

Hepatitis Awareness Month



Pennsylvania Department of Health

Campaign Toolkit

May 2012





NHAM Campaign Toolkit 2012



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Background

In 2001, the Centers for Disease Control and Prevention (CDC) designated May as National Hepatitis Awareness Month (NHAM). The goals of NHAM are to increase awareness about hepatitis immunizations across the life span and of viral hepatitis diseases. NHAM is a vehicle for creating positive messages about the value of hepatitis vaccines and highlighting local, grassroots hepatitis initiatives.

Immunizations are the most successful and cost-effective public health tools for preventing disease and death. Maintaining high immunization rates protects the entire community by interrupting the transmission of disease-causing viruses.

The Pennsylvania Department of Health is providing this campaign toolkit to promote and support all hepatitis immunizations through community outreach activities during the month of May. We encourage coalitions, county and municipal health departments, state health centers and district offices, as well as all health care workers to initiate, sponsor and participate in NHAM events throughout the state.

The most common hepatitis viruses in the United States (U.S.) are hepatitis A, hepatitis B and hepatitis C. Up to five million people are chronically infected with hepatitis B and hepatitis C. Viral hepatitis is the leading cause of liver cancer and the most common reason for liver transplantation. An estimated 4.4 million people are living with chronic hepatitis in the U.S., and most are unaware they are infected. Approximately 80,000 new infections occur each year.

Overview

Vaccines are among the most successful and cost-effective public health tools available for preventing disease and death. They not only protect vaccinated individuals but also help protect entire communities by preventing and reducing the spread of infectious diseases. They also reduce the costs associated with missed time from work, doctor visits and hospitalizations. Vaccines are extensively studied and are safe and effective. Mild side effects, such as redness and soreness at the injection site, may occur. The vaccine schedules are recommended by the American Academy for Pediatrics, the American Academy of Family Physicians and the Centers for Disease Control and Prevention.



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NHAM Key Points

- Vaccines are safe and effective.
- Hepatitis vaccines prevent serious morbidity and mortality.
- Hepatitis vaccines are required to attend school.
- A broad approach is necessary to increase vaccination rates.
- Hepatitis A, B and C are serious diseases.
- Approximately one in 12 people worldwide or 500 million people are living with chronic viral hepatitis.
- One million of those with chronic viral hepatitis die each year from cirrhosis or liver cancer.
- Vaccination is the best way to prevent hepatitis A and B.
- Widespread hepatitis B vaccination has shown a dramatic decrease in the likelihood of children being infected with the virus.
- Many people with chronic viral hepatitis are unaware they have an infection.
- Hepatitis B and C can lead to chronic lifelong infections and are major causes of liver cancer in the United States.
- In the U.S., May 19 is National Hepatitis Testing Day.
- World Hepatitis Day is July 28 annually.

Goals and Objectives

- Increase hepatitis vaccination rates of Pennsylvania residents;
- Promote consistent and proper education of viral hepatitis and vaccinations;
- Encourage all Pennsylvania coalitions, counties and public health partners to promote and support hepatitis vaccinations and plan one activity during May to highlight the importance and benefits of hepatitis vaccinations;
- Inform parents and caregivers about the importance of hepatitis vaccination in protecting themselves, their children and others against vaccine-preventable diseases, with an emphasis on vaccine education;
- Revitalize efforts to protect everyone against vaccine-preventable diseases;
- Encourage increased communication between parents/caregivers/patients and their health care provider regarding hepatitis vaccines;
- Work with state, county and municipal health departments, local coalitions, and other immunization partners to develop and implement a local communication strategy to increase awareness of the importance of hepatitis vaccination and improve local vaccination coverage;
- Create opportunities for local organizations and agencies to work together;
- Create events that attract community and media to increase the number and visibility of state and local media stories on immunization;
- Provide a forum for news stories;
- Create events that attract community and media to increase the number and visibility of state and local media stories on hepatitis vaccination; and
- Promote local immunization coalitions and create opportunities for local organizations and agencies to work together to organize coalitions.



