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# COMMUNITY EDUCATION OUTREACH TOOLKIT



DATE: JANUARY 30, 2024

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# PARTICIPATING IN THE WEBINAR



**Audio** – Attendees on mute



**Chat** – Hello! Feel free to drop a chat and respond to open-ended poll questions

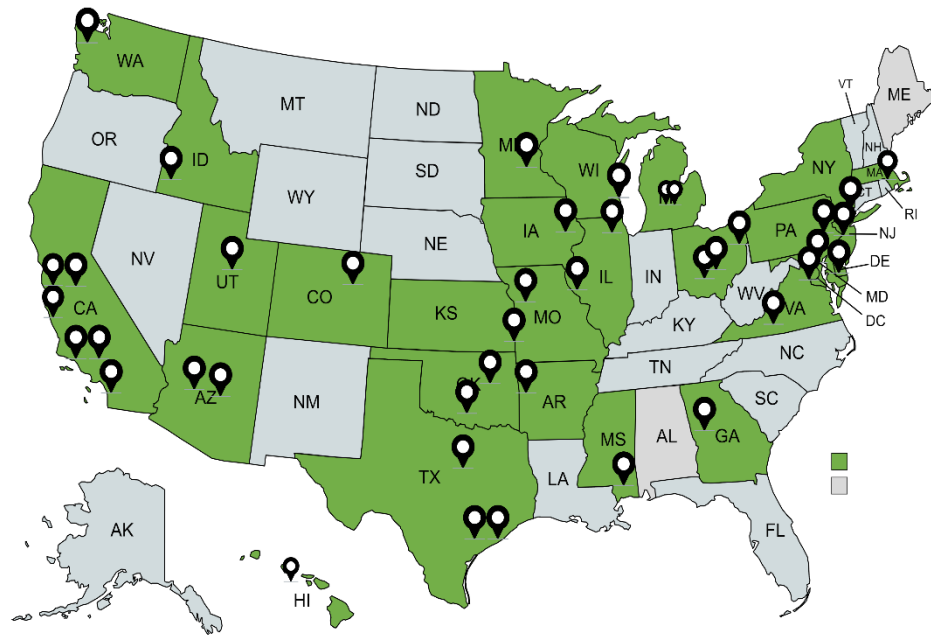


**Questions?** Please type questions in the Q&A window

*\*The session is being recorded. We will also share slide presentations.*

# HEP B UNITED: A NATIONAL COALITION

## Hep B United



Hep B United Partners in  
27 states, DC and 40 cities

55 National and Local  
Coalition Members

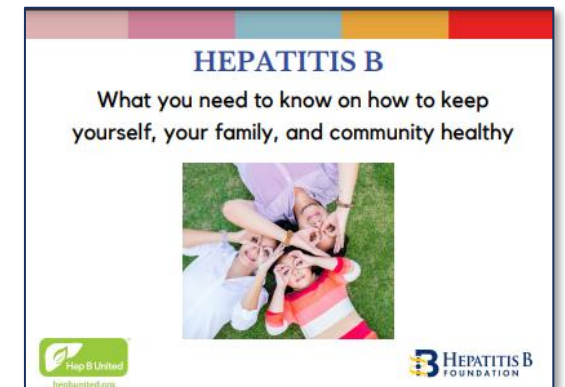
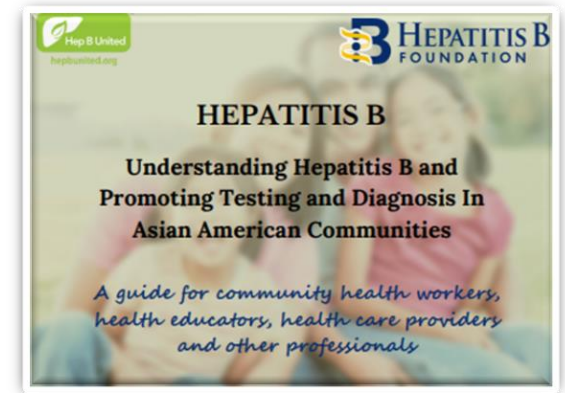
- 50+ local coalitions & national organizations in 40 cities and 27 states, and D.C.
- **Mission** - Hep B United is a national coalition dedicated to reducing the health disparities associated with hepatitis B by increasing awareness, screening, vaccination, and linkage to care for high-risk communities across the United States.

