

# #justB

## Real People Sharing their Stories of Hepatitis B

### OVERVIEW

In May 2017, the [Hepatitis B Foundation](#) (HBF) launched the [#justB Storytelling Campaign](#) – the first national, multi-lingual public health campaign to put a face on the problem of hepatitis B. The campaign features real stories of people from across the country who have been affected by hepatitis B and want to share their experiences to educate communities and inspire action. The goals of the campaign are to increase awareness; decrease stigma and discrimination; promote testing, vaccination, and linkage to care; and advocate for people living with or at risk of hepatitis B.

In partnership with [StoryCenter](#), the nonprofit organization that pioneered the global digital storytelling movement, HBF coordinated two workshops in 2017 and one in 2018, producing a total of 22 digital stories to date. Members of [Hep B United](#), the national coalition established and co-chaired by [HBF](#) and [AAPCHO](#), helped to identify and recruit an ethnically and geographically diverse group of individuals affected by hepatitis B to participate in the workshops. The #justB storytellers range in age from 19 to 75 and represent a variety of perspectives and experiences with hepatitis B.

During the workshops, each participant shared their story; received feedback, support, and encouragement from facilitators and fellow storytellers; wrote a script; recorded the voiceover of their story; chose images and video clips; and collaborated with the facilitators to combine these materials with music to create their three-minute digital story. Of the 22 completed #justB digital stories, 13 are available both in English and a second language version, including Chinese (Mandarin and Cantonese), Vietnamese, Korean, Tagalog, Khmer, Twi, and Yoruba.

### CAMPAIGN LAUNCH AND DISTRIBUTION

The first 15 #justB digital stories were released in May 2017 on [HBF's YouTube Channel](#) and at [www.hepb.org/justb](#). In addition to the videos produced in partnership with StoryCenter, the story bank also includes three videos that were previously produced by HBF and Philippa Wharton. As of April 2018, these 18 videos had collected more than **10,800 YouTube views** and **22,600 Facebook views**. In May 2018, seven new #justB digital stories will be released.

Nationally, HBF is coordinating efforts to disseminate the digital stories to a wide audience and to promote the #justB campaign through traditional, ethnic, and digital media outlets. We are also integrating the storytelling campaign into our policy and advocacy initiatives, leveraging the power of personal stories from constituents when communicating with elected officials and government agencies.

Locally, HBF is working with existing community partners and stakeholders across the country to promote the campaign. We have developed resources for storytellers and organizations to implement and evaluate the #justB campaign in local screening and education events. We are committed to supporting our network of storytellers beyond the workshop and production of their digital stories to continue engaging them in hepatitis B awareness events and other speaking opportunities.

### Featured Stories December — March

#### Carolyn's Story



761 YouTube views; 749 Facebook views

#### Espi's Story



641 YouTube views; 1,400 Facebook views

#### Jin's Story



567 YouTube views; 775 Facebook views

#### MD's Story



751 YouTube views; 3,478 Facebook views

## TIMELINE OF EVENTS/ACTIVITIES

**January 20-22, 2017**

**Workshop #1** – In partnership with StoryCenter, HBF coordinated its first digital storytelling workshop for **10 participants** at StoryCenter’s office in Berkeley, CA.



*“It was an awesome life changing experience and I look forward to doing more work with the Hepatitis B Foundation and various other organizations to raise Hepatitis B awareness and prevention.”*

**March 18-19, 2017**

**Workshop #2** – In partnership with StoryCenter, HBF coordinated its second digital storytelling workshop for **5 participants** at HBF’s office in Doylestown, PA.

**April 24, 2017**

**Follow-up Webinar for Storytellers: “Sharing Your Story! Discussion Guide and Helpful Resources”** – Storytellers participated this webinar to receive further training and tools/guidance for organizing awareness and advocacy events in their communities and using their personal stories to promote hepatitis B awareness, screening, prevention, and care.

**May 1, 2017**

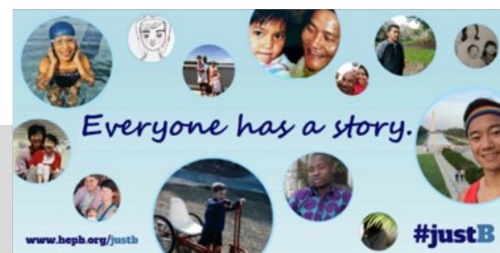
**Official Launch of the #justB Campaign and Digital Story Bank**

**May 9, 2017**

**Webinar for Hep B United Coalition Members and Partners: “#justB: Real People Sharing Their Stories of Hepatitis B”** – HBF, Hep B United, and

StoryCenter co-hosted this webinar for coalition members, partners, and community members to learn more about the #justB campaign, digital storytelling, and how to get involved. The webinar featured three storytellers (Kim, Rensely, and Jason), who participated in a video chat Q&A session after their digital stories were screened for the audience.