Hepatitis Viruses

Hepatitis A

- This is a contagious disease resulting from being infected with the hepatitis A virus (HAV).
- The disease can last from several weeks to several months.
- It is spread by ingesting fecal matter from contact with objects, food or drinks contaminated by the feces or stool of an infected person.
- There are 1.4 million estimated cases of hepatitis A annually.
- The best way to prevent hepatitis A is by being vaccinated:
 - Minimum age for vaccination is 12 months.
 - Vaccination consists of two doses administered at least six months apart.
- Hep A Resources include:
 - CDC Pink Book;
 - Aware Hepatitis;
 - Hepatitis Foundation International; and
 - National Institute of Health.

Hepatitis D

- Hepatitis D, also known as delta hepatitis, is a serious liver disease caused by the hepatitis D virus (HDV).
- It can be an acute or chronic disease and is not common in the United States.
- HDV is an incomplete virus and requires the help of the HBV to replicate.
- It only occurs in individuals who are infected with the HBV.
- HDV is transmitted through percutaneous or mucosal contact with infected blood.
- There is no vaccine for hepatitis D.

Hepatitis E

- Hepatitis E is a serious liver disease caused by the hepatitis E virus (HEV).
- Hepatitis E is rare in the United States, but it is common in other parts of the world.
- It is spread in a similar way as HAV and usually results in an acute infection.
- Transmission occurs through ingestion of fecal matter and is associated with countries that have poor sanitation and contaminated water supplies.
- There is no vaccine for hepatitis E.



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Hepatitis B

- This is a very contagious disease of the liver that results from hepatitis B virus (HBV).
- It can be transmitted to others by contact with infected blood, semen or other body fluids from a person who is infected including. Such contact includes:
 - Sexual contact;
 - Needle, syringe and other injection equipment sharing; and
 - A mother passing it to her infant during birth.
- Acute HBV is a short-term illness that occurs within six months of exposure.
- Chronic HBV occurs if it lasts more than six months.
- Chronic HBV is:
 - A serious disease that can result in long-term health problems and even death; and
- A disease which, in its chronic form, afflicts an estimated 350 million people worldwide.
- Hepatitis B vaccine is now recommended for people who have diabetes.
 - Blood glucose monitoring equipment can be contaminated with blood infected with HBV.
- The best way to prevent Hepatitis B is being vaccinated.
 - Three dose series:
 - First dose is given at birth;
 - Second dose is given one to two months after the first dose; and
 - Third dose is given 6-18 months from the first month (no earlier than 24 weeks of age).
 - For infants born to mothers who are HBV positive, the third dose is at six months (no earlier than 24 weeks).
 - Serology testing is done one to two months after the third dose for those infants and contacts of HBV-positive individuals.
- Perinatal hepatitis B Program
 - National strategy/guidelines to eliminate hepatitis B disease and transmission in the United States include:
 - Universal screening of all pregnant women for HBsAg during their pregnancy;
 - Case management of all HBsAg-positive mothers and infants;
 - Providing immunoprophylaxis for infants born to HBsAg-positive mothers by administering hepatitis B vaccine and hepatitis B immune globulin within 12 hours of birth; and
 - Routine vaccination of all infants with hepatitis B vaccine series beginning with administering the first dose at birth.
 - Pennsylvania's program objectives are:



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- Identify high risk infants by routinely screening all pregnant women for HBsAg;
- Administer hepatitis B vaccine to all newborns before discharge and hepatitis B immune globulin (HBIG) to high-risk infants at the appropriate dose within 12 hours of delivery along with the first dose of the hepatitis B vaccine;
- Promote completion of the three-dose hepatitis B vaccine series and the post-vaccination tests; and
- Ensure that all susceptible contacts of HBV-infected pregnant women are identified and offered vaccination.
- Hep B Resources
 - HIV and Hepatitis
 - hepTREC
 - Health Information
 - Hepatitis B Information
 - Hepatitis Information
 - Patient Education Material
 - Asian Liver
 - Hepatitis B Serology Chart
 - B free Philly

