

Public Health Importance

- Almost 3 million Americans are currently infected: 85% are chronically infected and 70% have chronic liver disease
- Approximately 300,000 infections resulted from transfusions received prior to 1990
- 8,000 to 10,000 deaths related to hepatitis C occur annually
- Most infected persons are aged 30 to 49
- Cost: over \$600 million annually

Campaign goals

- Raise public awareness of the seriousness and prevalence of HCV infection
- Motivate persons who received transfusions before July 1992 to contact their health providers
- Disseminate Hepatitis C information through health care professionals, partner organizations, and media channels

Prevention & Control Strategies

Donor screening, behavior change, infection control practices, medical management, **public education**:

- Multi-layered campaign of media and education materials to raise awareness
- Dissemination of consumer materials with a call to action to seek testing
- “Targeted lookback”: working with transfusion providers to notify at-risk individuals directly
- Collaboration with health care providers, partner organizations, and partner agencies

Partners in Education

PKI Ds



Partnerships with private, non-profit, government, and academic institutions:

- National Institutes of Health
- Food and Drug Administration
- Hepatitis Foundation International
- National Association of County and City Health Officials
- National Commission on Correctional Health Care
- American Liver Foundation
- Parents of Kids with Infectious Diseases

Patient education: Audience research

Focus groups were conducted with at-risk transfusion recipients nationwide to:

- Assess knowledge of hepatitis C virus, including personal susceptibility and disease severity
- Determine most credible and useful means of disseminating information
- Test educational concepts and messages



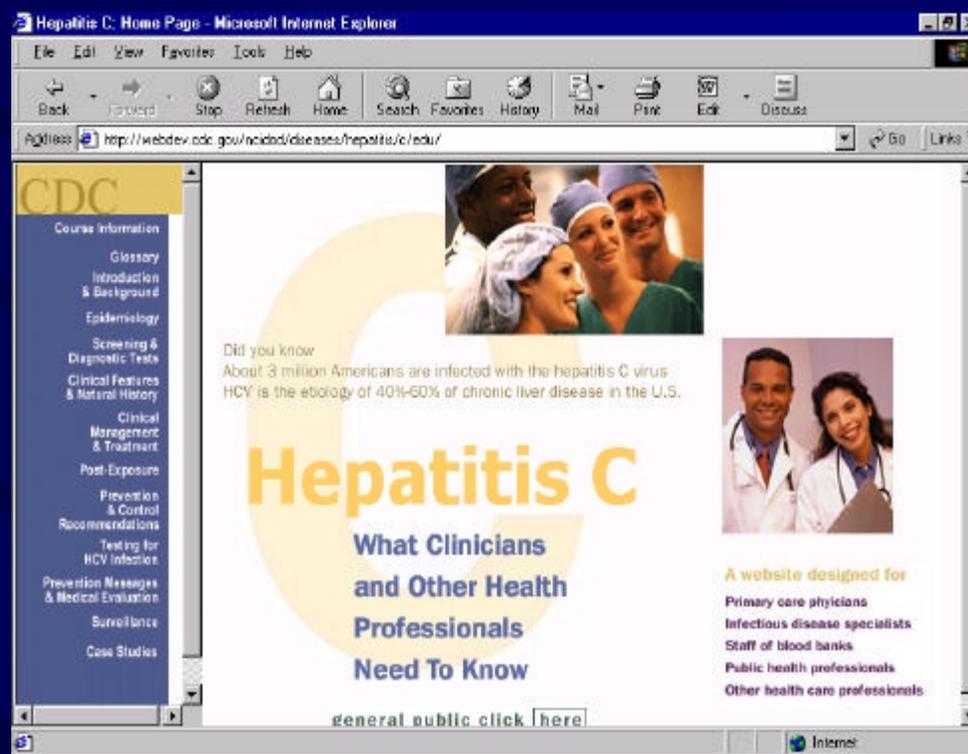
Patient education: Audience research

Surveys were used to gather further information on transfusion recipients and the general public:

- *NHANES IV*
 - Population-based sample tested for HCV infection
 - Those testing HCV-positive notified and surveyed regarding hepatitis-related knowledge and behavior
- *Healthstyles* survey
 - Nationwide sample of general public, weighted for minority representation
 - Questions “purchased” on hepatitis-related knowledge and behavior in 1999 and 2000

Provider education

- National meetings:
 - Videoconference (November 1997)
 - Provider partner agencies (February 2000)
 - Federal agency partners (summer 2000)
- Internet-based training:
 - interactive training on the epidemiology, diagnosis, and management of HCV infection

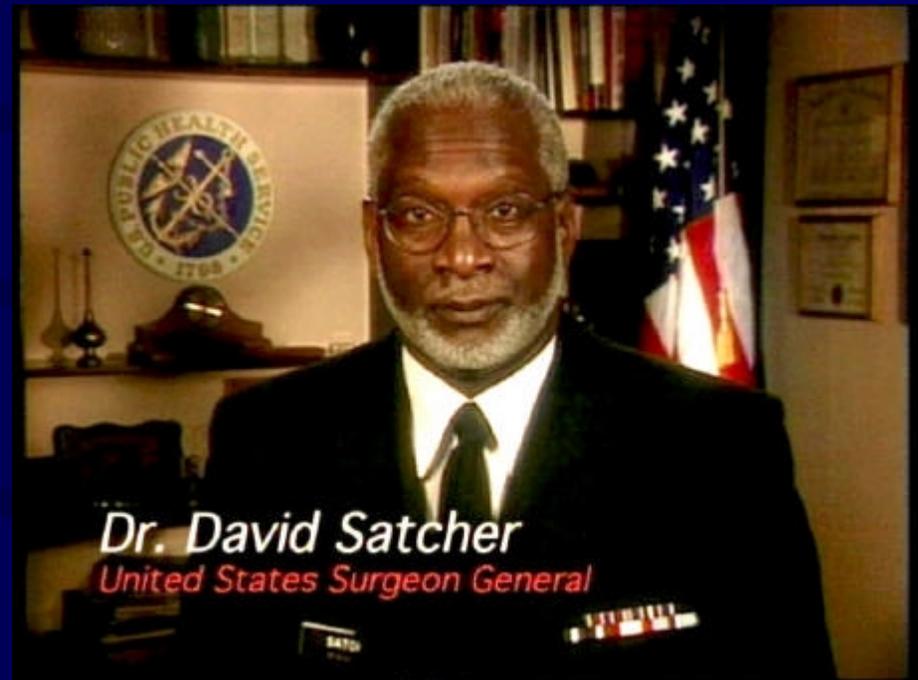


Public education: Events

- Kickoff event--press briefing May 5, 1999 at the National Press Club
 - in cooperation with NIH, FDA, and other partners
 - coverage nationwide by national and local broadcast and print media
- Partners' events:
 - Hepatitis Awareness Month (May, annually)
 - HFI Walk on Washington (March, annually)

Public education: Mass media

- Radio advertising airing over 50,000 times
- Television advertising featuring U.S. Surgeon General (forthcoming)
- Print media advertising and stories reaching over 45 million readers
- Story lines on popular television programs
- Transit ads: Chicago and Washington, DC



Public education: Hotline

1-888-4HEP-CDC

- Recorded Messages and Live Operator
- Approximately 4,000 calls per month
- 24 hr/7 days per week service coming August 2000
- Spanish service inaugurated April 2000

Public education: Information products

- Printed materials:
 - Brochures
 - *MMWR*
- Internet:
www.cdc.gov/hepatitis

