

Bristol-Myers Squibb Foundation
Delivering Hope
 Hepatitis Awareness, Prevention and Care

**COMMUNITY HEPATOLOGY:
 EMPOWERING PATIENTS AND COMMUNITIES
 IN FIGHT AGAINST HEPATITIS B & C**

MODERATED BY: PROF MASAO OMATA

University of Tokyo

DATE: 28 MARCH, 2010

TIME: 12h00 – 13h30

VENUE: ROOM 402, CNCC



Title	Speaker
1. Bridging the Gap Between Medical Science and Its Translation to the Community	Prof Masao Omata
<ul style="list-style-type: none"> • Tripura - Towards a Hepatitis B Free State in North-East India 	Dr Pradeep Bhaumik Hepatitis Foundation of Tripura
<ul style="list-style-type: none"> • Science to Society – A Harm Reduction Strategy That Uses Lay and Community Health Workers in The Hepatitis B Fight in West Bengal 	Dr Partha Mukherjee Liver Foundation, West Bengal
<ul style="list-style-type: none"> • Project Achieve: Counselling Blood Donors For Improved Hepatitis B & C Awareness & Early Treatment 	Dr Zarina Bharucha Red Cross Federation of Bombay Dr Samir R Shah National Liver Foundation
<ul style="list-style-type: none"> • Hepatitis B Vaccination Rates Among High School Students in Northern India: Identifying Target Segments & Strategies for Social Marketing 	Dr Gourdas Choudhuri Hope Initiative
<ul style="list-style-type: none"> • Multi-targeted Strategies for Hepatitis Education Among Hard-to-Reach Migrant Communities in Shanghai 	Ms Yongfang Xia Shanghai Charity Foundation
<ul style="list-style-type: none"> • A Workplace Intervention to Fight Stigma and Discrimination in the Pearl River Delta's Factories 	Mr Dee Lee Asia Pacific Alliance Against AIDS, Tuberculosis and Malaria of NvWa
2. Do Community Interventions Have an Impact: An Evaluation of China Foundation for Hepatitis Prevention & Control in Four Provinces	Dr Yolanda Bao Peking University Center for Pharmacoeconomics and Outcomes Research
3. Why BMSF Delivering Hope Prioritises Community-based Interventions	Ms Phangisile Mtshali Bristol-Myers Squibb Foundation
4. Question and Answer Session	Prof Masao Omata

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Tripura - Towards a Hepatitis Free State in North-East India

This study is a massive state wide community based approach to see the effect of awareness on vaccination rate against Hepatitis B. More than 120 000 people were vaccinated for the first time. HFT runs weekly outreach education and vaccination clinics in 23 centers.



Science to Society – A Harm Reduction Strategy That Uses Lay and Community Health Workers in the Hepatitis B Fight in West Bengal

“Science to Society” intervention is the first program to build the capacity of Rural Health Care Practitioners to serve as a vehicle for information and generation of awareness to fight Hepatitis B among the rural population. “

Project Achieve: Counseling Blood Donors for Improved Hepatitis B & C Awareness & Early Treatment, Bombay

Hepatitis B&C testing of blood collected for transfusion is a mandatory requirement in India. However, donor notification and counseling have not been introduced as a policy. Advising donors with positive viral markers is an essential part of donor care and an ethical requirement of the blood transfusion service (BTS). National Liver Foundation and Federation of Bombay Blood Banks carried out the project to increase awareness of hepatitis among blood donors and train blood bank staff to counsel blood donors.

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Since 2002, the programme has, undertaken interventions in India and China, to improve hepatitis prevention, awareness and support by:

- Empowering patients and communities with information and basic facts in schools, high risk communities and marginalised groups.
- Identifying and harnessing community-based health sentries and rural health practitioners, blood banks and general practitioners
- Seeking innovative channels to mainstream HBV and HCV information into other social and public health programs.
- Seeking innovative channels for general awareness and disease education.

Hepatitis B Vaccination Rates Among High School Students in Northern India: Identifying Target Segments & Strategies for Social Marketing

To assess the rate of Hepatitis B vaccination in school-going children in and around Lucknow, and identify the reasons for poor rates; to evaluate knowledge, attitude and practice scores of Hepatitis B in school children before and after an IEC intervention and establish the demand for Hepatitis B vaccination camps.



Multi-targeted Strategies for Hepatitis Education Among Hard-to-Reach Migrant Communities in Shanghai

Shanghai Charity Foundation initiated three programs a) Addressing health and livelihood issues of migrant workers and other groups at risk of viral hepatitis. b) HBV intervention and education in the community to reach every citizen in Huangpu and Songjiang Districts. c) The study of HCV prevention and control through intervention among medical staff and HCV patients.

A Workplace Intervention to Fight Stigma and Discrimination in the Pearl River Delta (PRD)

NvWa established the Worker's Health Capacity Centre and a project to: 1) educate migrant workers, employers and the general public on prevention of hepatitis and rights of HBV carriers and patients 2) build capacity of migrant workers in PRD to advocate for anti-discrimination policies and practices.

Do Community Interventions Have an Impact: An Evaluation of China Foundation for Hepatitis Prevention & Control in Four Provinces?

The China Foundation for Hepatitis Prevention and Control (CFHPC) and BMSF initiated the Educational Intervention for Hepatitis B prevention among reproductive-age women in rural China in Gansu and Shaanxi Provinces in 2006. This study evaluates the impact of the educational intervention on the awareness of hepatitis B among healthcare providers and women of reproductive age as well as vaccination uptake for newborns and children.

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