



FOR IMMEDIATE RELEASE

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### **AAPCHO Releases New Hepatitis B Product Series**

**OAKLAND, May 2, 2011** – The Association of Asian Pacific Community Health Organizations (AAPCHO) just released a hepatitis B product series to help raise awareness about hepatitis B and reduce its impact on Asian American, Native Hawaiian, and other Pacific Islander (AA&NHOP) communities.

The three-part series, entitled *B Activated Resource Guide: Increasing Hepatitis B Awareness, Prevention, and Management in Asian American, Native Hawaiian, and Pacific Islander Communities*, was designed to give individuals and organizations the skills and knowledge necessary to develop programs and conduct hepatitis B-related policy and media activities.

The product consists of a compendium highlighting a half-dozen successful hepatitis B programs for AA&NHOPs; a needs assessment of current hepatitis B activities and programs conducted at community health centers, and medical providers' perceptions of hepatitis B and AA&NHOPs; and an advocacy toolkit of information and resources to help individuals outreach to policymakers and the media.

"Hepatitis B unfortunately is still a health disparity in our community, despite the availability of a safe and effective vaccine," said Jeffrey Caballero, executive director at AAPCHO. "In order to make inroads, we need to continue educating policymakers, the media and federal and local agencies, and developing culturally and linguistically appropriate programs to eradicate this disease. It is our hope that this series gives individuals the tools they need to do so."

The series comes as federal agencies announce their plans to address this disease. AAPCHO issued key recommendations that helped place hepatitis B as a priority on the Department of Health & Human Services' plan to address AA&NHOP health.

Hepatitis B continues to disproportionately impact AA&NHOP populations. Approximately 50% of people with chronic hepatitis B in the U.S. are AA&NHOP, and one in ten AA&NHOPs suffer from chronic hepatitis B. An estimated 65% of those chronically infected are unaware of it and are at risk of transmitting the infection and of progressing to liver disease or developing liver cancer.

The product series is available on AAPCHO's website at [hepatitisBseries.aapcho.org](http://hepatitisBseries.aapcho.org).

#### **About AAPCHO**

AAPCHO is a national association of 29 community health organizations dedicated to promoting advocacy, collaboration, and leadership that improves the health status and access of Asian Americans, Native Americans, and other Pacific Islanders in the United States. For more information on AAPCHO and its Guiding Principles and Values, please visit [www.aapcho.org](http://www.aapcho.org). AAPCHO can also be found on Facebook at [www.facebook.com/aapcho](http://www.facebook.com/aapcho).

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