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# SPEAKERS

- 
- Shreya Koirala, HBF
  - Dr. Nettie Johnson, ACANA


- Train-the-trainer-based model
- Includes a suite of resources
  - downloadable presentation on hepatitis B for educators
  - a printable flipchart for direct community education
  - supporting fact sheets and other materials



# COMMUNITY EDUCATION OUTREACH TOOLKIT FOR ASIAN AMERICAN COMMUNITIES



## IDEA BEHIND THE TOOLKIT

- To address the unmet need for increased awareness and testing among Asian communities in the United States, who are disproportionately affected by hepatitis B.
  - To promote hepatitis B health behaviors, including getting tested and vaccinated, and to normalize the discussion around hepatitis B among highly impacted communities
- 



## HEPATITIS B

### **Understanding Hepatitis B and Promoting Testing and Diagnosis In Asian American Communities**

*A guide for community health workers,  
health educators, health care providers  
and other professionals*

DOWNLOADABLE  
PRESENTATION FOR  
EDUCATORS

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## THE PRESENTATION WILL COVER

### Hepatitis B Basic Information

- Overview of hepatitis B and liver cancer
- Transmission and prevention
- Testing, care, and treatment

### Tips for educating your community

- Common misconceptions
  - How to dispel stigma
  - Helpful resources
-

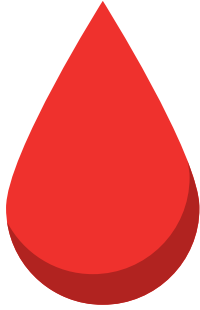




**PREVIEW**

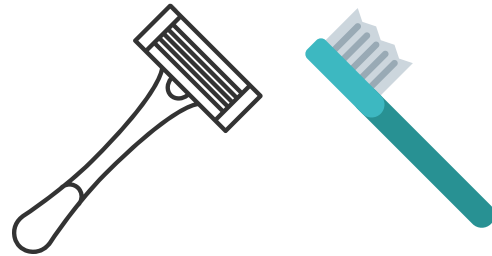
# Someone can get hepatitis B through:

## Blood



Direct blood to blood contact with an infected person

## Household contact



Sharing hygiene equipment (razors, toothbrushes, earrings)

## Mother to child transmission



Blood exchange during birth (perinatal transmission)

# Perinatal Transmission



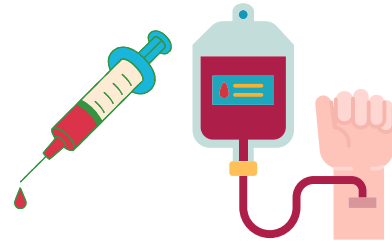
*Perinatal transmission is the most common way that people get infected. This can be prevented through a safe and effective vaccine. All pregnant people should be tested for hepatitis B, and those infected might need treatment during pregnancy. All babies born in the world should begin the hepatitis B vaccine starting at birth. This "birth dose" is necessary for all babies born to infected moms.*

# Someone also can get hepatitis B through:

Intimate contact



Unsterile healthcare exposures



Tattoos, piercings, barbers, scarification, circumcision practices

Sharing needles



## HEPATITIS B PRESENTATION: SELF-ASSESSMENT POST TEST

- Survey through survey monkey
- Survey created to get feedback on the presentation model
- Survey results will help Hep B United to provide additional resources and make adjustments to the presentation



After viewing this presentation, please complete a short self assessment.

[CLICK HERE](#)

Your feedback can help us provide you with the most useful resources!

For questions or additional support, email: [info@hepb.org](mailto:info@hepb.org)

 HEPATITIS B FOUNDATION

 Hep B United

# HEPATITIS B

What you need to know on how to keep yourself, your family, and community healthy



PRINTABLE  
FLIPCHARTS

# THE FLIPCHART IS INTENDED TO

- Help community educators educate their communities
- Encourage testing and vaccination in communities
- Provide information on resources available in communities
- Address people's concerns about hepatitis B





**PREVIEW**



Educator Script

Why is hepatitis B common?



