



Hepatitis B Partnerships with Federal Agencies

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National Center for HIV/AIDS, Viral Hepatitis, STD & TB Prevention

Division of Viral Hepatitis



Major CDC Activities

- *Know More Hepatitis* – National Education Campaign for Hepatitis C
- Hepatitis Awareness Month Activities
- National Hepatitis Testing Day - May 19th
- Testing Day Event Page
- On-line Hepatitis Risk Assessment
- Partner Resource Center
- New Hepatitis B materials
- Additional resources

Know More Hepatitis

- Develop and implement ***Know More Hepatitis*** national education campaign
 - Launch in May 2012, Hepatitis Awareness Month
 - Initial phase: raise awareness among consumers
 - Subsequent phases: target baby boomers with new CDC recommendation
 - Continue educational strategies targeting healthcare workforce
- Part of the campaign materials will promote first ever national Hepatitis Testing Day on May 19th

Know More Hepatitis Website

Viral Hepatitis

Hepatitis Information for the Public

IOM & Viral Hepatitis

Sources for IG & HBIG

About the Division of Viral Hepatitis

Contact Us

Viral Hepatitis Home

Hepatitis A, B, C, D, E

Statistics & Surveillance

Populations at Risk

Hepatitis and Specific Settings

Outbreaks

State and Local Partners, Grantees

Resource Center

[Viral Hepatitis Home Page](#)

**KNOW
MORE
HEPATITIS™**



Viral hepatitis is a silent epidemic in the United States and more than 4 million Americans are living with chronic hepatitis B or chronic hepatitis C. Every year, approximately 15,000 Americans die from liver cancer or chronic liver disease associated with viral hepatitis. Despite these statistics, viral hepatitis is not well known. In fact, as many as 75 percent people with chronic viral hepatitis do not know that they are infected. Without knowing if they are infected, these individuals cannot receive lifesaving care and treatment.

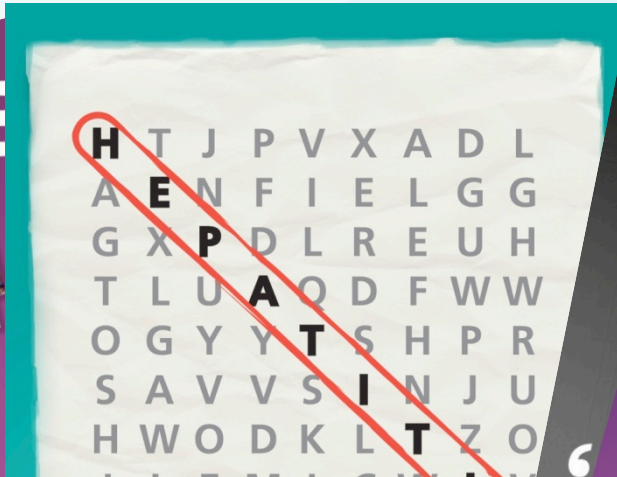
To decrease the burden of chronic viral hepatitis, CDC's Division of Viral Hepatitis is developing a national education campaign called Know More Hepatitis. The initiative will be aimed at increasing awareness about this hidden epidemic and encouraging people who may be chronically infected with Hepatitis C to get tested.

Funded in part by support from the CDC Foundation and CDC's National Center for HIV/AIDS, Viral Hepatitis, STDs and TB Prevention (NCHHSTP), the Know More Hepatitis initiative is designed to complement existing hepatitis prevention efforts. The initiative will provide a unique opportunity to build a collective voice about this urgent problem. Pending clearance, the campaign is set to launch during Hepatitis Awareness Month in May.



Twitter. Follow CDC's Division of Viral Hepatitis [@cdchep](#). Join the conversation about KnowMoreHepatitis on Twitter by using the hashtag #KMH.

Hepatitis C Campaign



BORN FROM 1945 TO 1965?

1 IN 30 AMERICANS BORN DURING THESE YEARS HAS HEPATITIS C.

Learn more. Talk to your doctor about getting tested. Early detection can save lives.
www.cdc.gov/hepatitis

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1 IN 30 AMERICANS HAVE HEPATITIS C. MOST DON'T KNOW IT.

EARLY DETECTION CAN SAVE LIVES. TALK TO YOUR DOCTOR ABOUT GETTING TESTED.

CDC.GOV/HEPATITIS

3 FACTS YOU SHOULD KNOW ABOUT HEPATITIS C

- LIVER CANCER**
Hepatitis C is a leading cause of liver cancer.
- Millions of Americans have hepatitis C, but most don't know it.
- Treatments can eliminate the hepatitis C virus.


