



# Hep B United Philadelphia 2022

## Annual Report



## Center of Public Health Excellence in Philadelphia



The Hepatitis B Foundation and its program Hep B United Philadelphia received new federal funding in 2022 to support the expansion of hepatitis B elimination efforts within Greater Philadelphia.

### Program Goals

Build public health infrastructure and partnerships to develop sustainable efforts to improve hepatitis B awareness, screening, and linkage to care and treatment, leading to the elimination of hepatitis B in Greater Philadelphia, Pennsylvania.

Centralize hepatitis B elimination efforts and provide expert resources, best practices, training, capacity building, and technical assistance for health department staff, social service organizations, and community health providers on how to best prevent, treat and control hepatitis B and to increase the rate of adult vaccination for hepatitis B.

### Strategic Initiatives

This project will use four strategies to improve public health capacity:



ECHO tele-mentoring to provide free hepatitis B training to medical providers.



Training and technical assistance programming for community-based organizations serving Asian American, African immigrant, and harm reduction communities.



Regional training and engagement via a public health summit.



System-level integration of hepatitis B screening and vaccination using policy, practice change, and electronic health records.

## Overview

The mini-grant program is an important capacity-building initiative with the goal of raising awareness and promoting screening for hepatitis B among hard-to-reach communities in Philadelphia. The goal is to work with trusted community-based organizations to incorporate hepatitis B activities within general programming. Mini-grant recipients collaborate with the Hepatitis B Foundation to create and distribute educational materials, host screening events, and incorporate hepatitis B messaging in their community events and activities.

## Philadelphia Chinatown Development Corporation

In early October, the Hepatitis B Foundation began supporting activities of the Philadelphia Chinatown Development Corporation (PCDC) through a mini-grant to bring awareness to hepatitis B and liver cancer in the Philadelphia Asian community. The program will:



**#justB**



Encourage individuals living with hepatitis B to share their stories and become official hepatitis B #justB storytellers as well as disseminate the stories created by community members.



Incorporate hepatitis B messaging into ongoing outreach and local health activities.



Create local social media engagement around hepatitis B and create a local contest among community members to raise the profile of hepatitis B.



Create engagement opportunities for training the general community and a patient conference to bring individuals with lived experience to a central local to discuss common concerns, barriers to care and management.

## Partnerships in Progress

African Cultural Alliance of North America (ACANA)

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African Family Health Organization (AFAHO)

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Prevention Point Philadelphia

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Philadelphia's Cambodian Community Organization (KITHS)

...

## ECHO Program Overview

The Hepatitis B Foundation has hosted 10 Project ECHO sessions to train health professionals on the importance of hepatitis B integration within their practice in 2022. The sessions focused on the staging of cirrhosis, fibrosis and when to treat hepatitis B with the case presentations to discuss specific situations in which to use lessons learned within the didactics. Some notable sessions discussed immunosuppressive medications and hepatitis B reactivation with a presentation from Dr. Jessie Torgersen.

The final session for 2022 featured Dr. Timothy Block, who discussed current treatments in development towards hepatitis B curative therapies and focused on resources for tracking treatments in development. This session hosted 51 attendees live.

Each session was hosted on the fourth Thursday of the month at noon Eastern Time. Each session also has recordings of the didactic presentations creating an archived database of resources for providers on hepatitis B and hepatitis B management. On average about 30-45 attendees participated in training sessions each month.

The 2023 year will also bring on someone in the Greater Philadelphia area with lived experience to participate as an expert and give feedback on treatment and management experience for each presentation.

We have a set program curriculum for the next year, continuing education credits for providers obtained, and the first two months of speakers confirmed. We will also work with partners within our networks and past attendees (over 350 providers) to help disseminate this provider training opportunity.

**[View previous ECHO recordings here.](#)**

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## Ongoing Evaluation

Ongoing evaluation of this program collected at the end of each session through an online survey is being analyzed currently by an MD/MPH student from Thomas Jefferson University. So far within year two, the program has received overwhelming approval and appreciation from attendees.



## Education

### 1 Educational sessions conducted on the following topics:

- Public health basics of hepatitis B
- Cultural nuances of diagnosis and treatment
- HBV epidemiology
- Risk of transmission and burden of HBV of in Philadelphia

### 2 Sessions were tailed according to the target audience:

- Current and future public health professionals
- Medical professionals
- Asian immigrant populations
- African immigrant populations

### By the numbers.....



## Screening Outreach

Our testing audience included individuals from the African immigrant and Asian immigrant populations who are disproportionately affected by hepatitis B.

In August 2022, HBUP added hepatitis B core antibody testing (HBcAb) to our requisition list. We also piloted a new model for community events that combines screening and vaccination of the first dose for hepatitis B in collaboration with the Philadelphia Department of Public Health.