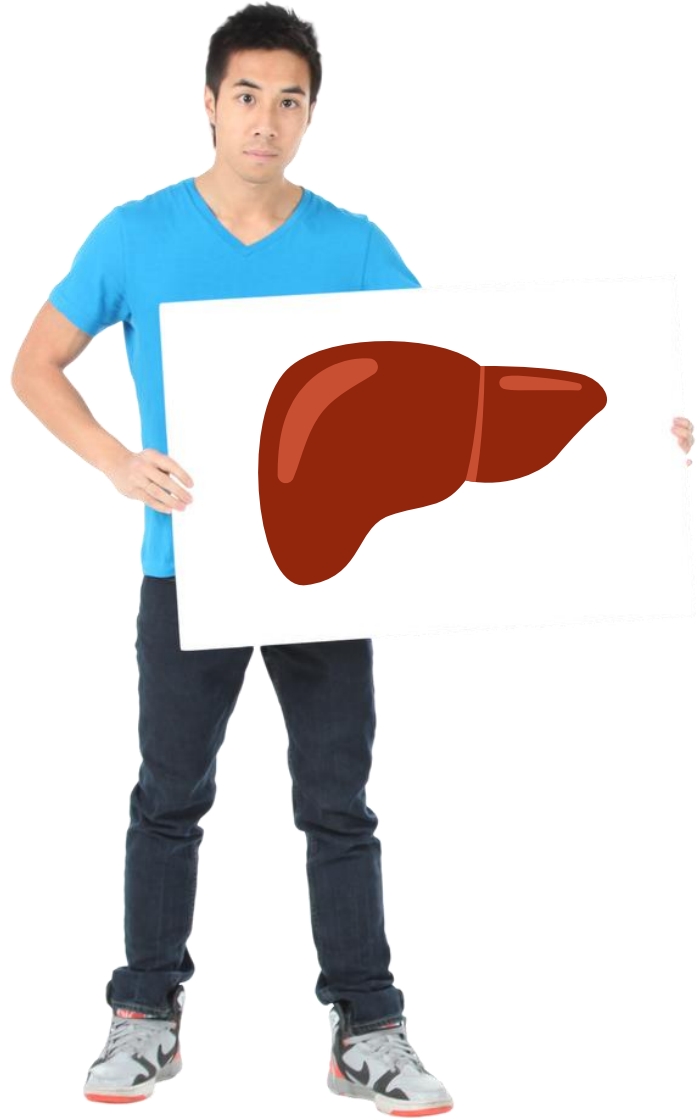
Community member sees

"You might wonder, 'why is hepatitis B common?'"

Hepatitis B has existed in the world for thousands of years and continues to affect millions of people.

Because the hepatitis B vaccine is not available everywhere, and because of how the virus is transmitted, many infants, young children and adults are infected - or are at risk of infection."

# What is hepatitis B?




Hepatitis B is a viral infection that can cause serious liver disease and even liver cancer.

Your liver is very important for your health.

## Educator Script

**What is hepatitis B?**



*Hepatitis B is a viral infection that can cause serious liver disease and even liver cancer.*

*Your liver is very important for your health.*

## Community member sees

"Hepatitis B is a viral infection caused by the hepatitis B virus. If left undiagnosed, it can lead to liver damage or liver cancer over time.

It is very important to keep the liver healthy because it has many roles in the body.

It helps digest food, regulates energy, breaks down toxins, fights infections, processes medications, stores vitamins, and helps your blood clot!

People cannot live without their liver."

# LANGUAGES

- ENGLISH
- VIETNAMESE
- KOREAN
- CHINESE
- HINDI

## Your guide to Locating Hepatitis B Testing Resources

Testing to know your status is important! By being aware of resources available to help community members locate testing, you can help save lives. There are several ways to locate a place to get tested.

### Locating a doctor:

People can get tested for hepatitis B through their primary care provider. Ask the community member if they have a doctor that they feel comfortable asking for testing through.



### Finding Lower Cost Testing Services:

People can also get tested for a lower cost at Federally Qualified Health Centers (FQHCs). They are usually able to see patients for a low cost, or even for free. Please visit to locate an FQHC near the community member. It may also be helpful to call and better understand the services they provide.

### Utilizing Hep B United Partner Organizations

The Hepatitis B Foundation runs a national coalition of organizations with hepatitis B focused work. Many of these organizations are well connected to resources in their states or run their own testing and vaccination programs. Please visit for a complete list of organizations. Do not hesitate to contact them on behalf of your community!



[hepbunited.org](http://hepbunited.org)

#### Member States

Arkansas	Delaware	Maryland	Mississippi
Arizona	Georgia	Massachusetts	Nevada
California	Hawaii	Minnesota	New Jersey
Colorado	Illinois	Michigan	New York
Ohio	Oklahoma	Pennsylvania	Texas
Utah	Virginia	Washington	Washington DC



## Your guide to Using the Hepatitis B Flipchart for Community Education

### Overview:

This tabletop flipchart is intended for use between an educator (you) and a community member. Each page is double-sided, and with a script for you on one side, and a picture-based description of the information for community member on the other. The information presented is intended to provide a simplified overview of hepatitis B and its relevance to the African immigrant community. Be sure to read through the script before presenting.



