YEAR IN REVIEW
2017

CELEBRATING 20 YEARS TO STOP HEPATITIS B AND LIVER CANCER
EMPLOYERS COLLABORATE TO STOP HEPATITIS B

Compensation & Benefits Lead for Microsoft Greater China, Laure Cheng, felt "...the necessity of education with the huge hepatitis B and liver cancer population in China." In 2017, Microsoft China began offering voluntary testing in the company-paid annual health check, and voluntary hepatitis B vaccination as a reimbursable benefit.

The JoinJade Employer Collaborative expanded from China to include the San Francisco Bay Area, which has the highest burden of chronic hepatitis B and liver cancer in the U.S.

Dr. Hang Pham from the Asian Liver Center conducts Hepatitis B Risk Assessment for LinkedIn employees.

YOUTH AMBASSADORS

Vivien Cheng (left) from Lynbrook High School, and Catherine Kim from Leland High School in San Jose were the 2017 Joinjade Youth Ambassadors that committed more than 100 volunteer hours and innovative efforts to raise hepatitis B awareness.

CELEBRATING 15 YEARS OF YOUTH LEADERSHIP IMPACT

We held the first reunion of participants from our Annual Youth Leadership Conference on Asian & Pacific Islander Health. Alumni in the fields of medicine, engineering, and business discussed how the Youth Conference has shaped their academic and career trajectories.

RAISING CHINESE & VIETNAMESE AWARENESS

We collaborated with San Francisco Bay Area radio and television stations to broadcast hepatitis B public service announcements produced by the Asian Liver Center.

We launched the first free online training course in Vietnamese developed in partnership with Vietnam Ministry of Health to improve training of primary care providers, nurses and midwives in hepatitis prevention and control. knowhbvhcv.org

ASIAN LIVER CENTER 20th ANNIVERSARY

Guests and faculty gathered to celebrate the founding of the Center 20 years ago.

Dr. Lloyd Minor, Dean of the Stanford University School of Medicine presented Mrs. Ha Lin Yip Huang a gift from Stanford Medicine in recognition of the generous donations that she and her late husband, Dr. CJ Huang has made including the building that houses the Center.

Clockwise: Ka Ching Cha, granddaughter of the late Dr. CJ Huang spoke in memory of Dr. Huang who would have turned 100 in 2017. Dr. Stephanie Chao reflected on her association with the Center which started when she was a Stanford undergraduate student. Dr. Amanda Wong spoke about how the Center inspired her to form Team HBV high school and collegiate chapters to spread hepatitis B awareness nationwide, and Linda Zhang, the Center’s China program manager in Beijing recounted the story and impact the Center has played to dispel hepatitis B employment discrimination in China.
MEDIA
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.

MODEL PROGRAM

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.

INSPIRING CHINESE YOUTH

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.

COLLABORATING WITH NGO

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.

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.

HIGH IMPACT PUBLICATIONS

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

Thank you

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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