Hepatitis C

- Hepatitis C is a contagious disease resulting from being infected with the hepatitis C virus (HCV).
- The disease can last from several weeks to a lifelong illness.
- It is spread when blood from an infected person enters the body of a person who is not infected.
 - This can be by sharing needles or other equipment to inject drugs.
 - Before 1992, hepatitis C was commonly spread by blood transfusions or organ transplants.
- Acute hepatitis C infection occurs within six months of being exposed to the virus.
- Most of the time acute hepatitis C infection leads to chronic hepatitis C infection, which lasts a lifetime and causes serious health problems.
- An estimated 170 million people are chronically infected with hepatitis C worldwide, causing 350,000 deaths each year.
- There is no vaccine for hepatitis C.
- Hep C Resources:
 - Patient Education Material



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- Hepatitis C Awareness
- Hepatitis C Fact Sheet
- CDC Information Podcasts - topics

Hepatitis Viruses

	<u>HAV</u>	<u>HBV</u>	<u>HCV</u>	<u>HDV</u>	<u>HEV</u>
Transmission	Enteral	Parenteral	Parenteral	Parenteral	Enteral
Antigens		HBsAg HBeAg	Core antigen	Delta antigen	
Incubation period	15-45 days	45-160 days	15-150 days	30-60 days	15-60 days
Chronicity	No	Yes (uncommon)	Yes (common)	Yes - with hepatitis B	No

NHAM Hepatitis Resources

- Viral Hepatitis
- Patient Information
- World Health Organization
- American Liver Foundation
- Department of Veterans Affairs Information
- CDC Yellow Book
- National Alliance of State & Territorial Aids Directors (NASTAD)

NHAM Event ideas

- HBV/HCV screening and education event;
- Hepatitis lectures/seminars;
- Hepatitis B or hepatitis C education events/luncheons; and
- May 19 Hepatitis C Testing Day – Get Tested.

To order Immunization Materials Contact:

- PA Department of Health at 717-787-5681 or www.health.state.pa.us/ImmunizationSchedules



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Sample Radio Announcement

These Radio PSAs may be modified in any manner. It is also suggested that the messages be utilized at businesses whose phone systems have on-hold message capabilities.

15-Second Public Health Message

Hepatitis B is a serious disease that affects millions of people and is more contagious than HIV. You can protect yourself and your family by getting vaccinated. For more information, contact your health care provider, or contact the PA Health Department at 1-877-PA-HEALTH (*or local contact information*).

This is a public health message from the (*SHC, District, CMHD, and/or Coalition*).

30-Second Public Health Message

It's a disease that doesn't discriminate. It affects millions of people from different backgrounds, cultures and lifestyles. Furthermore, if you don't take preventative action you can pass it along to your baby. The disease is hepatitis B. Hepatitis B is a serious disease more contagious than HIV. But you can prevent it. Protect your baby, your family and yourself by getting vaccinated. For more information, contact your health care provider, or contact the PA Health Department at 1-877-PA-HEALTH (*or local contact information*).

This is a public health message from the (*SHC, District, CMHD, and/or Coalition*).



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Sample Press Release

PRESS RELEASE FOR IMMEDIATE RELEASE

Contact:

**[Name, Title]
[Name of Organization]
[Telephone Number]
[E-mail Address]**

Pennsylvania, May 2012 - Immunization is an important aspect of preventive medicine, appropriate for people of all ages. Despite the availability of safe and effective vaccines, cases of vaccine-preventable diseases continue to occur in Pennsylvania annually.

The **[Name of Organization]** is joining with the Pennsylvania Department of Health and the Centers for Disease Control and Prevention (CDC) in observing National Hepatitis Awareness Month (NHAM) this May. Local NHAM activities will include **[Briefly highlight your local activities here]**.

Hepatitis B and C are some of the major indicators of health disparities in Pennsylvania. About 50 percent of those infected with hepatitis B are Asian-Americans and Pacific Islanders. Black teenagers and young adults become infected with hepatitis B two times more often than those who are white. Women of childbearing age are more affected with hepatitis B than men.

American Indians and Alaskan Natives have a higher incidence of hepatitis C than whites. In 2009, the number of reported chronic hepatitis C cases in Pennsylvania was approximately 9,500.

There are approximately 10,000 cases of chronic hepatitis B and C reported to the Pennsylvania Department of Health every year. Chronic hepatitis B increases the risk of liver cancer by 15-25 percent. Approximately one-third of individuals infected with HIV/AIDS are also infected with hepatitis B or hepatitis C.