### Before you begin

Explain that you will be discussing hepatitis B today. The information should take about 10-15 minutes to go through. If the community member has any questions at any time, let them know that they may ask. Your script contains additional tips and information that may help address common questions. If at any point you are unsure of a question, let them know that you will follow-up. Your toolkit contains additional fact sheets on hepatitis B and you may also contact the Hepatitis B Foundation at [info@hepb.org](mailto:info@hepb.org)

### After the presentation

If the community member seems comfortable, begin an open conversation by asking some of the discussion questions. Be patient and sensitive of a community member's values. Let them know that you can be a resource to them going forward. Be sure to hand them the information card that summarizes the information presented and provides resources for finding local testing.

# OTHER TOOLKIT MATERIALS

# HBU RESOURCE REPOSITORY

- HEP B UNITED WEBSITE
- RESOURCES ABOUT HEPATITIS B FROM VARIOUS SOURCES
- GOOGLE FORM TO ADD RESOURCES
- THIS TOOLKIT WILL BE AVAILABLE THERE



# **ACANA HEPATITIS B COMMUNITY ENGAGEMENT PROJECT**

**Nettie Johnson, MD, MPH, CPH**  
**Director Health Department**

**African Cultural Alliance of North America (ACANA)**  
**5530 CHESTER AVENUE PHILADELPHIA, PA 19143**  
**SOUTHWEST PHILADELPHIA**

**January 30, 2024**

# ACANA ORGANIZATION

- ▶ A Non-Profit Organization established in 1999 (Located in Philadelphia, PA)
- ▶ Provides holistic Cultural and Linguistically appropriate services
- ▶ Serves mainly African and Caribbean immigrants
- ▶ Offers a wide range of services (Immigration/legal, Health, Social services)
- ▶ Averages 7,500 service recipients annually.





# PROJECT GOALS

1. To positively change migrant and refugees' mindsets regarding HBV preventative healthcare so that it is viewed as an integral and accessible part of individual and communal well-being.

2. To assist African immigrants residing in Philadelphia to access culturally sensitive and language appropriate health education on HBV through outreach activities, as well as connection to further care for screening and vaccination for HBV.



# PROJECT IMPLEMENTATION

- 1) Educational sessions: Workshops
- 2) Tabling Events: Health Navigators
- 3) Screening/ Vaccination events
- 4) Evaluation: (Focus group Discussion)
- 5) Follow-up/Referral

# **ACTIVITIES**

**March 2023 to February 2024**

**EDUCATIONAL WORKSHOPS: 4**

**TABLING EVENTS: 16 (250 persons)**

**HEP B SCREENING EVENTS: 2**

**HEP B VACCINATION EVENT :1**

**FOCUS GROUP DISCUSSIONS: 4**

**TOTAL SCREENED:32**

**TOTAL VACCINATED: 12**





# Hepatitis B

What you need to know to keep yourself, your family, and your community healthy

WELLNESS PROGRAM VIRTUAL CHECK-IN

WEDNESDAY AUGUST 9, 2023

TIME: 5:00 pm - 6:30 pm

Session Topic:

Understanding Hepatitis B



Presenter:

Makala Wang  
Jefferson Medical Student (MS3)

Join via Zoom

To mute/unmute your phone, please click on this \*6

Meeting Code / ID: 868 5274 5714

DIAL IN:

+646 558 8656,



August is:  
National Immunization Awareness Month

Free Health Screening at ACANA.  
(COVID-19 precautions followed)  
Tuesdays and Wednesdays 10:00 am  
-5:00 pm. Mental Health Case  
Management also available.

FOR MORE INFORMATION PLEASE  
CALL (215)729-8225 Ext. 105;  
Bkinch@acanaus.org

5530 CHESTER AVENUE, PHILADELPHIA, PA 19143

Learn more at [acanaus.org](http://acanaus.org)



@ACANA.PHILADELPHIA



@ACANAUS



@ACANAEVENTS



# FREE HEPATITIS B SCREENING & VACCINE

*African Cultural Alliance of North America*

Thursday, August 17, 2023

12:30 pm to 4 pm

ACANA Office:

5530 Chester Ave, Philadelphia, PA 19143

Free blood pressure, vision & BMI screening will also be available!

Hepatitis B is a silent infection that can lead to liver cancer.



Find out if you have hepatitis B with a simple blood test on Thursday, August 17, 2023!

