



CHIPO: Coalition Against Hepatitis

for People of African Origin

Conference Call Minutes

September 20<sup>th</sup>, 2023

3:00-4:00 pm EDT

Zoom:

<https://us02web.zoom.us/j/85922441571>

[?pwd=eW1tdG5WR1ZINEJrMTc2eGl6UzZ](https://us02web.zoom.us/j/85922441571?pwd=eW1tdG5WR1ZINEJrMTc2eGl6UzZ)

[6Zz09](https://us02web.zoom.us/j/85922441571?pwd=eW1tdG5WR1ZINEJrMTc2eGl6UzZ)

Phone: +1 646 558 8656

**Attendees: Please let me know if I missed you, misspelled your name, or got only your partial information!**

Holly Moore (Hep B Foundation), Beatrice Zovich (Hep B Foundation), Fiona Borondy-Jenkins (Hep B Foundation), Elizabeth Koch (Columbus DOH), Leso Munala (St. Catherine University, MN), Farma Pene (NYC Department of Health and Mental Hygiene), Alma Chavez (NYC Department of Health and Mental Hygiene), Agatha Adigwe (Multicultural AIDS Coalition, Boston), Myra Wamah (Muhlenberg University, Allentown, PA), Jean-Jacques Kayembe (King County Department of Health and Congolese Health Board, Seattle, WA), Ivory Allison (American Liver Foundation), Abraham Wani (SURVIROR AID) Richard So (SF Hep B Free), Amadou Goita (Adilo ONG, Mali), Mwape Chisonde (HEP initiative, Zambia)

**3:00pm: Welcome and Updates:**

- **Tuesday September 25th at 3pm Eastern Time: A Buffet of Hep B Resources Webinar -**  
Join us to learn more about a host of hepatitis B resources including videos, radio clips, infographics, fact sheets, translated materials and more! We will be joined by Dr. Moon Chen and his incredible team from the UC Davis Comprehensive Cancer Center who will take us through their new materials.  
Register here: [https://us02web.zoom.us/webinar/register/WN\\_0lGYHOyTT2qP9OoL2pC9YQ](https://us02web.zoom.us/webinar/register/WN_0lGYHOyTT2qP9OoL2pC9YQ)
- **Monday October 16th, 3pm Eastern Time: Effectively Addressing High Rates of Liver Cancer in African Communities**  
Join us for a webinar in honor of Liver Cancer Awareness Month! We will be joined by Dr. Kenneth Rothstein, Director of Regional Hepatology at the University of Pennsylvania, who will be discussing the trends he is seeing in liver cancer in African communities in the Philadelphia area and methods for effectively lowering these rates. Please join us!  
Register here: [https://us02web.zoom.us/webinar/register/WN\\_UW\\_w9Vm-RESikPZaPEobRg](https://us02web.zoom.us/webinar/register/WN_UW_w9Vm-RESikPZaPEobRg)
- **NAIRHHA Day Updates:** Now listed on HIV.gov and introduced as a House Resolution  
Check out the NAIRHHA Day listing on HIV.gov here: <https://www.hiv.gov/events/awareness-days/nairhhd/> and the press release announcing the resolution here: <https://www.publicnow.com/view/FFDFACED030D05EC56063B0BD68DDB2C02C347E5?1695066386>
- **October is Liver Cancer Awareness Month:** Assets have been created highlighting the connection between hepatitis B and liver cancer for different highly impacted communities. They are currently under review, but some will be posted to the Hepatitis B Foundation website for the month of October to use. The rest will be ready in February for Cancer Awareness Month. We will keep you updated on our progress!

**3:15pm: Presentation: Experience Engaging Non-Traditional Stakeholders in Hep B Elimination (Richard So – Executive Director of San Francisco Hep B Free)**

- Businesses are unique stakeholders to engage in awareness and education about hepatitis B, especially since sometimes there are community members that may not be engaged in local events such as cultural fairs and health or social services, which is where most interactions within the field about hepatitis B are made.
  - SF Hep B Free wanted to focus on an additional way to reach the immigrant population in San Francisco, specifically the Asian American and Pacific Islander (AAPI) communities in the Chinatown area and began an outreach campaign 7-8 years ago.
- San Francisco State Nursing Program volunteers went door to door in the Chinatown area with a survey and educational script to see if they could engage the business owners and managers to spread information and materials about hepatitis B
  - About 1 in 6 locations were not at all interested
  - About 30% of the interactions (estimated 100 businesses) were convinced to sign a business pledge to help support hepatitis B awareness and screening and distribute materials
  - Businesses that signed the pledge were highlighted in the media as the Hep B Business Honor Roll and Hep B Business Heroes
  - **Lessons Learned:** Overall, they were met with wariness and fear that this work was a scam, since scams targeting the AAPI communities are common in the area, and it was difficult to reach an appropriate-level employee (generally a manager) to ask about signing the pledge. It was also challenging to figure out how much employees were absorbing in terms of educational information, after completing brief educational presentations.
  - **Question:** How did you help people understand that your work was not a scam?
    - Have educational materials there with you for them to see.
    - Partnering with the county health department was helpful to verbalize connection with a larger organization and if you can attach their logo to materials that will further legitimize the information in their mind.
      - Other organizations such as the Chamber of Commerce could also be helpful to partner with since the businesses are likely aware of and connected to that group.
- This year, SF Hep B Free attempted a similar approach in the Millbrae area (a San Francisco suburb) and focused on larger buffet and dim sum restaurants that had a break in their meal services where they could focus on delivering 30-minute educational sessions to the staff and have them take a pre- and post-test survey.
  - 3 restaurants completed educational sessions (working on more currently).
  - 60 businesses signed the pledge.
  - 30 businesses agreed to distribute materials.
  - **Question:** Did you find using the pre- and post-test that your approach was effective?
    - Based on initial findings there is an overall general increase in awareness of hepatitis B, but this could be because the survey is taken directly after the presentation – retention of information over the long term was not measured.
      - This could be one challenge of engaging stakeholders outside of a health setting since they may not be completely engaged in the material.
  - **Lessons Learned:** Find community leaders who already have connections to these businesses to remove the fear of a scam and encourage mutual trust with community members.
    - Identify certain businesses that have more of a pull especially in smaller communities, and become an ally and support their business to create a mutually beneficial relationship and foster that relationship to build trust and connections across the community.
      - Example: You could partner with a local restaurant that is popular within

the Chinatown community and ask them to donate some food in addition to your organization paying to cater for a lunch-and-learn session on hepatitis B to their frequent customers to support their business as well as your needs.

### **3:30pm: Breakout Rooms for Networking and Jamboard Discussion on Challenges, Successes, and Information and Best Practices Related to Shared Goals of Hep B Elimination**

#### Jamboard Challenges and Successes



#### Jamboard Information and Best Practices



- If you are looking for an example of how to utilize storytelling to combat stigma, visit [hepbstories.org](http://hepbstories.org) to view Hepatitis B Foundation's storytelling campaign.

**3:50pm: Questions**

**3:55pm: Member Updates**

- American Liver Foundation – 4<sup>th</sup> Liver Cancer Conference 10/21 on Zoom. Free for patients, caregivers, and providers <https://alfevents.org/liver-cancer-conference/>

Feel free to send any other member news and updates you might have to the listserv!

**4:00pm: Conclusion**

Our next regularly scheduled meeting will be on **Wednesday November 15<sup>th</sup> at 3pm Eastern Time.**

Thanks so much for joining! Please keep us updated about research and programmatic news and let us know if you'd like to present at the next meeting!