2020

YEAR IN REVIEW #JOINJADE
7 interns and 11 volunteers worked with us in 2020. Although Covid-19 presented unexpected obstacles, the passion and talent of our team made ripple effects across China.

**CHINA CDC**

We partnered with China CDC for World Hepatitis Day for a nation-wide promotion and poster campaign.

**SUBWAY SYSTEM**

40 different Beijing Subway and bus stops displayed JoinJade awareness posters to raise hepatitis B awareness and end stigma.

**School Education program**

We engaged Apple and Cummins to collect donations for Qinghai Province for the Jade Primary School Education program, deepening our connection with corporate partners while having impact.

**The Sichuan Agricultural University’s volunteer union**

was funded by Peking ALC to raise hepatitis B awareness and eliminate stigma at two local kindergartens.
HUANG XIAOMING

Chinese actor & philanthropist, Mr. Huang Xiaoming served as the 2020 World Hepatitis Day Jade Ambassador via a social media campaign to raise hepatitis B awareness and end stigma. He is followed by over 60 million fans online.

NGOs

22 NGOs from 12 provinces in China were funded by Peking ALC to increase public awareness of hepatitis B elimination and stigma via onsite activities.

MEDIA

Major Chinese media platforms including CCTV, Tencent, iQIYI, and China development news promoted hepatitis B awareness posters, videos, and articles to raise awareness of hepatitis B prevention and stigma.

MICROVIDEO CONTEST AGAINST HEPATITIS B DISCRIMINATION

We received 21 videos from 21 university teams to speak out against hepatitis B discrimination. The content will be leveraged by Peking ALC as promotional materials.

CREATIVE COLLABORATION

Social media platform, Bilibili became the biggest video-sharing platform in China. We collaborated with Bilibili star, Shipindao for a creative video which was viewed 370K times over 3 days.

JOINJADE FOR CHINA CORPORATIONS

9 JJC corporate partners engaged their workforce in hepatitis B anti-discrimination and prevention education, including online lectures from Dr. So.

JADE GOES DIGITAL

INTERACTIVE DIGITAL VIDEO

We developed an educational video for college student users to engage in a story about two friends, one a hepatitis B carrier. The user could select different paths to render different story endings. Released via Bilibili Chinese video-sharing website, over 100,000 students had fun while getting informed.

JADE GESTURE CHALLENGE

10,000 community members took up the challenge to pose with a ‘jade gesture’. This initiative was promoted by Peking ALC and Jade Ambassador, Mr. Huang Xiaoming.
We developed the Chronic Hepatitis B Treatment Decision Tool for Adults in response to the World Health Organization (WHO) goal to increase treatment rates to at least 80% by 2030. The app is intended for primary healthcare professionals particularly in resource-limited countries, as a guide in the monitoring of HBsAg positive adults, and also when antiviral treatment would be recommended based on guidelines adapted from WHO or American Association for the Study of Liver Diseases.

Malaysian celeb and new mom, Juliana Evans took a major stand for hepatitis B as a JoinJade Ambassador. She educated her 1 Million+ Instagram followers on the importance of newborn hepatitis B vaccination. Our first partnership post on World Cancer Day reached 284,000 people through Instagram, Twitter, and Facebook.

Bay Area contestants were asked to promote prevention through culturally sensitive messaging with a multigenerational family cast. Local student, Gabrielle Li’s ‘Get Tested’ commercial was awarded $500 from Mike’s Camera and aired on Crossings TV in California.

Get Bossy to Beat Hep B!

Instagram celebrities @AsianBossGirl helped produce a ‘Get Tested’ public service announcement during the holidays, encouraging communities to give the gift of health.

Crossings TV Partnership

Crossings TV aired our public service announcements 600 times in California, bringing awareness of testing and vaccination to local Asian American communities.

Online Decision Tool

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Celebration

ASIAN LIVER CENTER
The ALC and The Health Trust has reached out to legislators to introduce a hepatitis B and C screening and linkage to care bill to address the current gaps in diagnosis and treatment. If this bill is passed, California will be the first state to require primary health care facilities to offer voluntary hepatitis B and C screening tests and provide the recommended care and treatment for persons who test positive.

ALC outreach interns organized various digital initiatives to engage community in raising awareness about hepatitis B. Hundreds of young people and families wore jade and participated in the walkathon event to spread word about hepatitis B in the spirit of World Hepatitis Day. A Gofundme campaign was successfully implemented to provide 2,000 JoinJade masks to community and vulnerable groups such as homeless and senior residents.

18TH ANNUAL YOUTH LEADERSHIP CONFERENCE

With the onset of COVID-19, we convened this year’s Conference virtually. The participants engaged in leadership sessions in the context of media, business management, human resources, public health, and cultural identity, reflected in their final Team Challenge where they were tasked with developing a hepatitis B media campaign.

YOUTH INNOVATION

6 high school Youth Ambassadors put their passions and skills to creative use. They developed educational videos in Chinese and the Indian language, Kannada; an online hepatitis B testing ‘how to’ guide; an original song; and, a presentation for students with a companion worksheet and Jeopardy game.

TEAM HBV COLLEGIATE VIRTUAL CONFERENCE

College chapters participated in keynote sessions, student-led workshops, and an outreach hackathon to design an online platform that will integrate digital resources for the hepatitis B community.

CALIFORNIA LEGISLATION

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DIGITAL COMMUNITY OUTREACH

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The 2020 Physician’s Guide to Hepatitis B is the latest edition of the popular publication from the ALC. This easy to read manual provides health care providers a practical, evidence-based comprehensive guide to the prevention, immunization, screening, care and treatment of chronic hepatitis B infection.

In 2020, the ALC launched the KnowHBV app to increase the proficiency of primary health care providers worldwide to manage and treat their patients with chronic hepatitis B infection. The app can be downloaded for free from the Apple and Android app stores and is currently in 8 languages.
HUMANIZED ANTIBODY FOR DIAGNOSTIC IMAGING OF LIVER CANCER

By engineering a mouse antibody, we have created a humanized antibody targeting a liver tumor marker that is present in high levels in liver cancer cells, but not in normal liver cells. We have performed experiments demonstrating that the humanized antibody can be used as a promising imaging probe in the clinical diagnosis of liver cancer patients.

VIRTUAL DRUG SCREENS

In collaboration with Michigan State University (MSU), we have employed a virtual computer-aided, high throughput drug screening program which has the potential to identify novel drug candidates for liver cancer. The first round of candidates have been identified, and improvements to the virtual screening will be made based on experimental validations in liver cancer cells.

UNDERSTANDING THE TUMOR MICROENVIRONMENT

Tumor cells are surrounded by different cell types in their microenvironment, which can affect their responses to treatment and clinical outcome. We have initiated a new project with our collaborators and Dr. Bin Chen at MSU to study how certain promising drug candidates can regulate these responses to achieve enhanced treatment outcomes.

LAB RESEARCH

In 2020, we were awarded a 5-year U.S. Centers for Disease Control and Prevention, Epidemiologic and Economic Modeling Agreement (NEEMA). The aim of the modeling research is to evaluate the population health impact and cost-effectiveness of new potential CDC national hepatitis B screening, vaccination and treatment recommendations.

Our first NEEMA study found that if we screen every adult in the United States for chronic hepatitis B infection and treat the individuals tested positive with antiviral medications, it would save thousands of lives and millions in health care costs which would otherwise be spent on treating complications of hepatitis B including liver cancer.

RESEARCH: COST-EFFECTIVENESS MODELING

National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention Epidemiologic and Economic Modeling Agreement (NEEMA)
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Thank you

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