



Hepatitis B Communications Toolkit

May 12-18, 2013

May 12-18th, 2013 marks National Women's Health Week. The Association of Asian Pacific Community Health Organizations (AAPCHO) would like to take this opportunity to ensure that the women that you serve are getting screened and vaccinated for hepatitis B.

Mother to child transmission, also known as perinatal transmission, is still an issue in the U.S. However, we have the tools to stop it from occurring. We need to work together to make sure that perinatal transmission is completely eliminated, and we can start by getting word out through our networks.

In order to help you disseminate this important message, AAPCHO created this Communications Toolkit, that includes tailored messages for various communications mediums. The messages impart the significance of getting screened for hepatitis B, and how we, as a community, need all mothers to get preventive care to prevent further transmission. For those who use social media, sample tweets and sample Facebook posts are included. We have also included a newsletter template for you to send to your listservs, and a flyer template to post flyers in your workplaces, places of worship, community centers, etc. Please distribute these messages through your personal and professional contacts during the week of May 12-18, 2013.

SAMPLE NEWSLETTER TEXT

Newsletter Sent to Individuals

The 14th annual National Women's Health Week will kick off on Mother's Day, May 12, and will be celebrated until May 18, 2013. This weeklong health observance encourages women across the country to make their health a priority and take manageable steps for longer, healthier, happier lives. We at the Association of Asian Pacific Community Health Organizations want to take this time to remind mothers, and women of all ages, to get tested for hepatitis B. One test, with a vaccination series, can protect you from hepatitis B and liver cancer for life. To find out about viral hepatitis testing events occurring in May, look here: <http://www.cdcnpin.org/HTD/HTD.aspx>. Also, check out <http://womenshealth.gov/nwhw> to find a local event to attend in honor of National Women's Health Week. For more information, contact womenshealth@hhs.gov.



Newsletter Sent to Other Organizations

National Women's Health Week 2013 is approaching and the Association of Asian Pacific Community Health Organizations urges you to take part! The 14th annual observance kicks off on Mother's Day, May 12, and is celebrated until May 18, 2013. National Women's Health Week encourages women to make their health a priority and take manageable steps for longer, healthier, happier lives. Part of making health a priority is by determining your hepatitis B status and getting vaccinated or treated.

There are several ways you can participate in National Women's Health Week:

- Encourage women in your community to visit a doctor or other health care professional for a regular checkup. Tell the mothers and future mothers in your life about the importance of testing for hepatitis B. Find out more by looking on <http://www.cdc.gov/hepatitis/HBV/PerinatalXmtn.htm>.
- Hold a free screening or health event.
- Register your activity on out <http://womenshealth.gov/nwhw>. If it's a hepatitis B testing event, register here: <http://www.cdcnpin.org/HTD/SubmitEvent.aspx>.
- Put information in your newsletter or on your website and social media pages about National Women's Health Week and/or National Women's Checkup Day. Emphasize the importance of getting tested for hepatitis B!
- Offer women's health information and hepatitis B perinatal transmission information with a health display in a common area, such as the lobby of your organization's building.
- Place National Women's Health Week Web banners on your website.

For more information, please go to out <http://womenshealth.gov/nwhw> or contact womenshealth@hhs.gov. For more information about hepatitis B and women, please visit <http://womenshealth.gov/minority-health/asian-americans/hepatitis-B.cfm>.

FACEBOOK

"Like" AAPCHO and the Office on Women's Health (OWH) on Facebook to stay updated! By "liking" AAPCHO and OWH, you will be able to see our posts, repost information, and tag us (@AAPCHO and @Office on Women's Health) in your posts.

Create status messages about National Women's Health Week. Include information about hepatitis B, and don't forget to tag AAPCHO, OWH and other groups in your posts!

Sample Facebook Posts

- Happy National Women's Health Week! Celebrate by telling the women in your life to get screened for hepatitis B! – with @AAPCHO and @Office on Women's Health



- ❑ This is National Women’s Health Week! What do you think is the most important thing to know about hepatitis B?

- ❑ Hepatitis B affects 1 in 10 Asian Americans, and the most common form of transmission is from mother to child. To find out more, visit the @Office on Women’s Health’s website at: <http://womenshealth.gov/minority-health/asian-americans/hepatitis-B.cfm>! – with @AAPCHO

- ❑ Hepatitis B is more likely to become a lifelong infection if transmission occurs in childhood. Moms, get tested and get treated! – with @AAPCHO and @Office on Women’s Health

- ❑ Encourage the women in your life to take care of their health. Hepatitis B affects about 2 million Americans in the U.S. Don’t let this happen to them. Ask them to get tested for hepatitis B. – with @AAPCHO and @Office on Women’s Health

- ❑ Get tested for hepatitis B! The risk of getting liver cancer is 100x more if you are infected with hepatitis B. Take control of your health. Celebrate National Women’s Health Week! – with @AAPCHO and @Office on Women’s Health

If you are hosting an event, you can also update your Facebook friends about the event specifics through a status update.

Share articles, and post photos and videos! The more attention that we give to this very important week, the better!

TWITTER

“Follow” AAPCHO and OWH on Twitter to stay connected! By “following” AAPCHO and OWH, you will be able to see our tweets, retweet information, and tag us (@HepBpolicy and @womenshealth) in your tweets.

Tweet about National Women’s Health Week. Include information about hepatitis B, and don’t forget to tag AAPCHO, OWH and other groups in your tweets!

Sample Tweets

- Celebrate #women this week and every week! Use these #buttons and banners on your website to celebrate #NWHW: <http://1.usa.gov/11Hsyxk>.
- It's National Women's Health Week! Take charge of your health. Make sure your screenings are updated! #hepaware #NWHW
- Happy National Women's Health Week! Celebrate by telling the women in your life to get screened for hepatitis B! #NWHW @womenshealth
- This is National Women's Health Week! What do you think is the most important thing to know about hepatitis B? #NWHW @womenshealth
- #Hepatitis B affects 1 in 10 #AAPIs. The most common form of transmission is from mother to child: <http://1.usa.gov/1364y9S>. #NWHW
- Hepatitis B is more likely to become a lifelong infection if transmission occurs in childhood. Moms, get tested and get treated!
- Tell the women in your life to prioritize health. #Hepatitis B affects about 2 million in the US. Ask them to get tested.
- The risk of liver cancer is 100x more if infected with #hepatitis B. Take control of your health. Celebrate National Women's Health Week!
- 40% of babies born from #hepatitis B-infected mothers will develop chronic #HBV without proper treatment. Get tested. #NWHW
- As we celebrate #women and #moms this week, let's focus on their health. Get them screened for #hepatitis, and seek care.#NWHW @womenshealth

SAMPLE FLYER



 national
women's health week
May 12–18, 2013

We all must make an effort to celebrate the women in our lives!

**1 in 10 Asian Americans has hepatitis B.
The most common form of transmission is
from mother to child.**

Let's put an end to mother-to-child transmission of hepatitis B. Make sure that all the women in your life are tested.

Get tested. Get vaccinated. Get treatment. Early treatment of hepatitis B saves lives.

For more information on National Women's Health Week, visit <http://womenshealth.gov/nwhw>. For more information on hepatitis B, visit <http://hepbunited.org>. On Twitter, follow @HepBpolicy and @womenshealth.