\*Screening is free- No requirements for insurance, ID, or citizenship; must be >16 years old

## Questions? Contact:

Dr. Nettie Johnson, MD, MPH (ACANA):  
[nettiejohnson@acanaus.org](mailto:nettiejohnson@acanaus.org)

Catherine Freeland, PhD, MPH (Hepatitis B Foundation):  
[catherine.freeland@hepb.org](mailto:catherine.freeland@hepb.org)

Learn more about hep B:



SCAN ME



# MONTHLY WELLNESS CHECK-IN MEETING

Thursday November 30, 2023

1:30 pm - 3:00 pm

**TOPIC:** Understanding Hepatitis B



# Hepatitis B

What you need to know to keep yourself, your family, and your community healthy



**Presented by:**

Dr. Catherine Freeland, PhD, MPH - Associate Director of Public Health Research, Hepatitis B Foundation  
Makala Wang - Jefferson Medical Student (MS3)

**Location:** ACANA (5530 Chester Ave, Philadelphia PA 19143)

**Join on Zoom:** Meeting ID: 868 5274 5714

\*Telephone: +1 646 558 8656

(To mute/unmute your phone, please click on this )\*6

FOR MORE INFORMATION PLEASE CALL (215)729-8225  
5530 CHESTER AVENUE PHILADELPHIA PA 19143

# COMMUNITY EDUCATION OUTREACH TOOLKIT

## AFRICAN OUTREACH TOOLKIT.

1. The community responded favorable to the overall presentation of the educational materials.
2. The colors and pictures used in the materials are visually appealing, culturally relevant and appropriate.



## **AFRICAN OUTREACH TOOLKIT.**

**3. ACANA Health Department team and the community members felt that the language is simple enough but also provides enough information for people in the community to understand.**

**4. The transmission and mention of sex is appropriate.**

# TOPICS

- ▶ Fact Sheets, Flyers & Infographics (Including transmission and symptoms)
- ▶ Myths and Misconceptions Flyer/Infographic
- ▶ Questions to Ask Your Doctor
- ▶ For Health Workers & Faith Leaders
- ▶ For Community Members
- ▶ Provider Infographic
- ▶ Takeaway cards
- ▶ Liver Cancer
- ▶ Where to Turn If You Are Directly Impacted by Hepatitis B
- ▶ Social media Assets (e.g. The benefits of testing, Why HBV is prevalent in Africa and HBV diagnosis is not a death sentence)
- ▶

# TOOLKIT IMPLEMENTATION

- ▶ Community Tabling events
- ▶ Health fairs-Large community events
- ▶ Clinic Visits (ACANA onsite clinic - twice weekly)
- ▶ Workshops
- ▶ Regular programming at ACANA



# BEST PRACTICES

- ▶ Obtain the community members input on the educational materials prior to use.
- ▶ Distribute materials before a scheduled HBV screening/vaccination events. Ensure that your team has received training on the toolkit.
- ▶ During workshops and other events, ACANA Health navigators explain the information in languages and dialects familiar with the community ( French, Mandingo, Tri, Fulani etc.)
- ▶ Include HBV screening at preventive health and Cancer screening community events. (Health fairs)
- ▶ Establish a clear path for obtaining HBV screening results and referral for treatment and follow-up.
- ▶ Regular Educational workshops must be promoted to increase awareness.

# QUESTIONS



@ACANA.Philadelphia



@acanaus



@ACANAevents





AFRICAN CULTURAL ALLIANCE OF NORTH AMERICA

215-729-8225

www.acanaus.org



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Small Business Assistance

...y child was sick and I  
...t know where to take  
... Thanks to ACANA I  
...able to get the care I  
...ed."

Healthcare Services

...y child was sick and I  
...t know where to take  
... Thanks to ACANA I  
...able to get the care I  
...ed."

Healthcare Services

...I feared  
...losing connection  
...to my ethnic and  
...cultural heritage,  
...but ACANA  
...encouraged me to  
...appreciate and  
...express it through  
...the arts."

Arts & Culture

ACANA

## BENEFITS OF TESTING

Don't be afraid - the test is here to help you!

Testing may be scary, but it can offer you peace of mind and the chance to be around longer for your family and community members who love you.

The hep B test can let you know if you are living with hep B so doctors can get you the care you need.

It's important to get tested **early** to detect hepatitis B and help keep you *and* your loved ones safe.



Thank You!

HEPATITIS B IS  
MANAGEABLE &  
PEOPLE WITH  
THE VIRUS CAN  
LIVE LONG AND  
HEALTHY LIVES!