Talk to your doctor about getting tested. It could save your life.

www.cdc.gov/knowmorehepatitis

Hepatitis Awareness Month

- Build upon last year's activities
- Continue to honor the month
- Launch Know More Hepatitis Campaign
- Feature Hepatitis Testing Day
- Feature on-line Hepatitis Risk Assessment

2011 Hepatitis Awareness Month

CDC Home
 Centers for Disease Control and Prevention
Your Online Source for Credible Health Information

© Viral Hepatitis
© All CDC Topics
Choose a topic above


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Viral Hepatitis

Viral Hepatitis

- Hepatitis Information for the Public
- IOM & Viral Hepatitis
- Sources for IG & HBIG
- About the Division of Viral Hepatitis
- Contact Us

[Viral Hepatitis Home Page](#)

**KNOW MORE HEPATITIS**




May is Hepatitis Awareness Month

Hepatitis B and Hepatitis C can become chronic, life-long infections which can lead to liver cancer. Millions of Americans are living with chronic viral hepatitis, and many do not know they are infected.


Text size: [S](#) [M](#) [L](#) [XL](#)

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- Bookmark and share
- Get email updates
- Follow on Twitter (@cdchep)

Contact Us
About Us


Web Link Legend:
 Outside CDC (disclaimer)
 Other Federal sites
 State/Local sites

Button #1 (211 x 205)




Copy the code below for the button on the left:

```
<a href="http://www.cdc.gov/hepatitis/HepAwarenessMonth.htm?s_cid=hepatitis_001" title="Hepatitis Awareness Month"></a>
```



Copy the code below for the button on the left:

```
<a href="http://www.cdc.gov/hepatitis/HepAwarenessMonth.htm?s_cid=hepatitis_002" title="Hepatitis Awareness Month"></a>
```



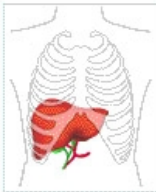
Copy the code below for the button on the left:

```
<a href="http://www.cdc.gov/hepatitis/HepAwarenessMonth.htm?s_cid=hepatitis_003" title="Know More: Hepatitis &mdash; May is Hepatitis Awareness Month"></a>
```

During Hepatitis Awareness Month, viral hepatitis needs more attention. One of the main findings from last year's [Institute of Medicine](#) report was the public and health care professionals lacked awareness about viral hepatitis.

Hepatitis means inflammation of the liver, and it refers to a group of infections caused by a unique virus. In the United States, the most common types of viral hepatitis are [Hepatitis A](#), [Hepatitis B](#), and [Hepatitis C](#).

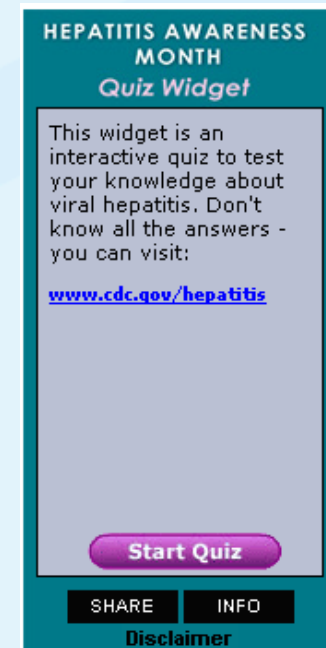
Learn more about viral hepatitis



Hepatitis B and Hepatitis C) can lead to

Social and New Media

- Buttons, badges, and banner ads
- E-cards
- CDC Facebook
- GovDelivery messages
- Blog posts
 - Minority Health and AIDS.gov blogs
- Twitter - @cdchep
 - ~9,000 followers
 - Twitterviews & chats
- Quiz widgets





Hepatitis Testing Day

- HHS Plan declared May 19th as national Hepatitis Testing Day
- Promoting testing for viral hepatitis
 - Hepatitis B and Hepatitis C
 - Not a universal recommendation, but linked to specific factors
- Challenges
 - Multiple audiences
 - Limited resources and infrastructure
- CDC's response:
 - An online Hepatitis Risk Assessment



Viral Hepatitis

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Hepatitis Testing Day - May 19

CDC's Know More Hepatitis campaign was officially announced on World Hepatitis Day, July 28th, 2011 at a special White House event to release the U.S. Department of Health & Human Services' Combating the Silent Epidemic of Viral Hepatitis: Action Plan for the Prevention, Care & Treatment of Viral Hepatitis. The plan calls for a national education campaign to educate people about viral hepatitis and encourage people to get tested. As part of this educational initiative, May 19th has been designated as a national "Hepatitis Testing Day" in the United States.

