



# Improving Hepatitis B and Liver Cancer Awareness through Workplace Programs

Presented by



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# CHALLENGE

The San Francisco Bay Area has the **highest number of hepatitis B cases in California** and the **highest rates of liver cancer** in the United States.

**Hepatitis B is a liver infection spread through birth, blood, and sex.**

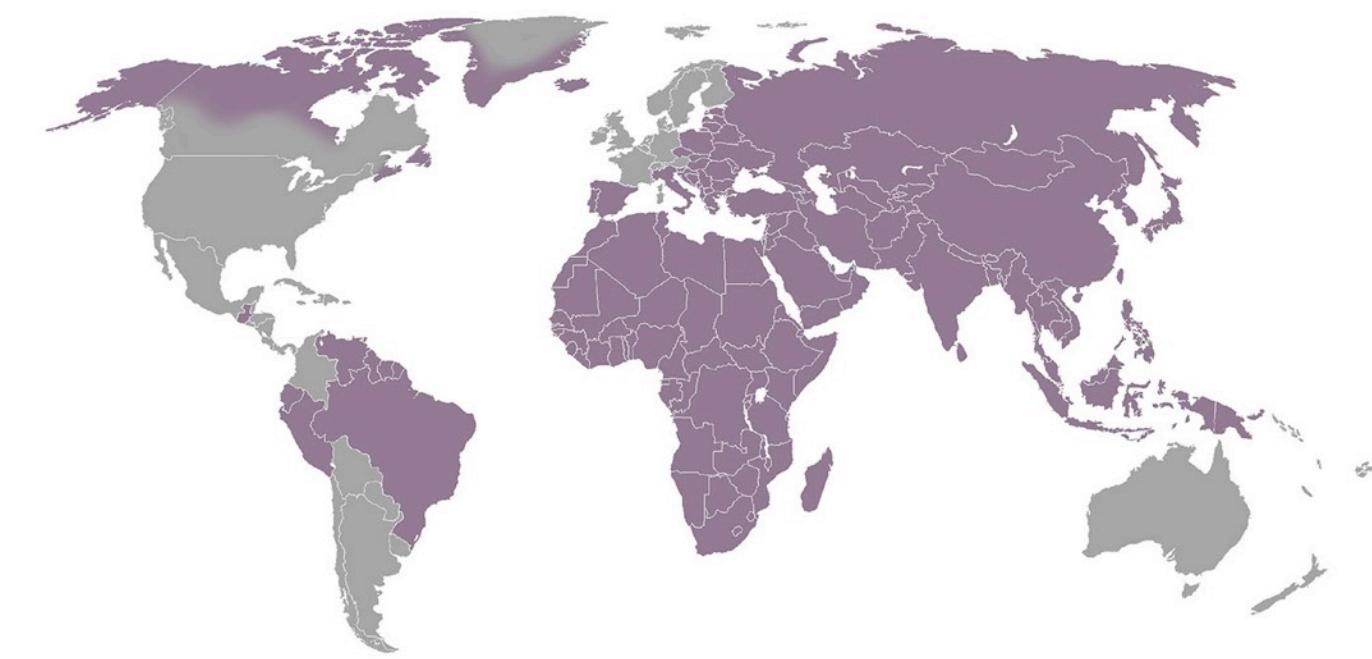
- 80% of **liver cancer** is caused by hepatitis B, but this is **preventable** with monitoring and treatment.
- 2/3 of those with hepatitis B are **not aware** of their status because they have not been tested.
- Carriers often face **stigma** in Asian culture due to misconceptions around transmission.



