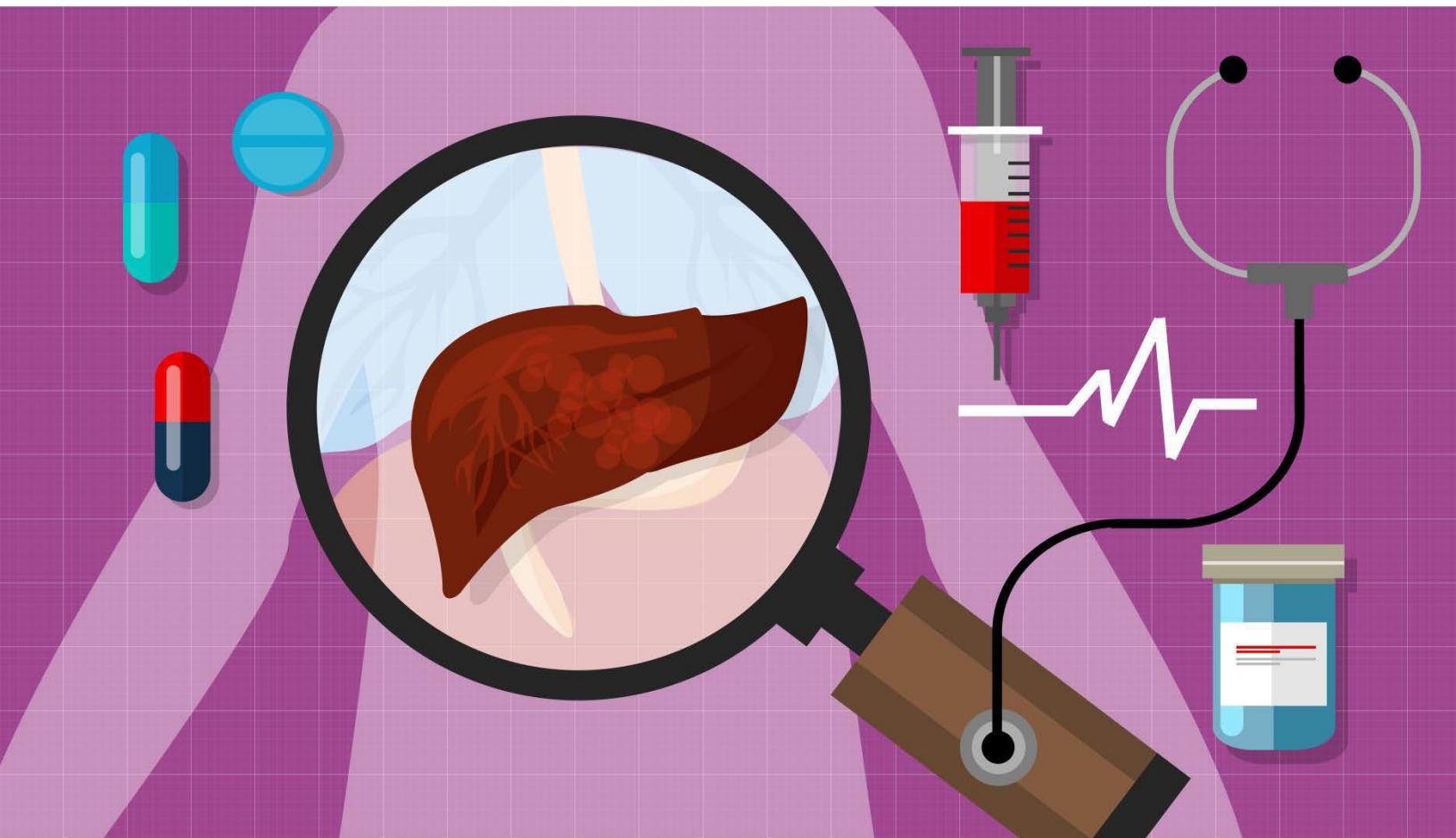


Viral Hepatitis and Liver Cancer Social Media Toolkit



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Tip:

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ABOUT THIS TOOLKIT

This toolkit is designed to help public health professionals and comprehensive cancer control stakeholders implement evidence-based practices when communicating about viral hepatitis and liver cancer prevention and awareness.

Don't have the time or capacity to implement this toolkit? Don't fret! You can still engage your audience by retweeting messages from [@GW Cancer](#)

WHEN IS A GOOD TIME TO USE THIS TOOLKIT?