The CDC will use the first ever Hepatitis Testing Day on May 19, 2012 as an opportunity to remind health care providers and the public who should be tested for chronic viral hepatitis. Millions of Americans have chronic viral hepatitis; most of them do not know they are infected.

Theme Contest. The Division of Viral Hepatitis is interested in your ideas for this year's theme for Hepatitis Testing Day. Submit your ideas to hepatitis@cdc.gov.

Know More Hepatitis Campaign. Learn more about CDC's upcoming campaign at <http://www.cdc.gov/hepatitis/KnowMoreHepatitis.htm>



Twitter. Follow CDC's Division of Viral Hepatitis [@cdcchep](https://twitter.com/cdcchep). Share information on Twitter about how you're taking action for Hepatitis Testing Day, use the hashtag #HTD.

Resources

Chronic Hepatitis B

Resources for Health Professionals

<http://www.cdc.gov/hepatitis/HBV/TestingChronic.htm>

Patient information about testing

<http://www.cdc.gov/hepatitis/HBV/PDFs/HepBAtRisk.pdf> [PDF - 2 pages]

Chronic Hepatitis C

Resources for Health Professionals

<http://www.cdc.gov/hepatitis/HCV/Management.htm>

Patient information about testing

<http://www.cdc.gov/hepatitis/HCV/PDFs/HepCTesting-Diagnosis.pdf> [PDF - 2 pages]

HHS Plan

Combating the Silent Epidemic of Viral Hepatitis: Action Plan for the Prevention, Care & Treatment of Viral Hepatitis

http://www.hhs.gov/ash/initiatives/hepatitis/actionplan_viralhepatitis2011.pdf [PDF - 84 pages]

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Testing Day Event Web Page

- Hosted on www.cdcpin.org
- Modeled after HIV Testing Day resources
- Page scheduled to go live early April
- Partners will be asked to submit events
- Look for an email asking for submissions

National HIV and STD Testing Resources

A Service of the Centers for Disease Control and Prevention (CDC)



HIV Testing

STD Testing

STD Vaccines

FAQs

Mobile

NATIONAL HIV TESTING DAY



National HIV Testing Day

TAKE THE TEST, TAKE CONTROL | JUNE 27

NHTD HOME

POSTERS

MULTIMEDIA & TOOLS

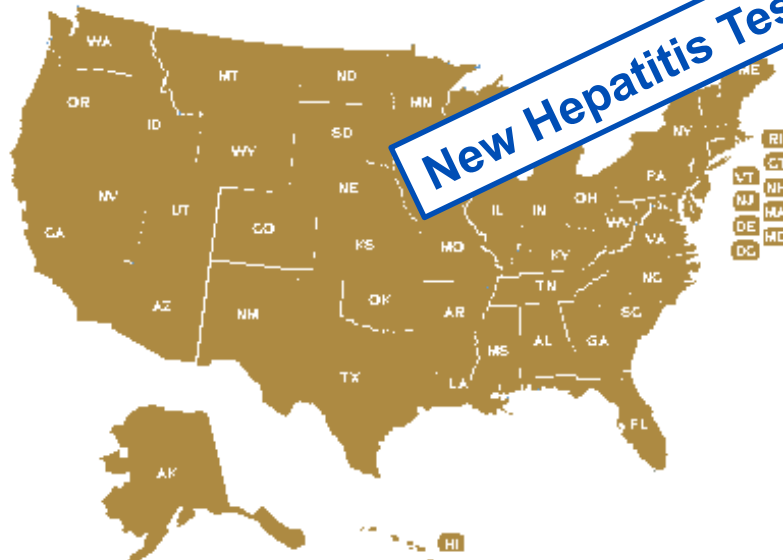
ABOUT NHTD

MAYORS CAMPAIGN

Find an Event Near You

Check back in May for NHTD 2012 events near you.

[Register Your Event](#) [Event Planning Guide from AIDS.gov](#) [NHTD Media Tips \(18 KB\)](#)



About NHTD



National HIV Testing Day (NHTD) is an annual campaign coordinated by the [National Association of People with AIDS](#) to encourage people of all ages to "Take the Test, Take Control."

Early HIV diagnosis is critical, so people who are infected can fully benefit from available life-saving treatments. Currently, almost 40 percent of people with HIV are not diagnosed until they already have developed AIDS. That can be up to 10 years after they first became infected with HIV. Finding out whether you are infected with HIV is the first step to improving your health and the health of your partners and your family.