[Video Recording](#) (63 views as of 8/25/17)



**May 16, 2017**

**Twitter Interview** – HBF conducted a Twitter interview with three storytellers (Bunmi, Jason, and Maureen K). This provided an opportunity for our partners and social media followers to get to know a few of the storytellers better, beyond what they each shared in their videos. The top tweet from this interview earned 2,090 impressions. [Storify](#)

## TIMELINE OF EVENTS/ACTIVITIES (CONT'D)

May 24, 2017

**Congressional Briefing/Media Event in Washington, DC: “Conquering Hepatitis B! A Roadmap for a Cure”** – HBF launched its national [Hep B Cure Campaign](#) which outlines top scientists’ priority research recommendations for hepatitis B and liver cancer. The research agenda was presented at a Congressional briefing hosted by HBF in collaboration with the Congressional Hepatitis Caucus, Congressional Asian Pacific American Caucus, and Senator Mazie Hirono.

Two storytellers (Binh and Bunmi) spoke at this event, in front of **50+ attendees**, primarily including Congressional staff and the public health and scientific research community. After their videos were screened, each storyteller delivered personal remarks about the human impact of hepatitis B and why investing in hep B cure research should be a priority.

[Video Recording](#) (713 views as of 8/25/17)



July 26-28, 2017

**Hep B United Summit and Advocacy Day** – Hep B United held its [5th Annual Summit and Advocacy Day](#) in Washington, DC. The summit is the largest convening of hepatitis B community leaders from around the country. Four storytellers (William, MD, Jason, and Bunmi) participated in the Summit alongside our Hep B United coalition partners and had opportunities to share their stories multiple times throughout the event. They also participated in our Advocacy Day training and in-person



meetings with Congressional offices to discuss increasing federal resources to address and eliminate hepatitis B. Additionally, HBF introduced the #justB storytelling campaign at a Congressional reception that featured an exhibit of all 18 stories. The reception brought together **80+ attendees**

representing the hepatitis B community, Congressional offices, and industry partners. [Storify](#) | [Facebook album](#)

Feedback from Summit attendees about the #justB campaign:

- *“JustB storytelling was very moving! The diversity in storytellers was great.”*
- *“Very powerful + moving + essential!”*
- *“Very touching, impactful and inspirational! Thank you to all the storytellers for your bravery!”*
- *“Amazing job. The stories were inspirational.”*
- *“The storytelling was wonderful. I will definitely be using the stories in our education and awareness outreach.”*



## TIMELINE OF EVENTS/ACTIVITIES (CONT'D)

January 19-21, 2018

**Workshop #3** – In partnership with StoryCenter, HBF coordinated its third digital storytelling workshop for **7 participants** at StoryCenter's office in Berkeley, CA.



## PROGRAM EVALUATION

HBF is in the process of conducting a comprehensive program evaluation of the #justB storytelling campaign. The first phase of the evaluation focuses on the storyteller's perspective. This includes conducting post-workshop surveys within three months and follow-up interviews within one year to understand how the digital storytelling workshops and ongoing storytelling campaign activities impacts the participants, how effectively the resulting videos from the workshops are used to increase awareness and decrease stigma around hepatitis B, and how we can enhance the experience for current and future participants. The next phase of the evaluation will include compiling and analyzing data on audience reach and impact, as well as collecting qualitative feedback from online viewers and in-person attendees of local and national screening events.

**14 out of 15 post-workshop survey respondents agreed or strongly agreed with *both* of the following statements:**

*After participating in the workshop, I feel more comfortable sharing my story about hepatitis B.*

*After participating in the workshop, I feel more interested in getting involved in community organizing &/or education about hepatitis B.*

## MEDIA HIGHLIGHTS

### HBF Press Releases & Blogs

- ♦ [Hepatitis B Foundation's #justB Campaign Gives Voice to Personal Stories During May Hepatitis Awareness Month](#)
- ♦ [People Affected by Hepatitis B Share Stories of Family Secrets, Stigma and Diagnoses That Came Too Late](#)
- ♦ [Join Us for a Twitter Interview! Meet Our Storytellers and Learn Their Hepatitis B Stories](#)
- ♦ [Ten Things Women and Mothers Can Do to Combat Hepatitis B](#)
- ♦ [Hepatitis B Foundation Launches Hep B Cure Campaign for Increased NIH Funding](#)
- ♦ [Celebrate Father's Day By Protecting Your and Your Family's Health — Get Tested for Hepatitis B](#)

**Shot by Shot** — From June to September 2017, the #justB campaign was featured by [Shot by Shot: Stories of Vaccine-Preventable Diseases](#), an online collection of stories from people who have been touched by vaccine-preventable diseases. Shot by Shot selected six #justB digital stories to feature on their website and cross-promote in their Hep B Stories "Facebook Booster" Campaign. This campaign resulted in 9,365 Facebook views for the six stories they launched on their website and Facebook page (Janet & Kurt, Alan, Maureen, Carolyn, Jason, and Maureen K).

### Additional Media Coverage

- ♦ [Musicians for Social Justice Storytelling: An Interview with Joe Kye](#) (May 2017, StoryCenter blog)
- ♦ [Can Hepatitis Become an Obsolete Disease](#) (May 4, 2017, Paste Magazine)
- ♦ [Health Matters: Viral Hepatitis is silent epidemic with few symptoms](#) (May 25, 2017, The Wave)
- ♦ [Q5: Local activist aims to raise awareness on Hepatitis B and C](#) (June 22, 2017, Leavenworth Times)
- ♦ [Storytelling Campaign Provides National Attention to Hepatitis B](#) (February 27, 2018, U.S. Department of Health and Human Services blog)