Hepatitis Awareness Month in May is an annual observance that provides a specific opportunity to promote awareness of hepatitis and also the link between hepatitis B, hepatitis C and liver cancer. National Hepatitis Testing Day is May 19 and it provides an opportunity to encourage at-risk communities to get tested for viral hepatitis. October is Liver Cancer Awareness Month and could provide another good opportunity to promote awareness among providers and the public about liver cancer prevention through viral hepatitis prevention, screening and treatment.

SOCIAL MEDIA 101

This toolkit offers recommended posts for Twitter and Facebook. For information about social media platforms, key terms, and strategies to promote health observances using social media, please review the social media guide available at <http://bit.ly/GWCCSMTKs>.

BEST PRACTICES FOR COMMUNICATING ABOUT VIRAL HEPATITIS

Despite the strong link between viral hepatitis and liver cancer, many individuals may not know about hepatitis B or hepatitis C. Chronic hepatitis B and C are lifelong infections that are clinically silent in most patients; in fact, approximately two-thirds of people infected with hepatitis B and half infected with hepatitis C are unaware of their condition ([National Academies of Sciences, Engineering, and Medicine \[NASEM\], 2017](#)). Even among public health and cancer control professionals, knowledge about risk factors and testing recommendations could be improved.

Basic Facts about Viral Hepatitis and Liver Cancer

Summarized from [A National Strategy for the Elimination of Hepatitis B and C: Phase Two Report](#) (NASEM, 2017).

- Liver cancer is the fastest-growing cause of cancer deaths in the United States.
 - New liver cancer cases increased 38% and liver cancer deaths increased 56% between 2003 and 2012.
- Hepatitis B and hepatitis C infections cause 61% of the nation's hepatocellular carcinoma, the most common form of liver cancer. Other causes of liver cancer include excessive alcohol consumption, obesity, non-alcoholic fatty liver disease, rare metabolic disorders, and type II diabetes.
- Liver cancer caused by chronic hepatitis B can be prevented through hepatitis B vaccination or detection and treatment of infections.
- Chronic hepatitis C can be cured with effective treatment, reducing the risk of liver cancer.



Key Points on At-Risk Groups

An annual report from the American Cancer Society, CDC, the National Cancer Institute (NCI) and the North American Association of Central Cancer Registries noted that between 2010 and 2014, death rates associated with liver cancer increased in white, black and Hispanic men and women and AI/AN men, with more than twice as many men diagnosed with liver cancer as women across all racial/ethnic groups (Jemal et al., 2017). Liver cancer rates reflect ongoing health disparities, and groups like baby boomers, Asian Americans/Pacific Islanders and people who inject drugs are also at an increased risk (CDC, 2016).

- Chronic hepatitis C infections disproportionately affect baby boomers (individuals born from 1945-1965), making up 81% of hepatitis C cases in the U.S. (CDC, 2016).
- Chronic hepatitis B infections disproportionately affect minority groups and immigrants from Asian and sub-Saharan African countries (CDC, 2016).
- Asian/Pacific Islanders make up less than 5% of the U.S. population, but they account for more than 50% of people in the U.S. with hepatitis B (CDC, 2016).
- Those who have difficulty accessing health care, such as the incarcerated, homeless and uninsured have an overall increased risk of hepatitis B and C (NASEM, 2017).
- Nearly 75% of new hepatitis C infections are caused by injection drug use (Klevens et al., 2014; University of Washington, n.d.). Injection drug use is also a risk factor for acquiring hepatitis B (NASEM, 2017).

More information about liver cancer and viral hepatitis is available from CDC's [report summary](#) of the [Annual Report to the Nation on the Status of Cancer, 1975-2014](#).

TIPS WHEN COMMUNICATING ABOUT VIRAL HEPATITIS AND LIVER CANCER...

Using these key points from the literature can help ensure your messages address some of the most common barriers to prevention and treatment:

- Highlight the link between viral hepatitis and liver cancer, and increase knowledge about how viral hepatitis is transmitted, prevented and treated
- Educate communities and health care providers about who is most likely to be affected
- Decrease stigma around hepatitis B and hepatitis C infections
- Debunk commonly held misconceptions and myths

(Adapted from Jorgensen et al., 2016)



Highlight the link between viral hepatitis and liver cancer, and increase knowledge about how viral hepatitis is transmitted, prevented and treated

Lack of knowledge about the prevalence of chronic viral hepatitis and methods for screening and treatment likely contribute to ongoing transmission, missed opportunities for prevention (like vaccination), missed opportunities for early diagnosis and care, as well as negative health outcomes for infected people (Institute of Medicine (IOM) Committee on the Prevention and Control of Viral Hepatitis Infection, 2010).

