

HEP B UNITED PHILADELPHIA



Hepatitis B Foundation
Baruch S. Blumberg Institute

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Hep B United Philadelphia



- Citywide, community-owned coalition and campaign, led by the Hepatitis B Foundation, to increase hepatitis B testing, awareness, linkage to care, and vaccination among high risk communities
- Over 75 organizational partners- including the Philadelphia Department of Health, social service organizations, providers, and hospitals
- HBUP involves community stakeholders and coordinates city services and resources to make an impact in addressing this serious public health threat
- We are part of the nationwide *Hep B United* coalition, to ensure that hepatitis B and liver cancer remain public health priorities in the U.S., and to share resources with partners around the country



Our Goals

- Promote hepatitis B testing and vaccination, particularly among at-risk populations; and Stimulate community engagement and involvement to improve access to care for both prevention and treatment to reduce the local burden of hepatitis B and liver cancer



A Philadelphia Story

- Hepatitis B is an alarming but under-diagnosed and under-prioritized disease in Philadelphia.
- In Philadelphia high risk groups, only 10%-20% have been tested – most remain undiagnosed and unaware about their serious risk of cirrhosis and liver cancer.
- Over **20,000** Philadelphians are estimated to be living with hepatitis B.
 - During 2013, the Philadelphia Department of Public Health (PDPH) received **508** new reports of chronic hepatitis B infections, mostly among Asian and Pacific Islander immigrant populations.



Screening and Testing

Since 2008, HBUP has educated over 10,000; screened 2,750; and administered over 500 free vaccine doses

- Number screening events since 2007 – **65**
- Number reached through outreach and awareness – over 10,000
- Number reached through direct education – over 2,500
- Number screened since 2007 – **2,750**
 - 98% foreign-born AAPI
 - 60% uninsured
 - 90% non-English proficient
 - 8% infected with HBV (China 13%, Vietnam 10%, Cambodia 6%, refugee countries 4%, Korea 3%, Indonesia 3%)
 - 58% immune
 - 34% susceptible



Screening in 2015-2016

- January 11th- BPSOS
 - 13 screened
- March 15th- Chinese Christian Church
 - 39 screened
- April 24th – Korean Church screening
 - 43 screened
- June 13th- Korean Health Fair
 - 7 screened
- September 6th – Hmong Church
 - 39 screened
- October 17th- IAC
 - 18 screened
- October 18th- Chinese Christian Church
 - 31 screened
- April 30th- St. Helena School
 - 21 screened



APAMSA Outreach



Campaign and Event Promotion

Hepatitis B

is the leading cause of liver cancer for Asian Americans.

Come get tested for Hepatitis B.
It could save your life.



FREE testing | Saturday, October 18, 2014 | 1PM – 3PM
Wat Tummbrateip

1010 W. Duncannon Ave, | Phila, PA 19141

Call (215) 324-4070 or email chanphy@capg.org for more information



Hepatitis B Foundation
Cause for a Cure

Please bring your PA PHOTO ID and insurance card if you have one!

Viêm Gan B

là nguyên nhân hàng đầu gây ung thư gan đối với Người Mỹ Gốc Á.

Hãy đến thử nghiệm Viêm Gan B.
Việc này có thể cứu mạng sống của quý vị.



Saturday, November 22, 2014 | 10AM – 2PM

Saigon Maxim

600 Washington Ave, Philadelphia, PA 19147



Hepatitis B Foundation
Cause for a Cure



Community Commitment

- Community Event Research Day
- Community Health Advisory Committee
- Asian Health Heritage Month Celebration
- HepCAP meetings
- PCDC events
- Community Health Fair
- Faith and Spiritual Conference
- PCA Vietnamese Health Fair
- AFAHO Health Fair



Know Hep B Resources



Social media outreach



Engaging Local Council

- 2015
 - Over 70 representatives from Hep B United Philadelphia and HepCAP partner organization
- 2016
 - Over 75 participants from HBUP, HepCAP and student organizations
 - City Council resolution with 6 member co-sponsors
 - 6 ABC news clip



Our Work

To address HBV in Philadelphia, we need to see:

- Increased screening among high risk communities
- Appropriate care for infected individuals
- Vaccine for high risk adults
- Education and awareness to reduce myths and decrease stigma

Current Barriers

- AAPIs face fear, stigma, discrimination, time constraints, financial constraints, language and cultural barriers, and inability to navigate the health care system
- Providers face lack of HBV knowledge, communication difficulties with limited English proficient patients, and lack of system-level support for HBV screening



For the Future

What We Have

- A large and committed coalition
- Multi-sectoral partnerships
- Simple training opportunities to improve provider knowledge

What We Need

- Find ways to make systems-level change to make HBV screening and care routine in Philadelphia
- Find new ways to improve community and provider awareness, to improve screening rates in Philadelphia
- Develop a greater media presence to raise HBV awareness and promote testing opportunities
- Engage city and hospital leadership to make HBV a local public health priority
- Increase HBV research opportunities to improve the body of knowledge and be able to better address local needs
- Increase engagement with medical and nursing students to expand outreach efforts



Questions!?

Please contact us!



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