For more information on the prevention, testing and treatment of hepatitis A, B or C viruses, contact **[contact information: name, website, phone]** or the Pennsylvania Department of Health at 1-877-PA-HEALTH. You can also visit the Department of Health web site at www.health.state.pa.us and click on the immunization link.



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Sample NHAM Proclamation

WHEREAS there are several forms of hepatitis, the condition is usually caused by one of three viruses: hepatitis A, hepatitis B, or hepatitis C; and

WHEREAS there are approximately 10,000 cases of chronic hepatitis B and C reported to the Pennsylvania Department of Health every year; and

WHEREAS hepatitis B and C viruses increase the risk of liver cancer by more than 10 times, and hepatitis C alone is one of the three most reported infectious diseases in Pennsylvania and the leading cause of adult liver transplantation in the state; and

WHEREAS approximately one-third of individuals infected with HIV/AIDS are also infected with hepatitis C, and hepatitis C-related liver cancer is the leading cause of death in HIV-infected patients.

WHEREAS Hepatitis A viruses are spread from person to person through shedding of the virus in the feces (stool), from which it can spread to the hands and to anything the hands touch;

WHEREAS the single best way to prevent catching and spreading hepatitis A and B is to be vaccinated against hepatitis A and B; and

WHEREAS the month of May, has been declared National Hepatitis Awareness Month. This month is designed to raise awareness of the importance of hepatitis awareness and prevention.

Now, therefore, be it proclaimed that I, **[Elected Official]**, as **[Title]** of the **[city/county/state]** do hereby proclaim the month of May as National Hepatitis Awareness Month in **[city/county/state]**. I encourage businesses, government agencies, national organizations, community-based organizations and service groups to spread the immunization message throughout their communities. I also encourage public and private health care providers, parents and children's caregivers in **[City/County]** to advance the health of our community by ensuring hepatitis vaccination.

Given at **[location]**, this **[day]** of **[month]**, 2012.



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Resources with Hyperlinked web pages

- Centers for Disease Control and Prevention



- Stanford School of Medicine (Asian Liver Center at Stanford University)



Resources with Hyperlinked web pages cont'd

- HepC Aware

There is **NO** vaccine for **hepatitis C!**
Are you at risk?

Have you:

- received blood, blood products, or an organ transplant prior to 1992?
- ever shared drug paraphernalia?
- ever been stuck by a used blood needle?
- been on kidney dialysis?
- had a tattoo or body piercing?
- had sexual activity that involves contact with blood?
- had held a job that exposed you to blood?
- shared personal care items (razors, toothbrushes, etc.) with other people?
- ever been incarcerated?
- been a combat veteran?

1 in 20 Americans have HCV - 2 out of 3 do not know it

Hepatitis C is spread by blood to blood contact

If you answered **YES** to **any** of these questions, you may have been exposed to the **hepatitis C** virus. **Get tested!**
 Contact your local health department - or - call 800-671-9410.
 Brought to you by Kelly Z. www.hepcaware.org and the National Hepatitis C Advocacy Council.

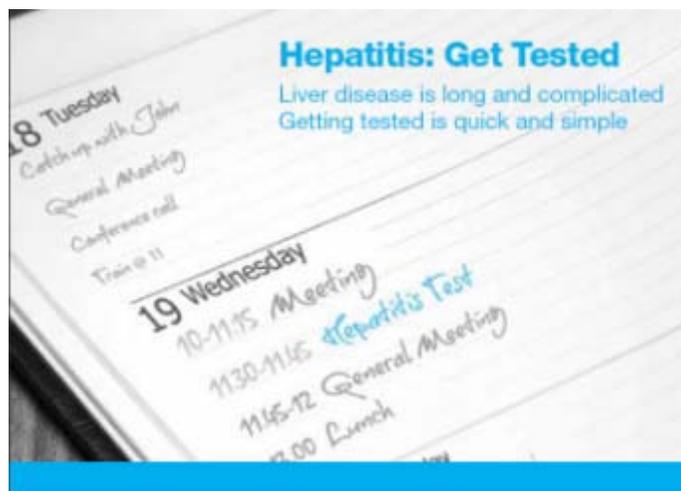
Hepatitis C...
 Isn't that the one
 I have been
 vaccinated for?

