CDC’s National Communication Campaign

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Plans for CDC’s National Campaign
Background

- Fall 2009: Exploratory research with consumers conducted
- Oct 2009: DVH begins working with the CDC Foundation to raise resources for a national campaign
- Jan 2010: IOM Report on viral hepatitis and liver cancer
- Dec 2010: CDC Foundation raises money for the campaign
- April 2011: DVH awards communications contract
- May 2011: HHS Strategic Plan for Viral Hepatitis released
- May 2011: Formative research with providers conducted
- Aug 2011: Formative research with consumers planned
Key Findings & Recommendations

- Many providers lack basic knowledge about risk factors or screening recommendations
- Public awareness about viral hepatitis is low
- Up to 65-75% of people do not know they are chronically infected
- Current methods to screen those at risk are not identifying large numbers of chronically infected individuals
- National education efforts are needed
National Education Campaign

IOM Recommendation
HHS Strategic Plan - CDC Role

Healthcare Providers

General Population

Populations Living with Chronic Infection
Our Vision for a National Campaign

Goal: Decrease the disease burden of those living with chronic viral hepatitis

- Raise awareness & change perceptions
- Engage opinion leaders, policy makers, media, & the public
- Educate providers
- Encourage assessment & appropriate follow-up
- Promote testing
- Save lives with early intervention
Campaign Strategies

• Implemented in 3 overlapping phases
• Multi-media strategies tailored for each phase
• Guided by theory, formative research and outside Consultation Committee
• Provider education strategically planned prior to the direct-to-consumer component
• Separate public campaigns for hepatitis B and hepatitis C (contingent upon resources)
• Partnering with state and local governmental and community organizations
• Campaign messages tested extensively
Phase I
Opinion Leaders, Policy Makers, Media, Healthcare Providers, General Public

Phase II
Healthcare Providers

Phase III – Target Populations
B
C
Chronic Infection
Chronic Infection

Community Mobilization
Raise Awareness
Support Action
Proposed Strategies

Strategic Outreach to News Media to Generate Coverage about Viral Hepatitis
- Capitalize on current news events
- Promulgate key messages
- Build capacity of partners

Educate Providers about Viral Hepatitis, Existing & Upcoming Recommendations

Implement National Campaign
- Focus on Asian Americans
- Messages and materials in multiple languages (resources permitting)
- Community mobilization component to provide culturally appropriate support and linkage to care
- Focus on audiences outlined in upcoming HCV guideline revision/expansion
  - Baby Boomers
  - African Americans
Proposed Communication Channels

- National Education Campaign
  - News/Media Advocacy
  - Digital & Social Media
  - Public Service Advertising (earned & paid if possible)
  - Special Events
  - Collateral Materials
  - Public-Private Partnerships
  - Community Mobilization & Outreach
  - Professional Education
  - Opinion Leader Outreach
Campaign Timeline

**Phase I**
- Implement media outreach strategies - ongoing
- Develop campaign materials and strategies
- Create Consultation Committee
- Test and revise materials

**Phase II**
- Continue to generate news stories & raise awareness
- Launch National Campaign with Guidelines Release
- Educate health professionals & increase testing

**Phase III**
- Educate populations at risk & encourage testing
- Mobilize community response *(resources permitting)*
Major Activities

KNOW MORE HEPATITIS
CDC’s Campaign Activities

• Generating news coverage of viral hepatitis
  – Proactively pushing stories
  – Monitoring news coverage daily
  – Developing fact sheets and backgrounders to help increase accurate coverage
  – Developing a speaker/interviewee pool
  – Producing a media tool kit with partners
  – Conducting trainings for journalists (in development)

• Raising general awareness
  – Hepatitis Awareness Month
  – Release of the HHS Strategic Plan
  – Other events as appropriate
News Media Materials

Chronic Hepatitis B in America: A Snapshot
Approximately 1.2 million Americans are currently living with chronic Hepatitis B

Overview of Chronic Hepatitis B:
- Approximately 1.2 million people in the U.S. have chronic Hepatitis B.
- The hepatitis B virus is very infectious and is spread primarily through contact with blood or blood products.
- Many people living with chronic Hepatitis B are asymptomatic.
- The risk for developing chronic Hepatitis B is high if infected as an adult, most people infected as children will clear the virus.
- Chronic Hepatitis B is often "silent" – as a result, people could be living with chronic Hepatitis B for years without knowing.
- Approximately 15-25% of people with chronic Hepatitis B can develop liver damage, cirrhosis, liver failure, or liver cancer.

