



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. 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 in this will develop lifelong (chronic) hepatitis B infection in this region alone.¹

In the US:

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

HepBMoms:

HepBMoms is a unique resource for pregnant mothers, health care providers, public health officials and anyone seeking to learn more about hepatitis B. Many women with hepatitis B acquired their infection from their own mothers at the time of birth. HepBMoms helps to empower women so they can say: *"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 and pregnant women 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.

Organizational structure:

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 and to empower individuals to fight hepatitis B and liver cancer.

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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



Asian Liver Center Fact Sheet

- ❖ The Asian Liver Center (ALC) at Stanford University, founded in 1996, is the first non-profit organization in the United States that addresses the high incidence of hepatitis B and liver cancer in Asians and Asian Americans.
- ❖ The center uses a three-pronged approach to fight hepatitis B: Outreach & Education, Advocacy, Research

Outreach & Education Programs

- **The Jade Ribbon Campaign** – unites the community against hepatitis B and liver cancer. (*see Jade Ribbon Campaign Fact Sheet for more information*)
- **Annual Youth Leadership Conference** – empowers and trains Asian and Pacific Islander (API) high school students to become leaders in their communities in API issues.
- **SF Hep B Free Steering Committee** – aims to make San Francisco the first city in North America to test and vaccinate all API residents for hepatitis B.
- **Community Outreach** – improves awareness by participating in community events and festivals, providing screenings and low-cost vaccinations, and hosting educational booths and games.
- **Team HBV** – spreads awareness on college campuses nationally through collegiate chapters.
- **Physician Education** – targets providers through seminars, conferences and health updates.
- **Comprehensive Website (<http://liver.stanford.edu>)** – provides informational resources for patients and physicians, details about screenings and events, and advocacy updates.

Advocacy

- **California Advocacy** – working with Assemblywoman Fiona Ma to pass Assembly Bill 158 to provide access to care for all uninsured and under-insured people chronically infected with hepatitis B.
- **National Advocacy** – cosponsored National Hepatitis B Act (HR 4550, HR 3944, S 3558) to amend the Public Health Service Act to develop a national plan for hepatitis B and liver cancer.
- **International Advocacy** – launched the China Jade Ribbon Campaign in April 2004 to establish large-scale vaccination and education programs. In Philippines, partnered with American Cancer Society to identify gaps in existing immunization program and passed legislation requiring hepatitis B vaccination to be provided within 12 hours of birth.

Research

- **Comprehensive Liver Research Program** – committed to finding novel approaches to increase the efficacy of diagnosis, prognosis, and treatment through liver cancer genomics, biomarkers, molecular targets, and investigational anti-tumor agents.
- **Perinatal Hepatitis B Prevention Program** – a comprehensive program to reduce mother-to-child transmission of hepatitis B through improved reporting, physicians' awareness, and timely vaccination and hepatitis B immunoglobulin administration. Targets Alameda and Santa Clara counties where the combined population of about 3.2 million experiences some of the highest rates of chronic hepatitis B and liver cancer in the US.

Overview

- The Asian Liver Center launched the Jade Ribbon Campaign in May 2001 to unite against hepatitis B and liver cancer. The goal of the campaign is to spread awareness and provide ethnically targeted health information to the Asian and Pacific Islander community and health professionals throughout the world.
- The Jade Ribbon Campaign is promoted through public service announcements and media such as newspapers, magazines, TV, radio, billboards, and buses targeting communities with large Asian and Pacific Islander populations.
- Adopted throughout the United States as an emblem to signify the fight against hepatitis B and liver cancer with partners in the San Francisco Bay Area, Los Angeles, Orange County, San Diego, Phoenix, New York City, and the State of Hawaii.

The Jade Ribbon Campaign – China:

- Officially launched at the National Viral Hepatitis Prevention Conference, 2004
- Partnered with the China Foundation for Hepatitis Prevention and Control, Chinese Centers for Disease Control (CDC), Ministry of Health, provincial CDC, local health departments, Shin Shin Educational Foundation, Sun Hung Kai Properties Kwok Foundation Ltd., the Lui Hac Minh Foundation, the Zeshan Foundation, and the Ping and Amy Chao Family Foundation
- Notable achievements of the campaign include:
 - 2004 Sichuan Province – vaccination of 3,500 grade-school children
 - 2005 Guangdong Province – vaccination of over 150,000 students
 - 2006 JiaoTong University – formation of first Jade Ribbon Club by medical and pharmacy students
 - 2006 Sunshine Volunteers – national volunteer network to spread hepatitis B awareness throughout universities in 19 provinces
 - 2006-2008 Qinghai Province – education and vaccination of 600,000 grade-school children in 2,200 schools

Considered to be the essence of heaven and earth, jade is believed in many Asian cultures to bring good luck and longevity while deflecting negativity. The Jade Ribbon is folded like the Chinese character for people "人" to symbolize the united voices of those fighting hepatitis B and liver cancer worldwide.

