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A series of media campaigns in China heightened the public’s awareness for hepatitis B prevention, testing, and treatment around World Hepatitis Day on July 28, 2017:

1. **Focus on Jade** partnered with World Health Organization to launch a photography contest. Participants were urged to “press the shutter” and express support for people living with hepatitis B. We received photos from communities nationwide.

2. **Chinese celebrity** guess who was the celebrity behind the image in China’s World Hepatitis Day campaign resulted in 650,000 views and 4,449 comments.

3. **Photo sharing on Weibo**, the Chinese version of Twitter, attracted 250,000 views and 1,400 reposts.

4. **Hepatitis B video** featuring Chinese heartthrob, Yifeng Li received millions of views on social media.

5. **Beijing subway campaign** month-long billboards and video displays on trains and 168 stations in partnership with China and Beijing Centers for Disease Control and Prevention brought hepatitis B messages to millions of commuters in Beijing.

6. **Beijing-based bicycle sharing company “ofo”** attached Jade Ribbons to their bikes, reaching 50,000 people.

7. **Dr. So** was invited to be a session co-chair at the National Health and Planning Commission of China and World Health Organization Expert Consultation on Eliminating Mother-to-Child Transmission of Hepatitis B in Beijing. Our project in Gansu Province was featured as a model program.

8. **Qingqing Fund** high school volunteer team from Beijing used blackboard drawings and interactive games to teach kindergarten children about hepatitis B. Total of 8 high school teams were selected to receive support for their awareness activities.

9. **Shenshen Fund** helped to support 26 university teams across 17 provinces that touched 15,000 people. 4 teams pioneered new ways to promote hepatitis B knowledge and prevention through hiking, distributing hepatitis B pamphlets and visiting rural villages.

10. **Zhong Fund** supported 34 non-governmental organizations (NGO) across 25 cities with resources to promote hepatitis B prevention. Their activities appeared digitally on WeChat, Weibo, Qzone, Baidu BBS, and television. In-person activities included medical consulting, cycling events, and a walkathon.
**U.S. MODEL TO ACHIEVE ELIMINATION**

Dr. Mehlika Toy, research epidemiologist from the Asian Liver Center was commissioned by the U.S. National Academies of Sciences, Engineering and Medicine to model the feasible targets for elimination of hepatitis B in the U.S. by 2030. The results and the recommended road map for a national strategy to eliminate hepatitis B and C was published in 2017.

**JOINJADE: GLOBAL MODEL TO ELIMINATE HEPATITIS B**

Dr. So was invited to give a keynote address at the first Australasian Viral Hepatitis Elimination Conference on building culturally tailored education and outreach through the JoinJade Campaign to eliminate hepatitis B worldwide.

**TARGETED LIVER CANCER IMAGING**

In partnership with Eureka Therapeutics, we have developed an antibody probe that can specifically identify the majority of primary liver cancers that over-express a molecular target. This imaging technology can provide a more accurate diagnosis of liver cancer.

**HIGH IMPACT PUBLICATIONS**

Our research findings were published in 2017 among the most prestigious journals including Nature, Nature Communications and Gastroenterology.

**NOVEL PEPTIDES TO TREAT LIVER CANCER**

Peptides, which are short fragments of proteins, can specifically target and inhibit the functions of disease-causing proteins. Using this approach, together with collaborators from Stanford and Israel, we have identified peptides that target important proteins in liver cancer cells. This offers a novel approach to the treatment of liver cancer, which is highly resistant to standard chemotherapy.

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**THANK YOU**

The report findings and recommendations were presented at the U.S. Centers for Disease Control and Prevention Summit in Atlanta and at the Annual meeting of the American Association for the Study of Liver Diseases in Washington DC by Dr. So on behalf of the National Academies.

To all our donors, thank you for your generous support. Donations are tax deductible to the full extent provided by law.

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**MAKE A DONATION**

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Fax: 650-736-8001

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