Populations Disproportionately Affected:
- Rates of chronic Hepatitis B are high throughout the world.
- Implementation of routine infant vaccination programs has dramatically decreased infection.
- Chronic Hepatitis B is endemic in Asia, and many countries are just beginning infant vaccination programs.

Chronic Hepatitis C and the Baby Boom Generation
Two of every three cases of chronic Hepatitis C occur in baby boomers

The baby boom generation, or persons born from 1945 to 1965, comprises 26% of America's total population, and as a group, has among the highest rates of chronic Hepatitis C. Research indicates that baby boomers represent nearly two out of every three cases of chronic Hepatitis C, and many of these individuals are unaware of their infection until they are diagnosed with severe liver problems such as cirrhosis and liver cancer. As the U.S. population ages, Hepatitis C-related liver damage, other health problems, and the financial burden related to the disease are projected to rise dramatically.

Overview of Hepatitis C in the U.S.:
- Approximately 3.5 million people are chronically infected with Hepatitis C.
- Hepatitis C is the most common chronic blood-borne infection and is primarily transmitted through contact with contaminated blood or blood products.
- Up to 75% of people living with Hepatitis C are unaware of their infection.
- Chronic Hepatitis C is often "silent" – many people can go up to 20-30 years without symptoms or feeling sick.
- As a result, people could be living with chronic Hepatitis C and appear healthy while liver damage silently occurs.
- Approximately 60% to 70% of people with chronic Hepatitis C develop serious liver problems, which can include liver damage, cirrhosis, or liver cancer.
- Rates of liver cancer have tripled over the last several decades, and at least half of these cases have been attributable to chronic Hepatitis C.
- Chronic Hepatitis C is the leading cause of liver transplants.

A Snapshot: Hepatitis C and Baby Boomers
- Of the people infected with chronic Hepatitis C, two out of every three cases were born from 1945 to 1965 and represent the baby boom generation.
- Some studies have shown that people born during the baby boom have a 4.4 times higher risk.
News Coverage

Hepatitis C ‘Silent Epidemic’ in U.S. Needs More Funding, Researcher Says

TFAH Statement on new HHS Action Plan to Prevent, Care and Treat Viral Hepatitis

HHS Launches Action Plan to Target Hepatitis
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.

May is Hepatitis Awareness Month, viral hepatitis needs more attention throughout the year. One of the main findings from last year's Institute of Medicine report was that public and health care professionals lack knowledge and awareness about viral hepatitis.

"Hepatitis" means inflammation of the liver, and it refers to a group of diseases caused by a unique virus. In the United States, the most common forms of hepatitis are Hepatitis A, Hepatitis B, and Hepatitis C.

A few facts about viral hepatitis:
1. Two types of viral hepatitis, (Hepatitis B and Hepatitis C) can lead to liver cancer.
World Hepatitis Day

World Hepatitis Day – July 28th

World Hepatitis Day is now recognized annually on July 28th, the birthday of Dr. Baruch Blumberg (1925-2011). Dr. Blumberg discovered the hepatitis B virus in 1967 and two years later developed the first hepatitis B vaccine and for these achievements won the Nobel Prize.

The first official WHO World Hepatitis Day aims to increase awareness and understanding of viral hepatitis and the diseases it causes. It provides an opportunity to strengthen prevention, screening, vaccination, and control of viral hepatitis and to coordinate a global response to hepatitis.

Hepatitis viruses can cause inflammation of the liver, chronic viral hepatitis infection can lead to cirrhosis and liver cancer. Viral hepatitis is a major global health threat with around 350 million people living with chronic hepatitis B and around 170 million people living with chronic hepatitis C.

Resources:
World Health Organization (WHO) – World Hepatitis Day
http://www.who.int/mediacentre/events/annual/world_hepatitis_day/en/index.html

World Hepatitis Alliance – World Hepatitis Day
http://worldhepatitisalliance.org/WorldHepatitisDay.aspx

Follow DVH’s Twitter account @CDChep for information about World Hepatitis Day.