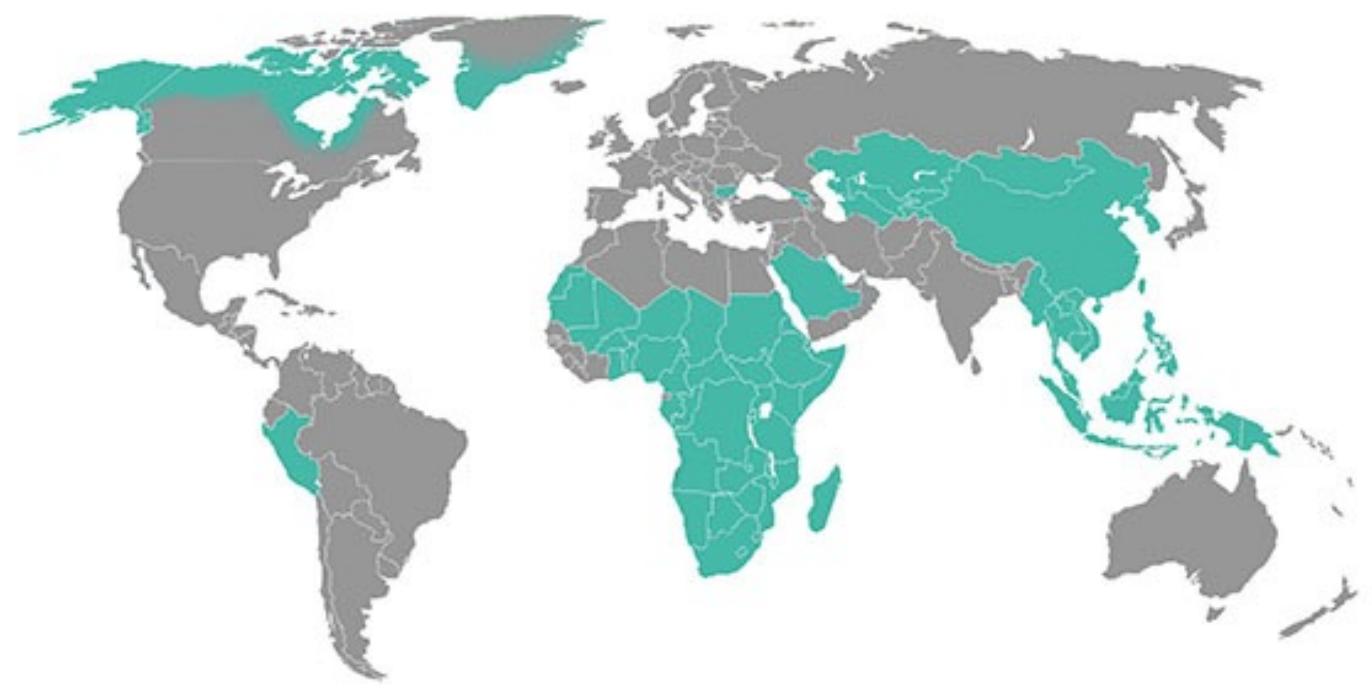
Safe treatments are available to prevent liver cancer.

# TARGET AUDIENCE

Were you  
born in a  
purple region?



Were your  
parents  
born in a  
jade region?



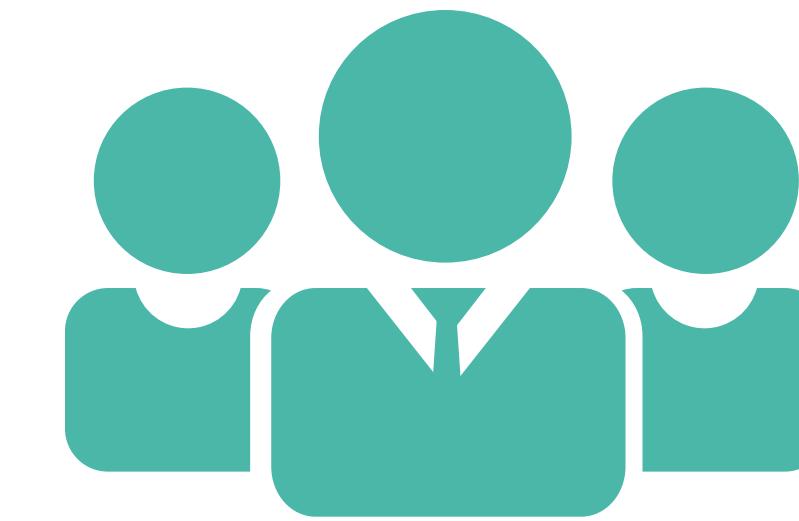
- Foreign-born adults<sup>1</sup> and
- US-born adults with at least one foreign-born parent.