NO



Resources with Hyperlinked web pages cont'd

- World Hepatitis Alliance



Resources with Hyperlinked web pages cont'd

- HepB Organization



- Hepatitis Foundation international



- hepB Free Philadelphia



Immunization Action Coalition

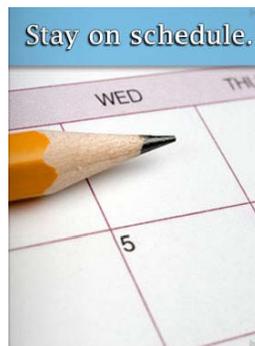


Resources with Hyperlinked web pages cont'd

- World Health Organization



- Pro Health Finder

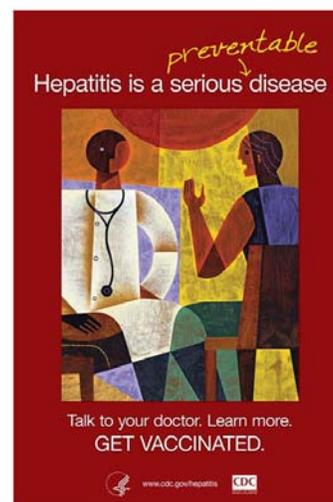
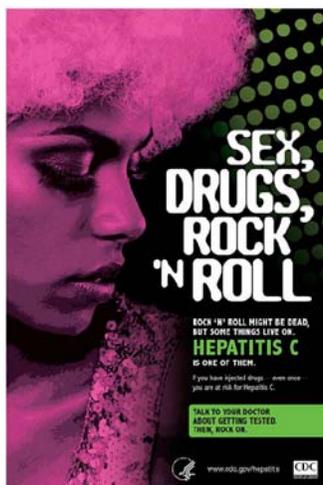
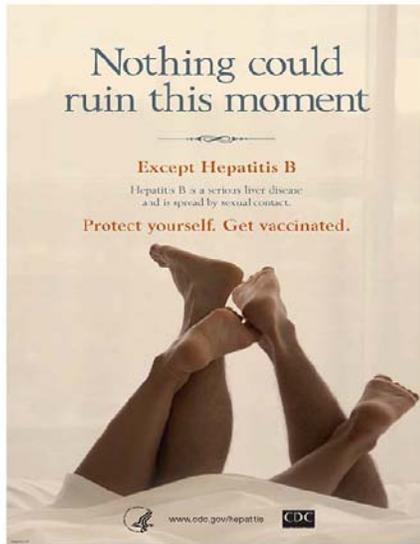


- California STD/HIV Prevention Training Center



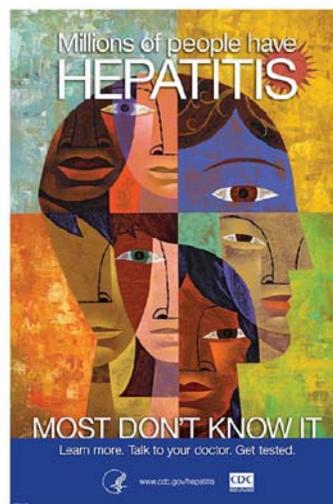
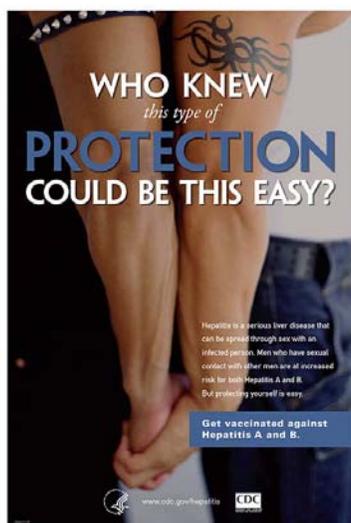
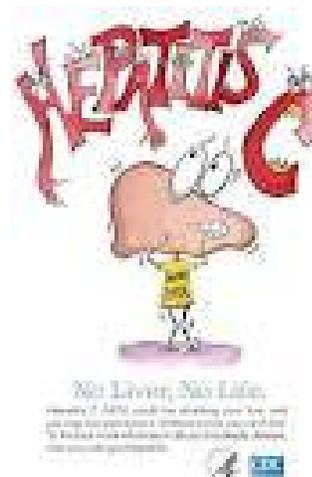
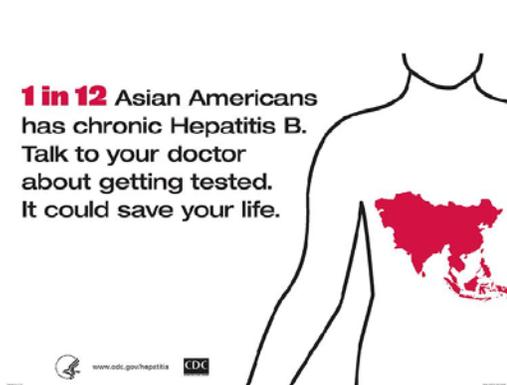
Sample Posters with Hyperlinked web pages