Get viral hepatitis email updates from CDC through GovDelivery
Campaign Activities – con’t

• Revising Viral Hepatitis website

• Building social media presence
  – Twitter
  – Facebook page for organizations (proposed)
Social Media

Welcome to NewTwitter! Read up on what's new. You can still access old Twitter for a limited time.

CDC Hepatitis
@cdchep Atlanta, GA
The official Twitter account of the Division of Viral Hepatitis at the CDC.
http://www.cdc.gov/hepatitis

326 Tweets 150 Following 4,826 Followers 259 Listed

Similar to you - view all

Follow on Twitter (@cdchep)
Consumer Related Activities

• Formative research
  – Exploratory research – 2009
  – Omnibus Survey Questions – 2009 & 2010
  – Message testing – Summer 2011
• Risk Assessment Tool – under development
• Educational Materials Development
  – Hepatitis C
    • Patient education materials
    • Posters & other materials
Risk Assessment Tool

Viral Hepatitis Risk Assessment

Welcome

Take this risk assessment to find out if your are at risk for viral hepatitis.

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

- Yes
- No

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

- Sexually transmitted disease (STD)
- HIV
- Chronic liver disease
- Clotting factor disorder

Back  Continue
## Risk Assessment

### Viral Hepatitis Risk Assessment

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

<table>
<thead>
<tr>
<th>Disease</th>
<th>Yes</th>
<th>No</th>
<th>Not sure</th>
</tr>
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<tbody>
<tr>
<td>Sexually transmitted disease (STD)</td>
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<td>HIV</td>
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<td>Chronic liver disease</td>
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</tr>
<tr>
<td>Clotting factor disorder</td>
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People who have been diagnosed with any of the medical conditions listed may have a greater risk for viral hepatitis.
Materials in Development

• Fact Sheets
  – Hepatitis C and Injection Drug Use
  – Living with Chronic Hepatitis C

• Campaign Posters

• Other Campaign Materials - TBD
New Fact Sheets – Hepatitis C

Hepatitis C

Information About Testing

Hepatitis C

Living with Chronic Hepatitis C

Hepatitis C and Incarceration

What is Hepatitis C?

Hepatitis C is a viral infection that can cause long-term damage to the liver. In about 75% of cases the virus is not cleared from the body, and some people will become chronically infected. Hepatitis C can lead to serious health problems such as liver cancer, and can be life-threatening.

What is chronic Hepatitis C?

Chronic Hepatitis C is a long-term infection of the liver caused by the hepatitis C virus. People with chronic Hepatitis C have the virus present in their blood and liver for six months or longer. They may have no symptoms, or they can experience fatigue, nausea, and weight loss.

What are the symptoms of chronic hepatitis C?

Many people with chronic hepatitis C may be asymptomatic, meaning they do not experience any symptoms. Others may experience fatigue, joint pain, muscle aches, nausea, vomiting, and weight loss. Some people may experience jaundice (yellowing of the skin or whites of the eyes).

What are the risks of chronic hepatitis C?

Chronic hepatitis C can cause liver damage, cirrhosis, and even liver cancer. It can also increase the risk of developing other serious health problems, such as diabetes and certain types of cancer.

How can chronic hepatitis C be transmitted?

Chronic hepatitis C can be transmitted through blood-to-blood contact. This can occur through sharing needles, tattooing, body piercing, and unprotected sex. It can also be transmitted from mother to child during pregnancy.

Hepatitis C can be spread through contact with infected blood.

What is Hepatitis C and Incarceration?

Hepatitis C is a common viral infection that affects the liver. It can cause serious health problems and can be life-threatening. Inmates are at risk of contracting Hepatitis C in prison due to shared needles and other means of transmission.

Incarceration and Hepatitis C

Inmates are at risk of contracting Hepatitis C due to the sharing of needles and other means of transmission.

Hepatitis C in Prisons

Hepatitis C is a serious health concern in prisons. It can be transmitted through shared needles and syringes, as well as other forms of contact with infected blood.

What is Hepatitis C?

Hepatitis C is a viral infection that affects the liver. It can cause serious health problems and can be life-threatening. Inmates are at risk of contracting Hepatitis C in prison due to shared needles and other means of transmission.

