

HEP
MBMS.ORG

The logo consists of the text 'HEP' on the top line and 'MBMS.ORG' on the bottom line. The letter 'B' in 'MBMS' is significantly larger and stylized, with a teal-colored bird-like shape or leaf integrated into its upper loop. The teal color is a light, muted shade. The text is in a black, serif font.

hep b stops with me . . .

a global problem :

There are 370 million people worldwide chronically infected with hepatitis B, the leading cause of liver cancer. Many of those with chronic infection acquired it from mother-to-child (perinatal) transmission at birth or during early childhood. Nearly a million people die of this disease every year, but it is entirely preventable through vaccinations and protective shots given at birth.



Many pregnant mothers with chronic hepatitis B are unaware of their infection and end up silently passing the virus to the next generation. Approximately 3% to 5% of infants born in the W.H.O. Western Pacific Region (which includes Asia, the Pacific Islands, and Australia) will acquire chronic hepatitis B infection at birth if not immunized immediately after delivery. Each year, 869,494 infants develop lifelong (chronic) hepatitis B infection in this region alone.¹

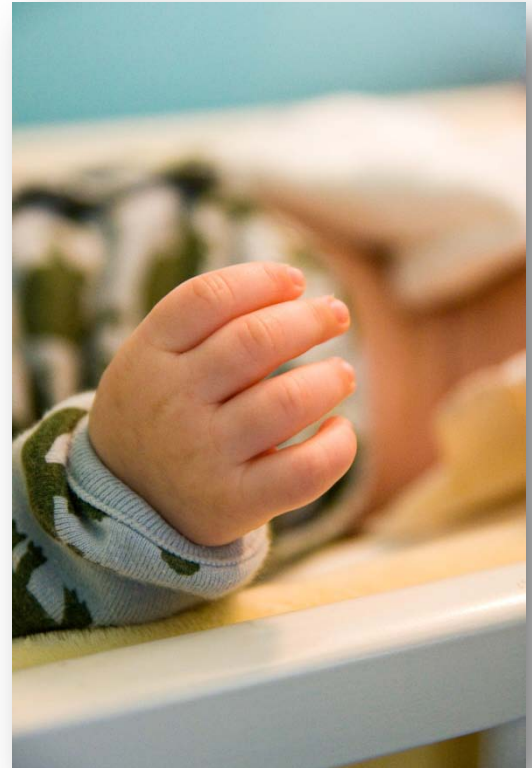
in the United States :

Despite the fact that between 70-83% of U.S. women receive prenatal care starting in the first trimester,² fewer than 50% of births to pregnant women with chronic hepatitis B infection are identified for prenatal case management. Each year, approximately 800-1500 infants in the U.S. still develop chronic infection due to perinatal transmission.³



the public health perspective :

Preventing infections acquired at birth and in early childhood is critical. Children have a 90% chance of becoming chronic carriers if infected at the time of birth and a 30% chance of becoming chronic carriers if infected between one and five years of age. If given within the first 12 hours of birth, the protective efficacy of the hepatitis B vaccine (birth dose) and hepatitis B immunoglobulin (HBIG) in preventing mother-to-child transmission ranges from 80% to 95%.¹



hep b moms : our story

HepBMoms is dedicated to eliminating perinatal transmission of hepatitis B, while safeguarding the health of infected mothers and their families. Preventing transmission at birth is key. But, as we focus on protecting susceptible infants, we must also ensure infected mothers who are at elevated risk for liver disease and liver cancer receive appropriate follow-up care. Their families need testing and education. Many women with hepatitis B acquired their infection from their own mothers at the time of birth. We hope to educate and empower women so they can declare: *“Hep B stops with me.”*



our goals :

- To create an effective program to prevent transmission of hepatitis B from infected pregnant women to their newborn infants and household members.
- To educate health care providers, pregnant women, and the general public about hepatitis B
- To develop and provide resources to improve the adoption of nationally recommended preventive measures.
- To work with public health officials to implement programs and strategies to improve compliance with national preventive guidelines
- To prevent hepatitis B and fatal liver disease in mothers, infants, and families.

our organization :

HepBMoms is a branch of the Asian Liver Center at Stanford University dedicated to maternal-child health. The emblem and message of the Jade Ribbon Campaign are integrated into the logo and basic principles of HepBMoms in seeking to bring people together to fight hepatitis B and liver cancer. HepBMoms is a unique resource for pregnant mothers, health care providers, public health officials and anyone seeking to learn more about hepatitis B.





selected references :

1. World Health Organization, Western Pacific Region. *Preventing Mother-to-Child Transmission of Hepatitis B: Operational Field Guidelines for Delivery of the Birth Dose of Hepatitis B Vaccine*. Manila, Philippines; 2006.
2. <http://www.cdc.gov/nchs/FASTATS/prenatal.htm>
3. National Immunization Program, CDC, Department of Health and Human Services

contact us :

650.566.8818 ph

650.566.8863 fax

www.hepBmoms.org

info@hepBmoms.org