- Centers for Disease Control and Prevention



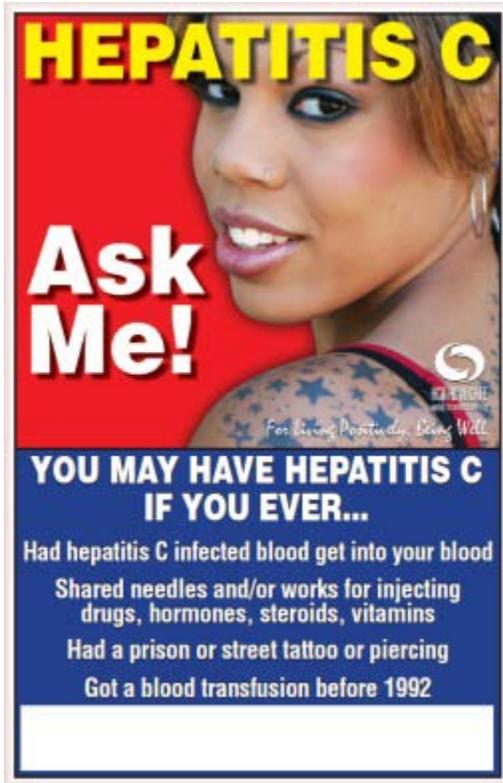
Sample Posters with Hyperlinked web pages cont'd