Help Raise Awareness About NHTD



Promote Testing Day on the Web and on the street. Find [online tools](#) and [posters](#) here.

Web Pages

CDC Home
CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People. Saving Money through Prevention.

Viral Hepatitis
 All CDC Topics

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Viral Hepatitis Populations

Populations

- Asian and Pacific Islander
- STD
- HIV/AIDS
- Men Who Have Sex With Men
- Injection Drug Users

[Viral Hepatitis Home Page](#) > [Populations](#)

Text size:

Asian & Pacific Islanders



Increasing early diagnosis of Hepatitis B and access to medical care could help reduce inequalities in health outcomes for the greatest risk including Asian and Pacific islanders.

What is Hepatitis B?

"Hepatitis" means inflammation of the liver. [Hepatitis B](#) is a disease caused by infection with the Hepatitis B virus. When a person becomes infected, the virus can stay in the person's body for the rest of his or her life and can lead to liver disease, including liver cancer. Unfortunately, up to two-thirds of Americans who become infected with the virus do not know they are infected.

Chronic Hepatitis B Fast Facts

- Chronic Hepatitis B is a global public health issue. 350 million people worldwide have chronic Hepatitis B, including 1.2 million in the United States.
- The hepatitis B virus is very infectious; it is 50-100 times more infectious than HIV.

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- Populations at Risk
- Hepatitis and Specific Settings
- Outbreaks
- State and Local Partners, Grantees
- Resource Center

Information about Getting Tested for Hepatitis B

New Page

Hepatitis Risk Assessment

- Purpose: Easy to use online tool designed to assess a person's risk for hepatitis A, B and/or C
- Audiences: Primarily insured individuals
 - Baby Boomers
 - Asian Americans
 - People with past risk behaviors or events
- Application: Online tool to be used in privacy of person's home or at a doctor's office
- Action: Use a tailored print out of CDC recommendations to foster dialogue with health care provider




Viral Hepatitis Risk Assessment



Welcome! (beta version)

"Hepatitis" means inflammation of the liver and is most often caused by a virus. Millions of Americans are living with hepatitis but most do not know they are infected.

See if you are at risk and what to do about it.

 [More About This Tool](#)

[Begin >>](#)

Your answers are confidential and will only be used to generate health recommendations that you should discuss with your doctor. This tool does not provide medical advice and is intended for informational purposes only.



U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

www.cdc.gov/knowmorehepatitis

Your current progress:



Were you born in an area that is colored dark blue on the map?

? [Why do we ask this?](#)

Many parts of the world have high rates of viral hepatitis, especially Hepatitis B. Individuals born in these areas are more likely to be infected with Hepatitis B.



- Yes
- No
- Not sure

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Continue >>





Your current progress:



Were you born in an area that is colored dark blue on the map?

? [Why do we ask this?](#)

- Yes
- No
- Not sure

<< Back

Was either your mother or father born in an area that is colored dark blue on the map?

? [Why do we ask this?](#)

- Yes
- No
- Not sure

<< Back

Continue >>





Your current progress:



Have you ever lived with someone who has been diagnosed with Hepatitis B?

? [Why do we ask this?](#)

- No
- Yes, I currently live with someone who is diagnosed with Hepatitis B
- Yes, I have previously lived with someone who was diagnosed with Hepatitis B
- Yes, but I am unsure which type of hepatitis they were diagnosed with
- Not sure

<< Back

Continue >>





Your current progress:



Have you ever been diagnosed with any of the following diseases or conditions?

[? Why do we ask this?](#)

- | | | | |
|------------------------------------|--------------------------------------|-------------------------------------|--------------------------------|
| Diabetes | <input checked="" type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not Sure |
| Sexually transmitted disease (STD) | <input type="radio"/> Yes | <input checked="" type="radio"/> No | <input type="radio"/> Not Sure |
| HIV infection/AIDS | <input type="radio"/> Yes | <input checked="" type="radio"/> No | <input type="radio"/> Not Sure |
| Chronic liver disease | <input checked="" type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not Sure |
| Clotting factor disorder | <input checked="" type="radio"/> Yes | <input type="radio"/> No | <input type="radio"/> Not Sure |

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Your current progress:



Recommendations

Based on your answers, please talk to your doctor about the following CDC recommendations.

Testing

[View Detailed Explanation](#)

- Get tested for hepatitis B.

For more information about viral hepatitis, please visit www.cdc.gov/knowmorehepatitis

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[Print My Results](#)

[Quit Assessment](#)