- Health care providers may not have sufficient knowledge about who is at risk and should be testing for chronic hepatitis B and hepatitis C infection. Providers may lack awareness of best practices for primary and secondary prevention (IOM Committee on the Prevention and Control of Viral Hepatitis Infection, 2010). Also, viral hepatitis treatment may "carry risks that providers in small practices may be reluctant to accept," causing disparities in rural and underserved communities (NASEM, 2017).
 - The University of Washington National Hepatitis Training Center offers free educational resources for clinicians on [hepatitis B](#) and [hepatitis C](#).
 - [The ABCs of Viral Hepatitis](#) provides basic information for health care providers and community members about how hepatitis B and hepatitis C are transmitted.
 - [The University of New Mexico's Project ECHO](#) provides training to primary care clinicians to provide specialty care services, and has "transferable lessons for building capacity in primary care" (NASEM, 2017).
- Despite reporting that cancer prevention works very well for hepatitis B vaccination compliance, few health care professionals report using it as a compliance strategy for hepatitis B vaccination. Lack of perceived patient risk was also cited as a barrier to compliance (Prevent Cancer Foundation, 2016).
- Despite being more likely to die from liver cancer than other racial/ethnic groups, many Asian Americans/Pacific Islanders report poor knowledge regarding the link between hepatitis B and liver cancer (Do & Nam, 2011; Prevent Cancer Foundation, 2016). CDC also found that among Asian Americans/Pacific Islanders, knowledge levels about hepatitis B were low and individuals were confused about how the virus was transmitted (Jorgensen et al., 2016).
 - CDC's [Know Hepatitis B](#) initiative provides prevention and treatment information specifically for Asian Americans/Pacific Islanders.
- Among baby boomers, knowledge of hepatitis C was fair, but many misconceptions about transmission and treatment were reported – particularly lack of knowledge about the curability of hepatitis C infection (Allison et al., 2016).
 - CDC's [Know More Hepatitis](#) initiative provides information and resources for babyboomers.
- Norton et al. found that baseline knowledge about hepatitis C was poor among high-risk populations like injection drug users; however, easy on-site education interventions significantly improved knowledge and acceptability of testing (2014).
- About 20% of new hepatitis B cases occur in men who have sex with men, but many report low or no knowledge about hepatitis B prevention, transmission or vaccination (CDC, 2015; Nyamathi et al., 2013; Lifson & Halcon, 2001).

Educate communities and health care providers about who is most likely to be affected

- Protecting vulnerable communities against viral hepatitis and liver cancer starts with prevention. There is an effective vaccine for hepatitis B and approximately 90% of children under three are fully immunized, but only about a quarter of adults are fully immunized. Vaccination efforts should focus on populations at increased risk (NASEM, 2017).
- Reducing transmission of existing infections is another prevention opportunity. A simple blood test can screen for infection, and both hepatitis B and C are treatable. Harm reduction strategies may



help reduce transmission among people who inject drugs and those who are incarcerated (NASEM, 2017).

- Increased collection of data on risk factors for chronic hepatitis B and hepatitis C infections by providers could lead to increased vaccination and reduction in disparities in the burden of chronic viral hepatitis (IOM Committee on the Prevention and Control of Viral Hepatitis Infection, 2010).
- Insufficient access to treatment for hepatitis C infection remains a barrier for many American Indian/Alaska Native communities, especially those who rely on the Indian Health Service for care (Leston & Finkbonner, 2016).
- Educating communities at risk means it's important to integrate cultural knowledge into the style of your communication messages - this requires a careful understanding of your audience and their preferred communication style (Kagawa-Singer et al., 2010). Communication efforts that provide cultural context and background for health messages may be more effective than those that do not (Viswanath & Emmons, 2006).
 - [Hep B United](#) works with local coalitions to raise community awareness and hold vaccination, screening and testing events, particularly for Asian American communities.
 - [Coalition Against Hepatitis for People of African Origin](#) works with community partners across the U.S. to raise awareness about hepatitis B, particularly among African immigrants.

