



Developing a Local Campaign Led by a Community-Academic Partnership to Encourage Hepatitis B Screening in the Chinese and Korean Communities in NYC

Hepatitis B is the largest health disparity facing Asian immigrants. 10-15% of Asian immigrants living in New York City are infected compared to less than 0.3% of the general NYC population. A widespread lack of awareness and misconception about hepatitis B continues to exist; not only among Asian communities at-risk, but also among health care providers, policymakers, and service practitioners. In fact, close to 70% of chronically infected people are not aware that they have hepatitis B.

Since the end of 2008, B Free CEED along with its main community partners the Charles B. Wang Community Health Center and Korean Community Services of Metropolitan New York, Inc, have been working to create a campaign to raise awareness on hepatitis B among the Chinese and Korean communities at highest risk for infection. In order to ensure that the campaign is culturally relevant and meaningful, detailed information was collected over a period of two years from Korean and Chinese residents of NYC who will be targeted for the campaign. Information on basic knowledge and understanding of hepatitis B and how to best deliver health information to the at-risk communities was collected.

To realize the campaign, B Free CEED has partnered with the award winning NYC Asian-serving advertising agency, APartnership, to create a multi-phase campaign to build awareness, decrease hepatitis B-related stigma, and to encourage the at-risk community to know their hepatitis B status by empowering them to get tested for hepatitis B.

Phase 1 of the campaign was unveiled on July 28, 2011 in recognition of World Hepatitis Day. NY City Council member Margaret Chin stated, "This disease is all too often a silent presence in our communities. It is important that our community, and especially the Asian American community, can talk openly and honestly about the toll this disease is taking on our family, friends, and neighbors. Most people do not even know they are infected." Community leaders and advocates echoed Council Member Chin's remarks. Dr. Perry Pong, Chief Medical Officer of the Charles B. Wang Community Health Center reported, "Half of all Americans living with hepatitis B are of Asian descent; yet, year after year, many of our patients are getting tested for the first time as adults... and 1 out of 8 of our patients is found to have chronic hepatitis B infection." Dr. Kay Chun, Director of the Public Health Research Center of Korean Community Services of Metro NY stated, "It is important to educate the Asian American community of hepatitis B because it is a silent disease and if left untreated it can lead to liver cirrhosis and liver cancer."

B Free CEED will host its first community dialogue on January 18, 2012 to obtain community-level feedback and support for the campaign "B Certain: Get Tested for Hepatitis B." The campaign consisting of a 30 second PSA and print ads will be available in Chinese and Korean with English sub-titles.

For more information, please contact Isha Weerasinghe at isha.weerasinghe@nyumc.org or 212-263-4267.

About the B Free CEED: B Free CEED: National Center of Excellence in the Elimination of Hepatitis B Disparities is a national resource and expert center committed to eliminating hepatitis B disparities in Asian and Pacific Islander communities. A partnership of New York University School of Medicine and local and national coalition members, B Free CEED is one of eighteen Centers of Excellence in the Elimination of Disparities funded in 2007 under the Racial and Ethnic Approaches to Community Health Across the U.S. (REACH U.S.) program of the Centers for Disease Control and Prevention. For more information, please visit: <http://bfree.med.nyu.edu/>.



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