

YEAR IN REVIEW 2016

ASIAN LIVER CENTER at Stanford University

JOINJADE STOP HEPATITIS B STOP LIVER CANCER



TOGETHER WE ARE TAKING JOINJADE GLOBAL

In 2016, Asian Liver Center reached into the most critical and high risk communities worldwide. Under the branding of the JoinJade campaign, we continue to work with partners to promote hepatitis B testing, vaccination, linkage to healthcare, and end discrimination against people living with chronic hepatitis B. Thank you for helping us towards our goal of ending hepatitis B.



Voices for Hepatitis B



Asian Liver Center partnered with 22 community organizations to organize a World Hepatitis Day (July 28th) Concert with San Francisco Bay Area musicians and Vietnamese celebrity singer Thanh Lan from Los Angeles, to raise hepatitis B awareness in San Jose, the city with the largest Vietnamese population in the United States. The event featured free hepatitis B testing by North East Medical Services, and speeches by Dr. John Ward from U.S. CDC (Centers for Disease Control and Prevention) and Congressman Mike Honda.

Multimedia Vietnamese Campaign

Hepatitis B testing and linkage to care is a priority among the Bay Area Vietnamese population because as many as 1 in 8 are infected. Asian Liver Center and our community partners launched a 3-month multimedia hepatitis B awareness and education campaign. Messages about how to stop hepatitis B and liver cancer were disseminated by Vietnamese physicians and community leaders through two Vietnamese radio talk-show, and by public service announcements in two Vietnamese daily newspapers, and on two Vietnamese radio stations during peak hours.



ALC Goes to Work

We reached employees at 9 major workplace campuses in Silicon Valley, to educate them about testing and linkage to care. Employees received:



JoinJade swag to remind them of prevention and to spread the word!



Know HBV brochure about risk, transmission, and prevention.



Take-to-Your-Doc cards to communicate testing and vaccination needs to their physicians.

“ I was not aware of hep B until Asian Liver Center gave a presentation at my company. I decided to take action. My test result came out negative and I have completed my vaccination in July 2016. At the same time, I shared the information with my coworkers who missed the presentation. One of them took it seriously, and his test result was positive for hepatitis B.

-Silicon Valley Tech Employee, September 2016. His coworker is now on antiviral medication to prevent disease progression and liver cancer. ”

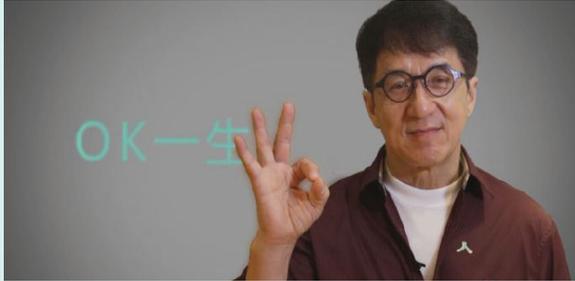
HS Students Drive Awareness



10 creative high school students who attended our Annual Youth Leadership Conference developed a public service video to promote testing and awareness. Their video aired on HTTV, a Chinese television station in the Western United States. Watch at Asian Liver Center's YouTube!

Millions Touched in China

Hepatitis B prevention messages reached 90 million people in China. 2016 saw the launch of the largest World Hepatitis Day awareness campaign in China to date. Hepatitis B messages by celebrities Jackie Chan, Yang Yang and Kai Zheng were shown on 9000 video displays and posters on Beijing subway trains and 158 subway stations and by social media on the internet.



The 2016 campaign slogan was "Protect your Liver. Stop Liver Cancer. Hepatitis B is Preventable and Treatable" # Stop hepatitis B, Ok for life #. The campaign partners were the Asian Liver Center, World Health Organization, China CDC, Beijing CDC, Chinese Preventive Medicine Association, Wu Jieping Medical Foundation, and China Foundation for Hepatitis Prevention and Control.



Chinese Students JoinJade

Teams of students from 33 universities in China carried out hepatitis B awareness and educational activities across 14 provinces with support from Asian Liver Center. Sichuan Agricultural University was among the most innovative. Teaching students and the community about hepatitis B through Chinese rap songs, campus radio, and live internet chat.



Protecting Mothers and Babies

New project with Gansu and Qinghai health departments provides free testing for over 20,000 babies born to hepatitis B-infected mothers each year to make sure they are protected, and to scale up hepatitis B healthcare worker training and pregnant women education. We hope the project will lead to a national policy to provide routine, free testing. Special thanks to our donors particularly Mavis and Chi Hong Fong, and Florence Lee for their generous support.



Ending Discrimination



Discrimination against hepatitis B carriers has been historically pervasive in China for job seekers. Stanford Asian Liver Center launched the JoinJade for China project to build inclusive workplaces free from hepatitis B discrimination in partnership with Global Business Group on Health, IBM, GE, Intel, HP Inc, and HP Enterprise.



In April 2016, 29 multinational corporations that signed onto the initiative, were recognized at the JoinJade for China Summit at the Stanford Center at Peking University. Participating companies also ensure that employees are educated about hepatitis B, and the importance of vaccination, care and treatment. Over half a million employees are now benefiting from this joint initiative.

RESEARCH



Big Data: Finding Better Liver Cancer Treatments

Our research is harnessing the power of technology and big data to find new drugs to treat liver cancer in faster and more cost-effective ways. In addition to ongoing collaboration with scientists at UCSF, we also partner with a Palo Alto start-up company to predict and evaluate drugs and novel chemicals that can be more effective to treat liver cancer when used alone or in combination.

Liquid Biopsy: Early Liver Cancer Detection



DNA molecules that freely circulate in blood can provide important insights into a patient's disease state. We are working with collaborators to measure the levels of various circulating DNA biomarkers in patients with liver cancer. The goal of the research is to develop a specific diagnostic blood test for early liver cancer detection and to monitor how well the patient is responding to cancer treatment.



Hong Kong. World Health Organization meeting, June

GLOBAL

Professor So and Dr. Wai Chi Lin from the Hong Kong Department of Health co-chaired the opening session of the World Health Organization meeting to address viral hepatitis in the high burden countries in Asia. The meeting identified priorities and strategies towards the vision of a region free of new hepatitis infections, and improving access to care and effective chronic hepatitis treatments.

THANK YOU

Jade Sponsors (\$100,000+)

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

MAKE A DONATION

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