Asians and Asian Americans account for over **50%** of chronic hepatitis B cases in the United States.

# WHY THE WORKPLACE?



**80%** of large employers have wellness programs to control and manage their healthcare costs, and **77%** extend these benefits to employees' dependents.<sup>2</sup>



Asian-Americans make up **50% of Silicon Valley's technology workforce** and should get tested.<sup>3</sup>

A significant proportion of Bay Area talent and their dependents may be at risk for **undiagnosed hepatitis B and liver cancer**.



**2,300** US employees

**1,725 (75%)** identify as API

**143** could have chronic HBV\*

**36** could be at risk of death from

liver cancer without monitoring and treatment\*

- **1 in 12** Asians and Pacific Islanders, is chronically infected with hepatitis B.
- Liver cancer is most common among individuals **ages 35-65**, posing an immediate threat to your talent and our communities.

\*These are estimates provided by Asian Liver Center and are **not** based on claims data.

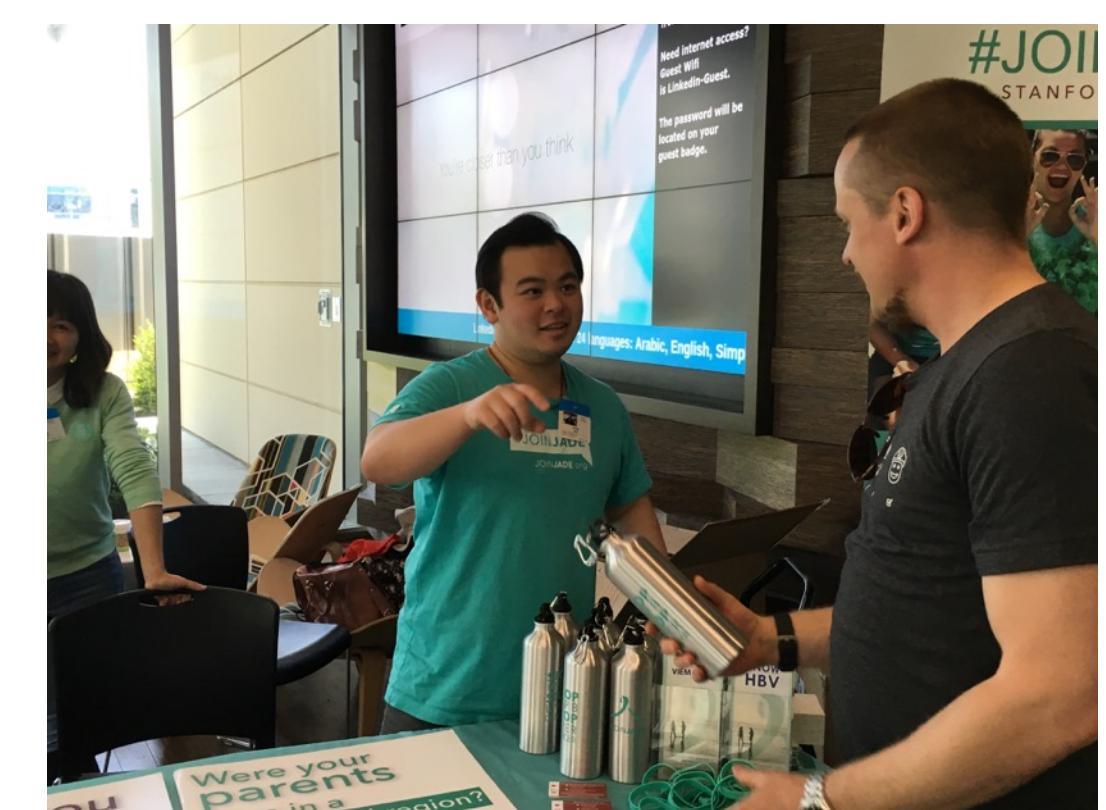
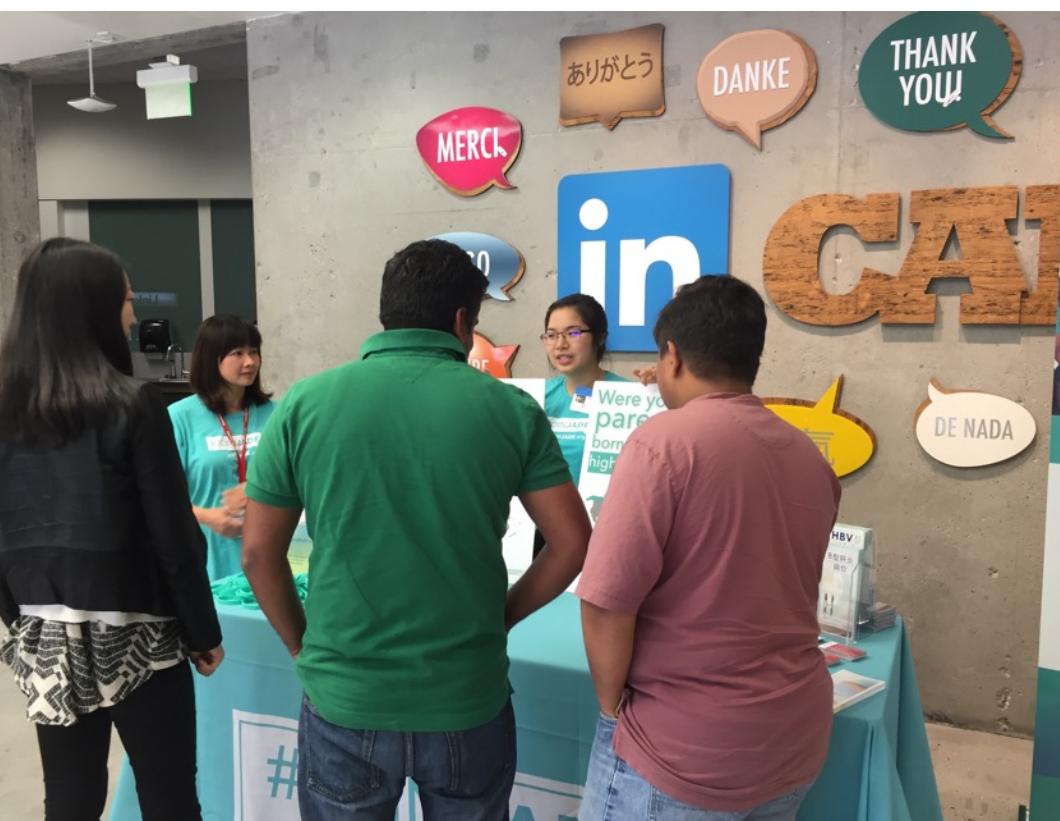
# PROJECT OBJECTIVES

## PROMOTE

- Hepatitis B **testing**
- Hepatitis B **vaccination** for the unprotected
- Linkage to **medical monitoring** for those who are chronically infected with hepatitis B **to prevent liver cancer**

We met 3 employees at LinkedIn that have chronic hepatitis B.

2 were **NOT** aware that they should get **routine medical monitoring** to prevent liver cancer. We provided them with tools to understand what type of follow-up care is needed.



# METHOD & TOOLS



## STEP 1 Digital & Print Marketing

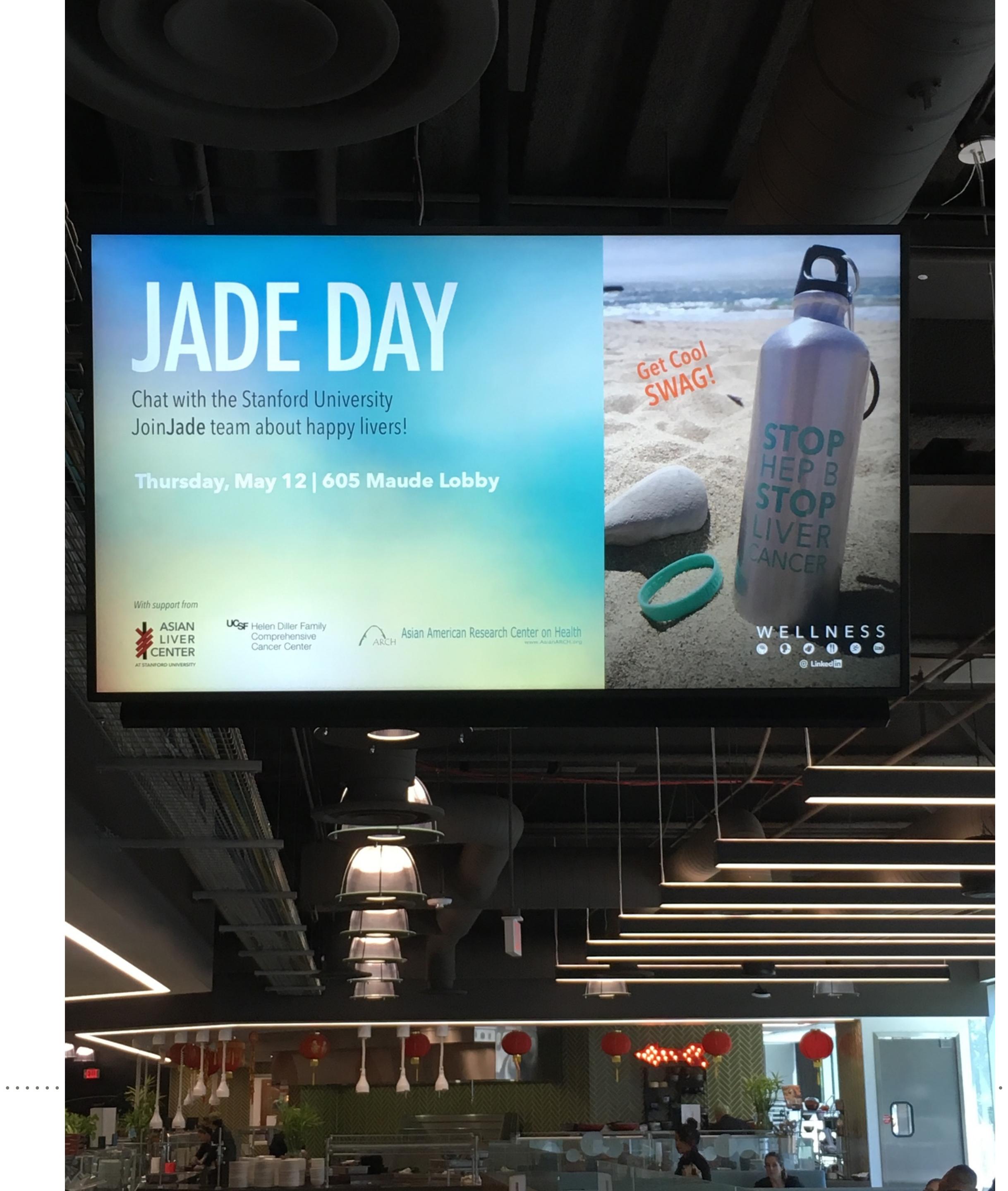
- Cafeterias (digital)
- Cafes (digital)
- Gyms (digital)
- Corridors (print)



## STEP 2 Educational Outreach **@Mountain View & Sunnyvale**

- Know HBV educational brochures
- Hep B Moms educational brochures
- Take-To-Your-Doc cards
- Hep B Brain Buster game
- [hepbhra.org](http://hepbhra.org)





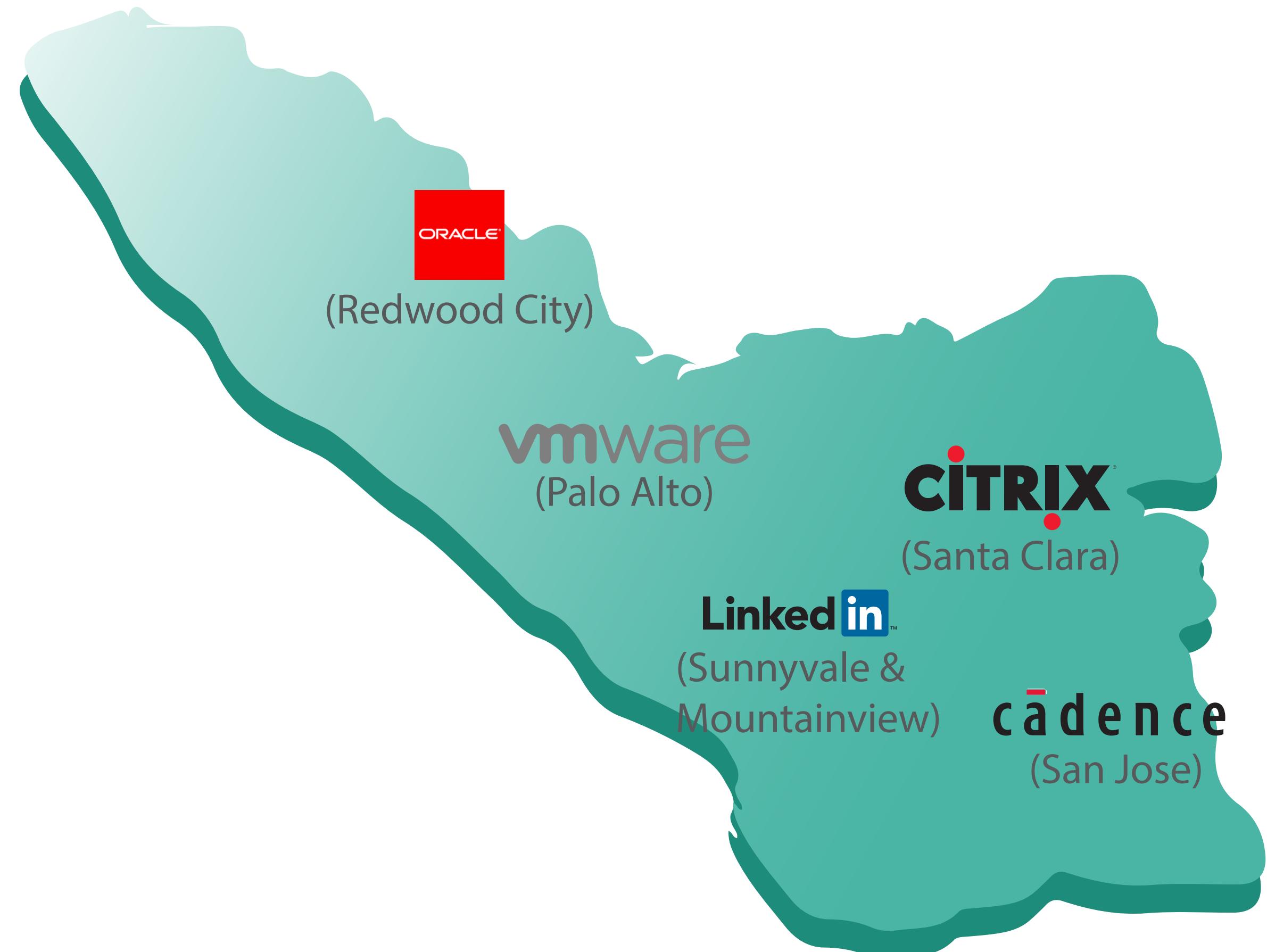
# IMPACT

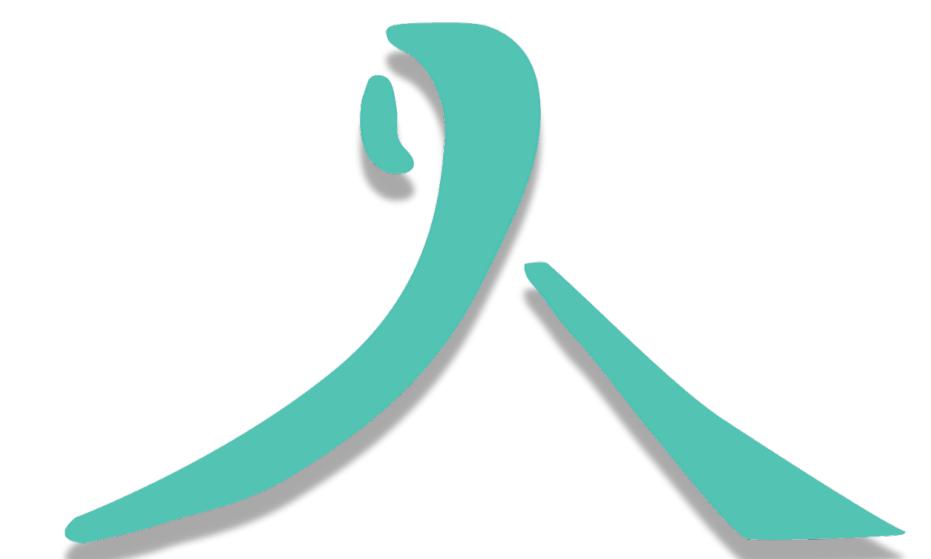
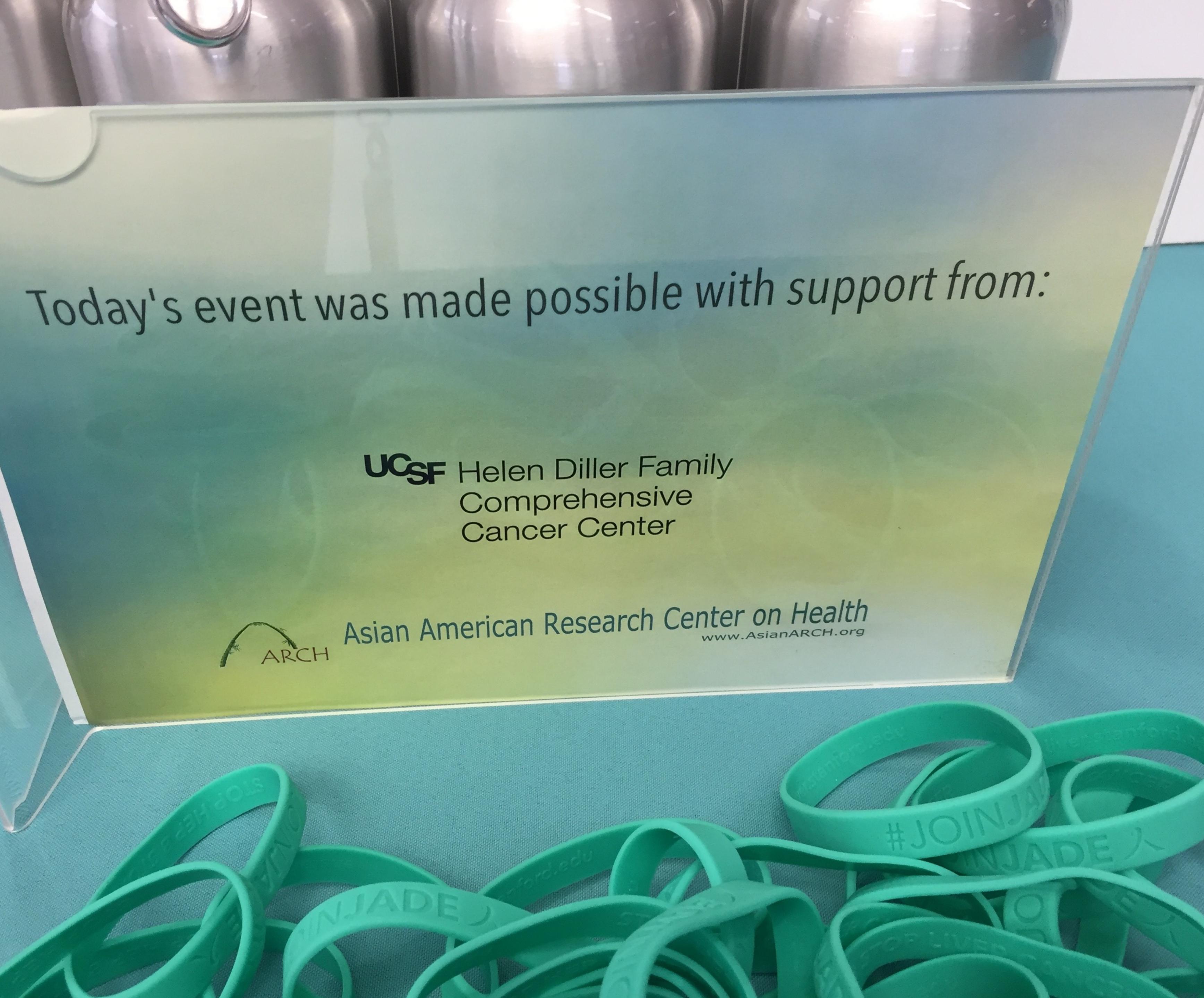
**550** people reached in person across **5** corporate campuses in **6** cities.