Incarceration and Hepatitis C

Inmates are at risk of contracting Hepatitis C due to the sharing of needles and other means of transmission.
New Hepatitis C Posters in Development
HEPATITIS B PATIENT EDUCATION MATERIALS
Chinese

Fact Sheets

• Hepatitis B: Are you at Risk?
• When Someone Close to You Has Chronic Hepatitis B
• Protect Your Baby for Life: When a Pregnant Woman Has Hepatitis B

Posters

• 1 in 12 Asian Americans Has Chronic Hepatitis B
Other Languages

• Protect Your Baby for Life: When a Pregnant Woman Has Hepatitis B
  – Burmese
  – French
  – Hmong
  – Khmer
  – Korean
  – Lao
  – Russian
  – Taglish
  – Vietnamese
Professional Education Activities

• Exploratory research with health care providers
  – Focus groups with primary care physicians completed in May
  – Analysis beginning

• Developing new professional education materials and resources
  – Training materials and clinical tools
  – Professional medical education activities through clinical partners

• Developing and field testing a hepatitis C counseling and testing manual
Summary

• Planning a national education campaign
  – Based upon behavioral science theory
  – Extensive formative research will drive strategies
• Implemented in three phases
• Current approach
  – Continue media outreach strategies
  – Provider education informed by formative research
  – Consumer campaign focused on hepatitis C
  – Resources still needed for hepatitis B campaign
• Launch coincide with release of CDC’s expanded hepatitis C guidelines
Discussion Questions

• What’s your overall reaction? What advice would you give us in preparing for and designing the campaign?

• Would you like periodic updates about CDC’s education campaign?

• Would you like to be involved with the implementation of CDC’s campaign?
Questions – con’t

• Localization Option:
  – Content would remain unchanged
  – Local organization would take responsibility for localizing/printing
  – Localization is the addition of contact information only (such as organization name, address, telephone number)

• Would you use a localization option if available?
HEPATITIS C CAMPAIGN
CONSULTATION COMMITTEE
Consultation Committee for Consumer Campaign on Hepatitis C

- Committee to consult with CDC on campaign development and implementation strategies (consumer campaign focused on Hepatitis C)

- Purpose:
  - Advise on the feasibility and acceptably of campaign plans
  - Review results of formative testing with consumers
  - Advise on best implementation strategies
Proposed Committee Composition

• VHNET Representative (1)
• National Viral Hepatitis Organization (1)
• Adult Viral Hepatitis Prevention Coordinators (4-5 representing different geographical regions)
• National Hepatitis C Organization (1-2 with patient experience/perspective)
• National Medical/Professional Organization (1-2)
• Local Public Health Organization (1)
• Non Hepatitis Organization representing target population(s) (1-2)
Selection Process

• CDC to select committee after discussion with internal management and key partners
• Volunteers or nominations welcomed
• Please send your name, which category you represent, and why you are interested to:
  – cxj4@cdc.gov
Future Topics

What communication, education and training topics would you like to have additional webinars on?
- Review of CDC materials and discussion of needs (additional populations, languages, etc.)
- Discussion of CDC’s viral hepatitis website
- CDC’s Hepatitis C Counseling and Testing Protocol
- Professional training needs
PROPOSED NEW COMMUNICATION CHANNELS
Proposed New Communication Channels

• Newsletter for the field
  – Still in the planning phase
  – Development will be based on feedback from the field
  – Preliminary content ideas include:
    • News from the Field
    • Lessons Learned
    • Campaign Corner
    • Material Updates
    • Social Media Updates
    • Upcoming Events (training opportunities, conferences, etc)
    • Announcements
    • Journal articles/publications
Newsletter Discussion

• What do you think of the idea to have a hepatitis newsletter for the field?

• What kind of content would you like to see in the newsletter?

• Would you be willing to submit lessons learned or stories on best practices from your experiences in the field?

• How often would you like to receive the newsletter?
Additional Discussion

• What else can we do that would enhance communication and sharing between coordinators and more importantly, between other NGOs, CBOs and you?
  – An organizational Facebook page has been proposed. Is this something you would be interested in participating in?
  – How do you foresee it being used? What kind of information/communication would you want to receive through this channel?
Thank You!