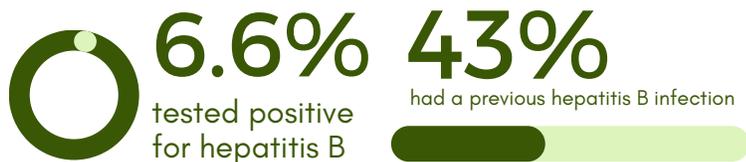
From August 2022 to December 2022, we were able to test 183 individuals for HBcAb in addition to hepatitis B surface antigen and hepatitis B surface antibody. We found of those 183 individuals, 43% or 79 individuals had a previous hepatitis B infection. Of the 79 individuals with core positivity, 17.7% or 14 individuals had isolated core meaning their result would require further testing or follow-up for hepatitis B.

For every individual, Hep B United Philadelphia followed up appropriately with their results, a letter explaining their diagnosis, and additional hepatitis B-related resources. Our community partners have also provided follow-up for individuals needing medical care. When our community partners cannot provide the services for medical care, Hep B United Philadelphia assists with the linkage to care and follow up.

In 2022 HBUP attended five events across Philadelphia, reaching and educating about 115 people. We provide in-language resources for our audiences, as well as other educational materials and swag items.

From attending these events, HBUP is maintaining ongoing partnerships, representing ourselves frequently in the community, and forming new partnerships for the potential of providing care for individuals we have yet to test for hepatitis B. From our outreach and education efforts, HBUP has been in the process of forming two new partnerships that will expand our reach in the city.

### By the numbers.....



## Social Media

In 2022, Hep B United Philadelphia's social media accounts (Instagram, Facebook, and Twitter) showed a slight increase in the number of followers, page visits, and engagement. Social media posts and graphics corresponded with national health observances, public holidays and celebrations, and awareness months. Posts were also tailored to the needs of populations at risk for hepatitis B in Philadelphia (e.g., overview of hepatitis B, at-risk communities, and common modes of transmission in Philadelphia). Additionally, all social media platforms featured storyteller posts, information on upcoming outreach and education events, and reminders for webinars.

- Twitter is the most popular social media platform for HBUP with the highest engagement with partners, advocates, and other public health professionals. Partners in Philadelphia actively engage with the posts (likes, comments, retweets).
- October was Liver Cancer Awareness Month and had the greatest reach and engagement with community partners, advocates, and people living with hepatitis B engaged (shares, retweets, likes, comments, etc.). Liver cancer awareness month posts consisted of weekly facts pertaining to liver health, cirrhosis, and the relationship between hepatitis B and liver cancer.

### Twitter



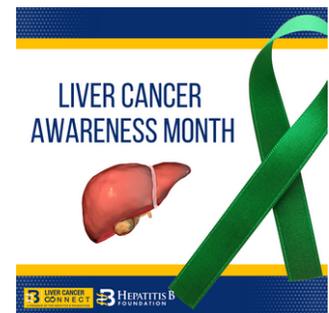
### Instagram



### Facebook



## Popular Social Media Posts



## Newsletters

The HBUP Newsletters provide monthly updates to 133 subscribers. The content of the newsletters is targeted to reach partners, healthcare professionals, and advocates working in the hepatitis B space in Philadelphia. The newsletters feature webinar reminders, ECHO reminders, updates on HBF resource additions, B Heppy podcast, and #justB stories.

## Philadelphia Hepatitis Elimination Summit

The Hepatitis B Foundation and Hep B United Philadelphia will host the first-ever Philadelphia Hepatitis Elimination Summit in May 2023 on Hepatitis Testing Day. Summit attendees will feature patient advocates, public health advocates, state and city health department representatives, medical providers, and community partners. The purpose of this convention is to identify the roles of key stakeholders, share updates and best practices, and develop strong and impactful partnerships to work towards sustainability of programs and elimination goals for the threat of hepatitis B and liver cancer in the City of Philadelphia.



### Key topics will include the following:

- Status of hepatitis B elimination at the local, state, and national levels along with future goals and strategic direction
- Integration of hepatitis B screening within health systems
- Provider perspectives on hepatitis B elimination
- Patient perspectives on the lived experience of hepatitis B
- Community partner perspectives on hepatitis B elimination

## Registration Details

Registration is necessary to attend the event. Please fill out the form below. The registration deadline is May 5th, 2023.

<https://form.jotform.com/230034134662142>

**HEPATITIS B FOUNDATION** **Hep B United PHILADELPHIA**

### SAVE THE DATE

Philadelphia Hepatitis B Elimination Summit 2023

05 MONTH 19 DAY 23 YEAR

8 am to 1 pm Cira Center, Philadelphia, PA

## Resources

[ECHO 2023 Registration](#)

[Hepatitis B Information Guide](#)

[Hepatitis B Foundation Website](#)

[Hep B United Philadelphia Events](#)

[#justB Storytelling Campaign](#)

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