- Centers for Disease Control and Prevention

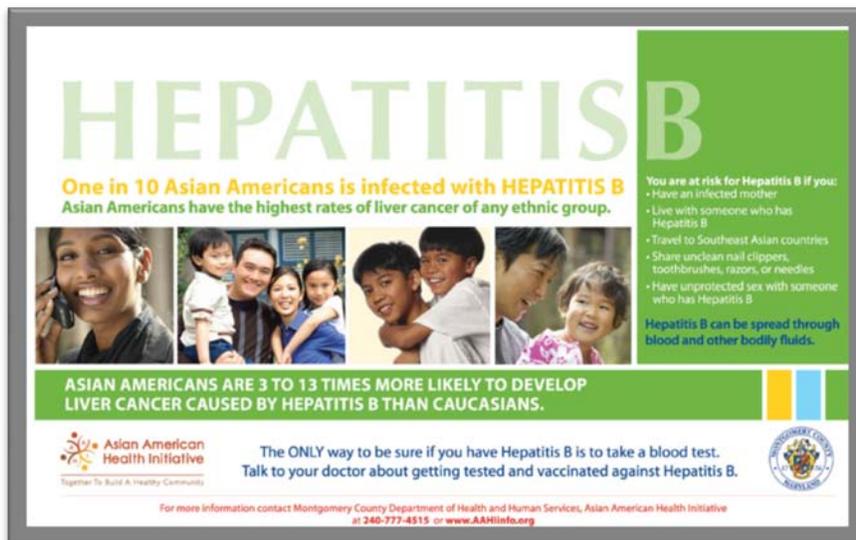


Sample Posters with Hyperlinked web pages cont'd

- HCV Advocate

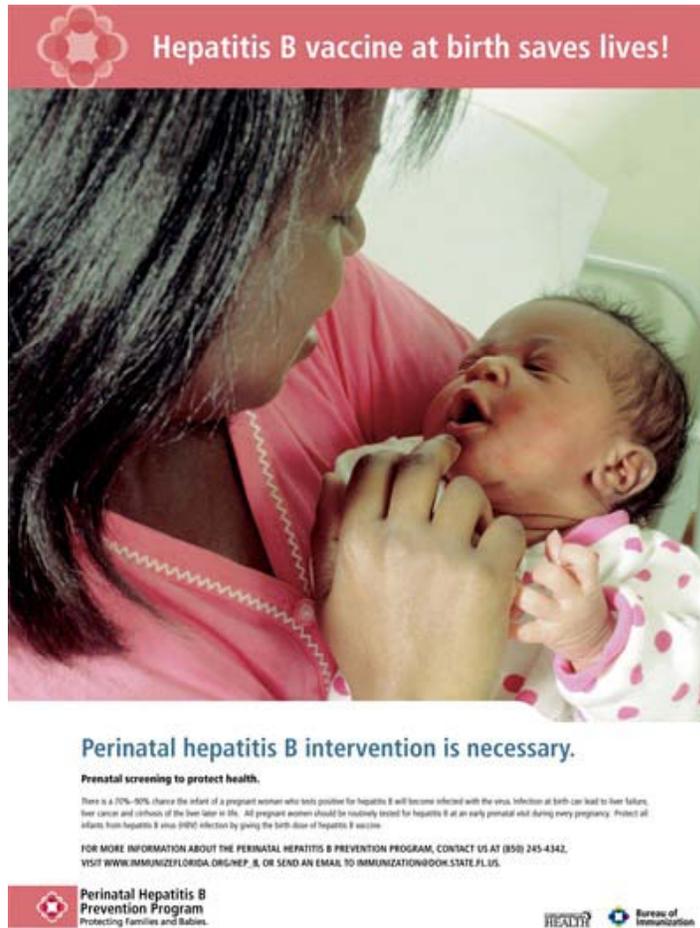


- Asian American Health Initiative



Sample Posters with Hyperlinked web pages cont'd

- Florida Department of Health



Hepatitis B vaccine at birth saves lives!

Perinatal hepatitis B intervention is necessary.

Prenatal screening to protect health.

There is a 70%-90% chance the infant of a pregnant woman who tests positive for hepatitis B will become infected with the virus. Infection at birth can lead to liver failure, liver cancer and cirrhosis of the liver later in life. All pregnant women should be routinely tested for hepatitis B at an early prenatal visit during every pregnancy. Protect all infants from hepatitis B virus (HBV) infection by giving the birth-dose of hepatitis B vaccine.

FOR MORE INFORMATION ABOUT THE PERINATAL HEPATITIS B PREVENTION PROGRAM, CONTACT US AT (850) 245-4342. VISIT WWW.IMMUNIZEFLORIDA.ORG/HEP_B, OR SEND AN EMAIL TO IMMUNIZATION@DOH.STATE.FL.US.

Perinatal Hepatitis B Prevention Program
Protecting Families and Babies.

HEALTHY Bureau of Immunization



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Outreach Overview Pre-planning Form

Please complete this pre-planning outreach form, briefly describing any activities planned for this year's NHAM. Return completed form via email to Marilyn Black, mariblack@pa.gov, or fax to 717-441-3801.

Organization:	Form Completed by:
Did your coalition conduct any activities during this year's NHAM?	<input type="checkbox"/> Yes (If yes, please fill out Activities Section below) <input type="checkbox"/> No

Activities

Date & activity:
Location:
Anticipated number of participants:
Promotional items distributed (type of material):

Date & activity:
Location:
Anticipated number of participants:
Promotional items distributed (type of material):

Date & activity:
Location:
Anticipated number of participants:
Promotional items distributed (type of material):



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Outreach Overview Post-planning Form

Please complete this post-planning outreach form, briefly describing any activities conducted during 2012 NHAM. Return completed form via email to Marilyn Black, mariblack@pa.gov, or fax to 717-441-3801.

Organization:	Form Completed by:
Did your coalition conduct any activities during this year's NHAM?	<input type="checkbox"/> Yes (If yes, please fill out Activities Section below) <input type="checkbox"/> No

Activities

Date & activity:
Location:
Actual number of participants:
Lessons learned:

Date & activity:
Location:
Actual number of participants:
Lessons learned:

Date & activity:
Location:
Actual number of participants:
Lessons learned: