



CHIPO: Coalition Against Hepatitis

for People of African Origin

Conference Call Minutes

Monday March 20th, 2023

3:00-4:00 pm EDT

Zoom:

<https://us02web.zoom.us/j/84023243655?pwd=alkxeS9RRjdCeTlzS0xwMktrV1IHUT09>

Phone: +1 646 558 8656

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

Mary Grace Sharp (Asian Health Coalition), Amadou Goita (Adilo), Leso Munala (St. Catherine University), Bilan Hussein (Columbus DOH), Beatrice Zovich (Hepatitis B Foundation), Abby Showalter (Hepatitis B Foundation), Shreya Koirala (Hepatitis B Foundation), Kendra Pelz (VBI Vaccines), Farma Pene (NYC Department of Health and Mental Hygiene), Elizabeth Koch (Columbus DOH), Hibo Noor (Columbus DOH), Seun Aluko (Columbus DOH), Alma Chavez (NYC Department of Health and Mental Hygiene), Agatha Adigwe (Multicultural AIDS Coalition), Nasara Giama (University of Minnesota and Mayo Clinic), Ivory Allison (American Liver Foundation), Mwape Chisonde (HEP Initiative of Zambia), Dianne (AFAHO)

3:00pm: Welcome and Updates:

- The CDC now recommends universal adult hepatitis B screening
 - [Find the HBF press release here](#)
 - Find a social media toolkit that you can use to help spread the word [here](#)
 - Newly published white paper: [Call to Action: Eliminating Hepatitis B Virus through Universal Screening and Vaccination for Adults Ages 19-59](#)
 - [Read the full CDC guidelines here](#)
 - [Read the universal vaccination guidelines here](#)
- The US has a new hepatitis elimination plan, but it is unfortunately mostly focused on hepatitis C. We will continue to advocate for B to be featured more prominently within it.
- HBF is expanding our storytelling program to have more of an international focus in the #BtheVoice campaign – this month's featured story is [Nathaniel](#). Check out our new storytelling website: www.justbstories.org.
- There are two Hep B United webinars coming up next week:
 - [Universal Adult Hep B Screening Is Here \(Part 1 of 2\)](#)
 - [Snapshot from the Field](#) – an update on hepatitis B successes and challenges from different perspectives (AAPI community, African immigrant community, and harm reduction community)

- In May, CHIPO will be hosting a webinar for Hepatitis Awareness Month – stay tuned for details!
- Save the Date: The 2023 Hep B United Summit (first in-person event since 2019) will be taking place in Washington, DC on July 24th and 25th, with an Advocacy Day on July 26th

3:30 pm: Presentation: Effective Use of Social Media as a Public Health Tool

Presenter: Abby Showalter, Senior Social Media and Communications Manager, Hepatitis B Foundation

Presentation slides are attached.

- General overview of what the Hepatitis B Foundation does:
 - We have different handles for each of our programs including Hep B United, Hep B United Philadelphia, Liver Cancer Connect, Hep Delta Connect, and CHIPO, but for the purposes of this presentation we're going to focus on the Hepatitis B Foundation, which is a little different than Hep B United.
 - It is a best practice to not spread yourself too thin with social media. Research suggests it's best to find one or a few channels or platforms that work for you and really put your energy into making great content and focus on that. We all have limited bandwidth and it's not effective to do the bare minimum on many channels when you can do a really engaging job on fewer. One of the reasons we have so many channels for HBF is because we have to prove we are reaching different audiences for some of our grants. Please don't think you have to do all this. For HBF it's a little different across all channels. We don't have one goal, but many, and they are different for each channel.
- Facebook
 - For HBF this is a major line of communication directly to people living with hepatitis B. We see many consults (about 250 a month) and general questions about hepatitis B.
 - We handle consults by being clear that we are not medical providers, but we do have some insight. We do not ask people to send their test results, but they often do. We have no control over that and we believe the expectation on Facebook is that we cannot be 100% certain of privacy, but we do use private messaging.
 - This is a global audience for us and we often lose outreach to the US audience because the algorithm works by showing people more of what they interact with, and our US audience is far less boisterous. So, to combat this problem we do use targeted ads and boosted posts to deliver messages to specific audiences sometimes. For example, any fundraising ads go straight to a US audience only. But we also use ads to boost our #justB storytelling campaign - just \$100 a month gets us thousands of views and we target them to different audiences. Sometimes it's just the US while other times we focus on the communities that certain storytellers are from.
- Twitter
 - This platform is clearly in a time of transition and maybe even collapse, which is a shame for us, because we use this to communicate to people living with hep B, researchers and scientists, partners, and providers. This is our best channel for casting a wide net.
 - We have done research into alternatives, including a hard look at Mastodon, but it doesn't seem like that is a good fit for us now because it has a lot of bugs and is clunky to use. You have to pick a server based on specific interests and that makes it hard to reach a wide audience. For HBF we could join the Med server, if not for always receiving an error message, but it may be harder to pick a server that works for your communities unless there is one for your specific geographic location.
 - Meta, which owns Facebook, is looking into an alternative to Twitter.
- Instagram
 - For us, this is our best platform to capture a US audience, which is the only reason we keep chugging away here. It's been difficult getting engagement and the lack of clickable links is really a struggle. We tried using a link tree, but it was ineffective for us.
 - We should admit that it is a fact that you get more engagement on Instagram if you are actively on the app making conversation and engaging with others and we've found that right now we don't have the bandwidth for that. But it is potential area of growth.

- LinkedIn
 - This has been a great tool to connect to scientists and researchers, as well as partners.
 - There is a lot of rapid growth in LinkedIn.
- YouTube
 - YouTube often gets overlooked as a social media network, but it is an excellent tool to spread your messaging and we see good results with both short and longform videos. We share our #justB storytelling videos and our webinars and lectures. One of our highest viewed videos months after month is Hep B 101 with Dr. Thomas Tu.
 - YouTube has a vertical video option now called shorts. These are more popular than TikTok. YouTube even has a unique search engine now, where people can just go and search for a topic.
 - We have had to turn off comments on our videos because it became an overwhelming avenue for consult questions and there was no safety via private messages, and we simply don't have the bandwidth to take all of those questions.
- Tik Tok
 - We are not on TikTok. There is concern with TikTok, one of them being that it might get banned in the United States. Tik Tok style videos can be uploaded in YouTube.
- Social Media content tactics
 - Each month, Abby creates a social media outline with posts and pictures of public health observances, holidays, and other targeted materials for each month, such a specific #justB stories, educational materials, and planned focuses for given months.
- Tools to help us manage social media:
 - Hootsuite: We always utilize Hootsuite to schedule our posts. It's not very expensive and we're able to manage all our channels and handles. And it's nice because all the members of our team can work on it.
 - We use this to keep a schedule of all our posts at least one week in advance. We can see the schedule and easily pivot content if we have a big press release or something like that.
 - We also use Hootsuite to make copies of existing posts and change them slightly for different channels.
 - Hootsuite does only help with Facebook, Twitter, LinkedIn, Instagram, Pinterest, and Tik Tok, so it's not—at least at this point—going to help with Mastodon, or any other alternative to Twitter.
 - If you don't like Hootsuite, you can schedule videos in advance on Facebook, Instagram and LinkedIn. Twitter does not allow to schedule post in advance.
- If you have questions for Abby or would like to learn more about social media, you can feel free to reach out to her at abby.showalter@hepb.org

3:40pm: Questions

Q: **How do you track activities from all these platforms?**

A: We go to each individual app. We can get data from Hootsuite too. We track numbers every month and keep a spreadsheet with engagement metrics.

Q: **What do you do if you get negative feedback?**

A: A lot of people just block or hide; but with us we have been able to have conversations with people and resolve the issue. If someone keeps on posting negative issues, we have to block them at some point but with us, having conversations with people has helped, and has even turned people into supporters of our work.

3:45pm: Overview of Results from CHIPO Membership Survey

- Thanks to all who completed the survey about ways that CHIPO can better support you. The top-level themes were:
 - Increased opportunities for networking/strengthening relationships with other coalition members
 - Opportunities for peer mentoring
 - Increased opportunities for sharing information and best practices
 - Increased opportunities for advocacy
 - Support with building community and stakeholder engagement
 - Provider education and engagement
 - Alternating dates and times of meetings
- We will work on incorporating this feedback in the coming year!

3:50pm: Member Updates

- From Farma Pene at CHIPO NYC and NYC DOH: Next meeting will be May 17th and there will also be an event for Hepatitis Awareness Month that will take the form of a Twitter chat and Facebook Live event – stay tuned for more details!
- From Ivory Allison at American Liver Foundation: On May 10th or 11th, there will be a full presentation with CDC on updates around viral hepatitis and the audience will be medical professionals – stay tuned for more details!
- From Columbus DOH: They are hosting a health and wellness event in April in the Somali community - this year hep B education will be the theme. Screening might or might not happen, but the education will there. There is also a minority health program and the outbreak response team will be giving a presentation to the Nigerian community to raise awareness of hepatitis B, also in April.
- From Agatha Adigwe at Multicultural AIDS Coalition: Upcoming webinar on Monday March 27th at 4pm Eastern Time: Twefeeko: African Immigrant Women Talking and Joining Together to Celebrate Ourselves, Our Bodies, and Our Community. [Register here!](#)
- Feel free to send other member news and updates to the listserv!

4:00pm: Conclusion

- Next Meeting: Wednesday April 19th at 3pm EDT

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!