**254** people received JoinJade water bottles to promote HBV awareness.

**300** people received Take-To-Your-Doc cards to get tested for hepatitis B after taking a personalized risk assessment.

LinkedIn employees were also reached through onsite print and digital collateral in cafes, gyms, cafeterias, and bulletin boards.





# THANK YOU

**UCSF** Helen Diller Family  
Comprehensive  
Cancer Center

 Asian American Research Center on Health  
[www.AsianARCH.org](http://www.AsianARCH.org)

# REFERENCES

1. U.S. CDC: Morbidity and Mortality Weekly Report, "Recommendations for Identification and Public Health Management of Persons with Chronic Hepatitis B Virus Infection," 19 September 2008, Vol. 57, No. RR-8, p. 7. Geographic regions with hepatitis B surface antigen prevalence of  $\geq 2\%$  include Africa, Asia, Australia and South Pacific (except Australia and New Zealand), Middle East (except Cyprus and Israel), Eastern Europe (except Hungary), Western Europe (Malta, Spain and indigenous populations in Greenland only), North America (Alaska Natives and indigenous populations in Northern Canada only), Central America (Guatemala and Honduras only), South America (Ecuador, Guyana, Suriname, Venezuela, and Amazonian areas of Bolivia, Brazil, Columbia, and Peru only), and the Caribbean (Antigua-Barbuda, Dominica, Grenada, Haiti, Jamaica, St. Kitts-Nevis, St. Lucia, and Turks and Caicos Islands, only), available at <http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5708a1.htm> [accessed 15 February 2017]. Please note that hepatitis B screening is covered for people at high risk, including people from countries with 2% or more hepatitis B prevalence, and U.S.-born people not vaccinated as infants and with at least one parent born in a region with 8% or more hepatitis B prevalence. Please see HealthCare.gov: Preventive care benefits for adults, Hepatitis B screening, available at <https://www.healthcare.gov/preventive-care-adults/> [accessed 15 February 2017].
2. National Business Group on Health.
3. Santa Clara, San Mateo, Alameda, Contra Costa and San Francisco counties combined, according to Census Bureau statistics. See Dan Nakaso, "Asian workers now dominate Silicon Valley tech jobs", *The Mercury News* available at <http://www.mercurynews.com/2012/11/29/asian-workers-now-dominate-silicon-valley-tech-jobs/>, [accessed 15 February 2017].