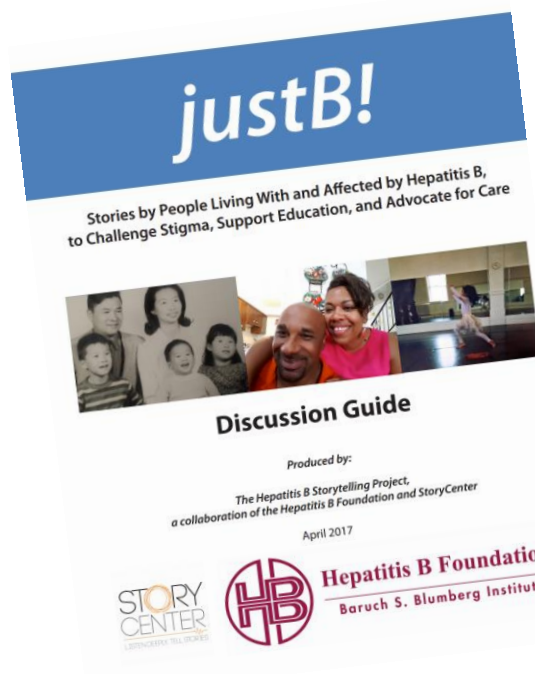
[Treatment of Hepatitis B](#)

[Read more patient stories](#)

[Additional Stories](#)

Campaign Website / Resources

- [Press Release](#)
- [Blog Post](#)
- [Discussion Guide](#)



Acknowledgements

About the Project

Terms of Use

Guidelines for Presenters

Story Discussion Tools

- General Discussion Questions for All Stories
- Story Topic Index
- Content Summaries, Key Take-Away Points, Story Transcripts, and Discussion Questions and Answers for Individual Stories

Appendices:

- A. Evaluating Your Screening
- B. Screening Event Questionnaire
- C. Social Media Guide

D. Links to Online Fact Sheets:

1. How Well Do You Know Hepatitis B?
2. Getting Tested for Hepatitis B
3. Understanding Risks of Hepatitis B
4. Understanding Acute vs. Chronic Hepatitis B
5. Preventing Hepatitis B
6. Treatment of Hepatitis B

E. Resources for Getting Involved in Hepatitis B Education and Advocacy



Story Screening



Kim: #justB Courageous

[https://www.youtube.com/watch?v= ZSJhoLNyXk](https://www.youtube.com/watch?v=ZSJhoLNyXk)



Rensely: #justB Strong

<https://www.youtube.com/watch?v=SD1KZA2mRV0>



Jason: #justB Aware

https://www.youtube.com/watch?v=oJwQr9_6nhk

Meet the Storytellers

Q & A

Please submit questions in the chat box!



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Thank You!

Connect with us!

www.hepbunited.org



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StoryCenter

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