Decrease stigma around hepatitis B and hepatitis C infections

- In formative research for a communication campaign aimed at Asian American/Pacific Islander communities, CDC found that stigma toward those affected by hepatitis B was commonly reported (Jorgensen et al., 2016).
- Perceived stigma associated with hepatitis C infection can lead to anxiety and excessive fear of transmission, often resulting in social isolation and reduced relational intimacy (Marinho & Barreira, 2013; Grundy & Beeching, 2004).
- Health care providers are not immune from negative stereotyping and judgment against those infected with hepatitis C (Marinho & Barreira, 2013).
- A 2003 study found that 60% of individuals infected with hepatitis C who reported stigmatization experienced problems in the health care environment (Zickmund, Ho, Masuda, Ippolito & LaBrecque, 2003).
- Use your awareness-raising activities to normalize screening for recommended groups.
 - CDC's [Know Hepatitis B](#) and [Know More Hepatitis](#) initiatives help increase and normalize screening.

Debunk commonly held misconceptions and myths

- Jorgensen et al. (2016) found that common myths included the belief that hepatitis B could be spread through sharing food or utensils or through the air, while some focus group participants did not realize that [perinatal transmission](#) was a common cause of chronic infection.
- In a survey of a high-risk urban population, most respondents were not sure or did not think that hepatitis C could be cured, and over half expressed incorrect beliefs regarding treatment side effects (Norton et al., 2014).
- Many individuals may underestimate their risk for chronic hepatitis by assuming a health care provider will tell them if they need to be tested or assuming they will have obvious symptoms like yellow eyes (Jorgensen et al., 2016).



SAMPLE TWEETS AND FACEBOOK POSTS

Tweets	Facebook Posts
#DYK May is #hepatitis awareness month? Get involved by sharing resources from @CDChep: http://bit.ly/2i1ui5z #HepAware	Did you know that May is Hepatitis Awareness Month? During May, public health partners across the country work to shed light on this epidemic by raising awareness of viral hepatitis and encouraging at-risk populations to get tested. Here are some resources to help you get involved: http://bit.ly/2i1ui5z
Learn more about testing recommendations for hepatitis C virus http://bit.ly/2hZwEP6 #hepC #KnowHepC	Viral hepatitis can cause liver cancer. Do you know if you or your loved ones should be tested? Learn about testing recommendations: http://bit.ly/2hZwEP6
Are you at risk for #hepatitisB or #hepatitisC? Take the assessment to see if you should be tested: https://bit.ly/3ii0uO5	Are you at risk for hepatitis B and hepatitis C? Find out whether testing or vaccination is right for you: https://bit.ly/3ii0uO5
Anyone can get #hepatitisC, but baby boomers have the highest rates. Early detection can save lives. Learn more https://bit.ly/33k3J3x	Did you know that baby boomers have the highest rates of infection from hepatitis C? If you were born from 1945 to 1965, talk to your doctor about getting tested – it could save your life: https://bit.ly/33k3J3x
50% of people w/ #hepatitisC don't know they're infected. Learn the ABCs of viral hepatitis. For more info: http://bit.ly/2jcOz6h	You've heard of hepatitis A, B and C, but do you know the important differences between these viral infections? Hepatitis B and C can progress to lifelong infections with serious illnesses like liver cancer. Learn more from CDC: http://bit.ly/2jcOz6h
#DYK #hepatitisB is very common among Asian Americans? Talk to your doc about getting tested: https://bit.ly/3kXljyW	Hepatitis B affects 1 in 12 Asian Americans, but most don't know it. Talk to a doctor about getting tested for hepatitis B if you or your parents were born in Asia or the Pacific Islands: https://bit.ly/3kXljyW
Millions of people in the U.S. have #hepatitisC and don't know it. Share this video w/others to spread the word: https://bit.ly/2Siczl	Why should baby boomers talk to their doctor about testing for hepatitis C? Those born from 1945-1965 are 5 times as likely to have the disease. This video explains why you should talk to your doctor about getting tested: https://bit.ly/2Siczl
You can feel healthy & still have #hepatitisC. If you were born from 1945-1965 Know More Hepatitis provides great info http://bit.ly/2nLIAuH	If you feel healthy, you don't have hepatitis C, right? Wrong! Most people don't have symptoms, and left untreated, it can lead to liver cancer. Those born from 1945-1965 can check out Know More Hepatitis for more info: http://bit.ly/2nLIAuH
How is #hepatitisC spread? Get the facts from @CDChep: http://bit.ly/2na0CTh	Can you get hepatitis C from casual contact with an infected person? No! It usually spreads when blood from a person infected with hepatitis C enters the body of someone who isn't infected. More info here: http://bit.ly/2na0CTh



SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
Viruses and cancer: What's the connection? #hepatitisB and #hepatitisC can cause complications like #LiverCancer: http://bit.ly/2i1K2pv	You might not think about cancer when you think about viruses like hepatitis B and hepatitis C, but think again. Chronic infections with viral hepatitis can lead to liver cancer. Get the facts: http://bit.ly/2i1K2pv
Men who have sex with men are at risk for viral hepatitis. Get the facts and talk to your doc about getting vaccinated: http://bit.ly/2jkG8cS	Among adults, an estimated 20% of new hepatitis B cases occur in men who have sex with men. Learn more about how to protect yourself and talk to your doctor about getting vaccinated: http://bit.ly/2jkG8cS
What's the connection between viral #hepatitis and #LiverCancer? Learn more from @CDCgov: https://bit.ly/2HOMqiH	Haven't heard a lot about viral hepatitis? This info from CDC explains the link between viruses like hepatitis B and hepatitis C and liver cancer. Read more: https://bit.ly/2HOMqiH
Check out @CDCHep's "Know More Hepatitis" campaign & spread the word on the impact of #Hepatitis on baby boomers. http://bit.ly/2nLIAuH	CDC is leading a national education campaign called "Know More Hepatitis" aimed at decreasing the burden of chronic viral hepatitis by increasing awareness and encouraging baby boomers who may be infected to get tested. Check it out: http://bit.ly/2nLIAuH
It's national #HepTestingDay! Find fast & free testing near you: http://bit.ly/2iJB4gW	It's national Hepatitis Testing Day, a great chance to get to a testing center near you. It's free, fast and confidential: http://bit.ly/2iJB4gW
Did you know that 1 in 12 Asian Americans is infected with #hepatitisB and not even know it? Watch to learn more http://bit.ly/2hYOXJs	1 in 12 Asian Americans is infected with hepatitis B, but may not know it. Learn more about your options for getting tested and why you should talk to your doctor: http://bit.ly/2hYOXJs
Anyone can get #hepatitisC, but American Indian/Alaska Natives may be at higher risk. More facts: https://bit.ly/3ip4nRo	Did you know American Indian and Alaska Native communities are disproportionately affected by issues like hepatitis C? Get the facts: https://bit.ly/3ip4nRo
What do you need to know about treatment for #LiverCancer? This video from @LiverCancerConn has lots of info: http://bit.ly/2iD7XbM	What are some treatment options for liver cancer? This video from the Hepatitis B Foundation has lots of great information for starting a conversation with your doctor: http://bit.ly/2iD7XbM
October is #LiverCancer awareness month! Learn about the viruses that cause 60%+ of liver cancer http://bit.ly/2pyU0QF	October is Liver Cancer Awareness Month. Did you know viral hepatitis B and C cause more than 60% of the most common form of liver cancer? Learn about viral hepatitis and liver cancer prevention: http://bit.ly/2pyU0QF



SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
Asian Americans w/ hepatitisB may not have symptoms but early diagnosis is best for preventing serious problems: http://bit.ly/2jkyu2m	1 in 12 Asian Americans has Hepatitis B. There aren't always warning signs for hepatitis B, which is why it's so important to get tested and diagnosed early, before it turns into liver cancer. Learn more from this CDC PSA: http://bit.ly/2jkyu2m
Have you or a loved one been diagnosed w/ #LiverCancer? This @LiverCancerConn video can help: http://bit.ly/2jV1oSY	A liver cancer diagnosis can be overwhelming. This video from the Hepatitis B Foundation about support services for families facing liver cancer can help. Share with a loved one today: http://bit.ly/2jV1oSY
Men who have sex with men are at increased risk for hepatitisB. Here's what you need to know: http://bit.ly/2iKYH96	CDC and the Advisory Committee on Immunization Practices recommend hepatitis B vaccination for men who have sex with men. Learn more and talk to your doctor: http://bit.ly/2iKYH96
Health care professionals: Get resources and tools to talk to patients about hepatitis: http://bit.ly/2jkSJwM	Health care professionals: Did you know CDC offers tools and resources for you to talk about viral hepatitis? Get the latest info here: http://bit.ly/2jkSJwM
Some populations are more likely to be affected by viralhepatitis & LiverCancer. Learn more about it here http://bit.ly/2pyU0QF	Some populations such as baby boomers, immigrants from Asia, Africa, Latin America or American Indian/Alaska Native are largely affected by viral hepatitis & liver cancer. Learn more about who is at risk and how you can prevent it. http://bit.ly/2pyU0QF
Caring for patients at risk for hepB? Learn about prevention, detection & management #freeCE	Are you a health care provider who sees patients at risk for hepatitis B? Learn more about prevention, detection and management and earn free CE online: https://bit.ly/3cPBSLK
Caring for patients at risk for hepC? Learn about prevention, diagnosis and management http://bit.ly/2mjIMkz	Are you a health care provider who see patients at risk for hepatitis C? Learn more about prevention, detection and management and earn free CE online: http://bit.ly/2mjIMkz
Do you care for pregnant women? Learn about guidelines for hepB screening to reduce perinatal transmission http://bit.ly/2mmdAP3	Do you care for pregnant women? Learn about guidelines for hepB screening to reduce perinatal transmission: http://bit.ly/2mmdAP3
There are treatment options for hepatitisB and hepatitisC. Learn more from @CDChep: https://bit.ly/3l6tCty http://bit.ly/TreatHepB	Did you know that hepatitis B and hepatitis C can be treated? Learn more from CDC and talk to your doctor if you have questions: https://bit.ly/3l6tCty http://bit.ly/TreatHepB



SAMPLE TWEETS AND FACEBOOK POSTS (CONTINUED)

Tweets	Facebook Posts
#HepC is the leading cause of liver transplants and liver cancer. http://bit.ly/2pyU0QF #LiverCancer #LiverCancerAwareness	Did you know that hepatitis C is the leading cause of liver transplants and liver cancer? Learn more during Liver Cancer Awareness Month here: http://bit.ly/2pyU0QF
Symptoms of #LiverCancer can include a lump below the rib cage, jaundice, nausea & more. Learn more here https://bit.ly/3n7ev4X	Symptoms of liver cancer can include a lump below the rib cage, jaundice, nausea & more. Learn more during Liver Cancer Awareness Month here: https://bit.ly/3n7ev4X
Maintaining a healthy weight & reducing your alcohol intake are some ways to reduce the risk of #LiverCancer https://bit.ly/3n7ev4X	Maintaining a healthy weight and avoiding excessive amounts of alcohol are some ways to reduce the risk of liver cancer. Learn more during Liver Cancer Awareness Month here: https://bit.ly/3n7ev4X
Reduce your risk of #LiverCancer by getting vaccinated for #HepB and tested for #HepC. http://bit.ly/2p29Wu2	Getting vaccinated against hepatitis B virus & tested for hepatitis C virus can reduce your risk of getting #LiverCancer! Learn more during Liver Cancer Awareness Month here: http://bit.ly/2p29Wu2



Remember that other suggestions on social media strategies, links to images and graphics, analytic tools, and a glossary of social media terms can be found on the GW Cancer Center's Social Media Guide at <http://bit.ly/GWCCSMTKs>

ADDITIONAL TOOLS AND RESOURCES

Viral Hepatitis Resources:

- [CDC's Know More Hepatitis Campaign](#): Materials and [videos](#) from CDC's hepatitis C campaign aimed at baby boomers
- [CDC's Know Hepatitis B Campaign](#): Materials and [media](#) available in a variety of Asian languages
- [CDC's National Get Tested Website](#): Provides testing information and locations across the U.S.
- [U.S. Department of Veterans Affairs](#): Brochures and patient education materials aimed at veterans affected by viral hepatitis
- [Strategies to Reduce Viral Hepatitis-Associated Liver Cancer](#): Summarizes National Academy of Sciences report findings in a cancer context for use by policy makers and the cancer community.
- [Viral Hepatitis and Liver Cancer Prevention Profiles](#): These state-specific and general profiles help improve policy makers and cancer control professionals' awareness of viral hepatitis risk factors and evidence-based prevention strategies, including PSE strategies to reduce the burden of viral hepatitis and liver cancer nationwide.



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