From Liver Cancer and Transplant Surgeon to Hepatitis B Activist

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Director, Liver Cancer Program
Professor of Surgery
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Stanford University School of Medicine
Founded in 1996

Only non-profit organization established to address the disproportionately high incidence of HBV and liver cancer in Asians and Asian Americans (funded by donations, foundations and federal grants)

Goal: eradication of HBV and reduce the incidence and mortality of HCC worldwide

Three-pronged approach

- Liver Cancer Research (cancer genomics, biomarkers, stem cells)
- Prevention and Community Health Research
- Outreach, Education, Training, and Advocacy
Asian and Pacific Islander American Population

Fastest growing racial population in the US in terms of percentage growth

3.7 million in 1980 - 15.2 million* in 2006

1 in 8 Californians is API (34% in SF)

About 66% are foreign born

75% are born in countries with chronic HBV rates of 8-15%

There is a potential pool of over 860,000 API with chronic HBV

*including part-APIs
Characteristics of Persons with Chronic HBV infection in San Francisco, 2006

- 83.5% foreign born
- 84.1% Asian/Pacific Islander
- Risk factor for chronic HBV infection
  - Born in HBV endemic country 74%
  - Male to male sexual contact 12.3%
- Reasons for HBV testing
  - Screening 43%
  - Evaluation of abnormal liver enzymes 9%

MMWR May 11, 2007, vol 56, no. 18, pp 446-8
### 10 Most Common Causes of Cancer Death in US Men

<table>
<thead>
<tr>
<th>White men</th>
<th>API men</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Lung and bronchus</td>
<td>1. Lung and bronchus</td>
</tr>
<tr>
<td>2. Prostate</td>
<td>2. Liver</td>
</tr>
<tr>
<td>3. Colon and rectum</td>
<td>3. Colon and rectum</td>
</tr>
<tr>
<td>4. Pancreas</td>
<td>4. Stomach</td>
</tr>
<tr>
<td>5. Leukemia</td>
<td>5. Prostate</td>
</tr>
<tr>
<td>8. Urinary bladder</td>
<td>8. Leukemia</td>
</tr>
<tr>
<td>10. Brain and other CNS</td>
<td>10. Esophagus</td>
</tr>
</tbody>
</table>

SEER Cancer Registries 2000-2004
Even if you feel perfectly healthy…….

- You could still be a HBV carrier and has chronic hepatitis
- Most people with chronic HBV infection (HBV carriers) have no symptoms
- Even your blood tests for liver enzymes are often normal
- 2 out of 3 API tested positive are not aware they are infected

Chronic HBV infection: A Silent Killer in API

Challenges: Lack of awareness (providers, the community, and legislators)

- Prevalence
- Benefits of screening
- Low knowledge level regarding HBV prevention, transmission, symptoms and risk of liver cancer
Partner with CDC and OMH

- To address gaps in our current HBV strategies
  - Immunization, Screening, Treatment
  - Federal guidelines

Introduce hepatitis B measures that could become national healthcare standards. Two NQF endorsed in 2007-08
- Foreign born persons from endemic countries should be routinely screened for hepatitis B
- Newborns to mothers with chronic hepatitis B should receive hepatitis B vaccine and HBIG within 12 hrs

- Advocate for an evidence based national report on the prevention and control of chronic viral hepatitis (B and C) by the Institute of Medicine of the National Academies
Research to provide Policy Makers Evidence Based Data

Why we should routinely screen Asian American adults for hepatitis B: A cross-sectional study of Asians in California
(Volume 46:1034 – 1040, July 2007)

Cost-Effectiveness of Screening and Vaccinating Asian and Pacific Islander Adults for Hepatitis B
(Volume 174: 460-469, Oct 2007)

The Jade Ribbon Campaign: A Model Program for Community Outreach and Education to Prevent Liver Cancer in Asian Americans [Epub ahead of print, Nov 8, 2007]

Building partnerships with traditional Chinese medicine practitioners to increase hepatitis B awareness and prevention (Volume 13: 1125-1128, Dec 2007)
Develop Free Resources to Address Gaps in Community and Physician Education

- **Free Brochures in 6 languages**
  Copies distributed in 2007: 950,000
  (Norway, Vietnam, Philippines)

- New brochure for business managers (2007)

- **Free 2007 Physician’s Guide on Hepatitis B**
  Only physician’s guide posted on US CDC hepatitis B website

- Website (http://liver.stanford.edu)

- **Toll free hot-line (888-311-3331)**
Partner with Legislators to Introduce the First National Hepatitis B Bills (H.R. 4550, S. 3558, HR 3944)

- Bipartisan sponsorship on Dec 2005 in Congress, and June 2006 in Senate. House bill reintroduced in 2007 (HR 3944)
- Partners include Congressmen Honda and Charlie Dent, Senators Feinstein and Santorum, National Hepatitis B Task Force, AAPCHO, ALF, NYU, Hepatitis International, Hepatitis B Foundation, Immunization Action Coalition
  - Establish and implement a comprehensive HBV prevention, education, research and medical treatment program
  - Reduce liver cirrhosis and cancer incidence, and improve liver cancer survival caused by chronic HBV infection
Rally to Support Passage of the First Hepatitis Bill in California, April 2007
introduced by Assemblywoman, Fiona Ma

Amended bill will make patients with hepatitis B eligible for government funded medical care
Increase awareness in the public and healthcare community about the prevalence of HBV in the API community, and the relation between HBV and liver cancer.

**Jade Ribbon Campaign** to Prevent and Fight Hepatitis B and Liver Cancer (Launched May, 2001)

- B tested
- B vaccinated
- B treated
- B screened for liver cancer
- Join the Jade Ribbon Campaign
“人” Chinese character meaning people
Symbolic of Forming Partnerships to Unite People Worldwide
to Eradicate HBV and Liver Cancer

HIV
(Red Ribbon)

HBV
(Jade Ribbon)
LIVERight Jade Ribbon Bracelet
Unite against HBV and Liver Cancer

Qinghai, China

Mayor, San Francisco

Miss Asian America 2006
Register at http://liver.stanford.edu

- FREE - Children under 5
- $20 - Students (5-12) and Seniors (65+)
- $25 - Students (13+) and Adults
- $20 - Team Member (minimum 10 per team, online registration only)
- Additional $5 for race day registration

Food, games, performances and prizes!

Join the fight against hepatitis B and liver cancer!
Increase HBV Awareness: Community Outreach and Education

Moon Festival
Community Health Fair
Tet Festival
Spring Parade
Chinese New Year Festival
TCM/Acupuncturist conference
Youth Leadership Conference

Dragon Boat Race
肝癌佔亞裔人士癌症死亡率第一名，而80% 的肝癌起因於B型肝炎。亞裔人士感染B型肝炎的比例是其他人種的百倍：而每四名感染B型肝炎成爲帶原者的人之中，就會有一名終將死於B型肝炎引發的肝癌或肝衰竭。

B型肝癌帶原者沒有任何症狀，多數發展至肝癌初期階段仍感“健康”。因此，唯一確認自己是否感染B型肝炎的方法，是要求你的醫生進行B型肝炎 - HBsAg及 HBsAb的驗血檢查。

B型肝炎的驗血檢查費用只有15元起，即使你沒有保險或你的保險沒有包含這個項目，你都能負擔得起向你的醫生提出這項要求，讓小錢立大功，保護自己和家人，儘快接收檢查！

史丹福大學亞裔肝臟中心致力于宣導和教育亞裔民眾及專業醫療人士有關B型肝炎的正確知識；欲知詳情，請向你的醫生洽詢，或可閱覽網站 http://liver.stanford.edu 或打電話到 (650) 725-4837；(650) 72-LIVER。

同時請支持我們 "佩戴翡翠絲帶活動" 傳播B型肝炎的知識及訊息共同對抗B型肝炎及肝癌。
Partner with the Media to increase HBV and Liver Cancer Awareness

Media
- International news (TV/newspaper)
- National newspaper/magazines
- Radio interviews
- Television interviews

Documentary
- “Another Life: The Untold Story of An Asian Epidemic”
  Produced by the Asian Liver Center
- “A New Hope for Hepatitis”
  Produced by Healthy People, Healthy Mind, PBS Television Program

Presidential candidate of Taiwan running to raise hepatitis B awareness in San Francisco
Provide Regular Free Screening and Low Cost Vaccination at Community Locations

Provide Free HBV Care For the Uninsured/Low Income, San Jose
San Francisco Hep B Free Campaign
B Sure, B Tested, B Free

First City in the US to test and vaccinate all Asian and Pacific Islanders for hepatitis B

Together, we all can end Hepatitis B.

Be Sure. Be Tested. Be Hep B Free.

www.sfHepBfree.org

Mayor Gavin Newsom and Assemblywoman Fiona Ma
San Francisco Hep B Free
First city in the U.S. to test and vaccinate all Asian and Pacific Islanders for hepatitis B

Actively Participating Partners
As of October 2007

- API Wellness Center
- Asian Liver Center at Stanford University
- AsianWeek Foundation
- Brown and Toland Medical Group
- California Pacific Medical Center
- Catholic Healthcare West
- Chinatown Public Health Clinic
- Chinese Community Health Plan
- Chinese Community Health Resource Center
- Chinese Hospital
- City College of San Francisco
- Kaiser Permanente
- NICOs Chinese Coalition
- North East Medical Services
- Saint Francis Memorial Hospital
- San Francisco State University
- San Francisco Community Clinic Consortium
- San Francisco Department of Public Health
- San Francisco General Hospital
- San Francisco Hepatitis B Collaborative at UCB
- San Francisco Hepatitis B Collaborative at UCSF
- San Francisco Hospital Council
- South of Market Medical Clinic
- St Luke’s Hospital
- St. Anthony’s Free Medical Clinic
- Sutter Health
- Team HBV at UCB
- UCSF Medical Center
- UCSF Liver Center
- Vietnamese Community Health Promotion Project
Inspire youths to learn about Chronic Hepatitis B and become leaders and activists

4th Annual Youth Leadership Conference
On API Health, Stanford, Nov 11-13, 2005

Team HBV
(official University based chapters of the ALC)
Duke
Cornell
UC Berkeley
UC Davis
Columbia
Pittsburgh
Jiaotong, Shanghai
ALC Brought the Largest Free Hep B Catch-Up Vaccination and Education Program to China

- Qinghai Province: HainanZhou District
- 18% population is chronically infected with HBV
- Vaccinate ALL grade school children from 9/06-5/07 (~12% of district population)
- 56,000 grade school children
- 331 grade schools
- 168,000 shots
- Program expanded to vaccinate and educate additional 500,000 children (9/07-5/08)
ALC helps Fight HBV Discrimination in School and Workplace

- Oct 19, 2006
- Northwestern China: 19 junior high students tested HBV positive were forced out of school

First case of hepatitis B discrimination heard in the courts in China, Anhui 2003
20xx?

hepatitis b is dead!