



# Asian Liver Center

*at Stanford University*



2009

# Year in Review



# outreach

## Racing Ahead

Runners of all ages came together to raise awareness for hepatitis B and liver cancer at the LIVERight walk and race in San Francisco and Boston.



500 runners raised awareness for hepatitis B at LIVERight in San Francisco

## Testing and Vaccinations

In partnership with community organizations, the Asian Liver Center tested and vaccinated people for hepatitis B at multiple locations including Pacific Free Clinic, a Stanford medical student-run free health clinic in San Jose, California.



100 high school students attended the Youth Leadership Conference

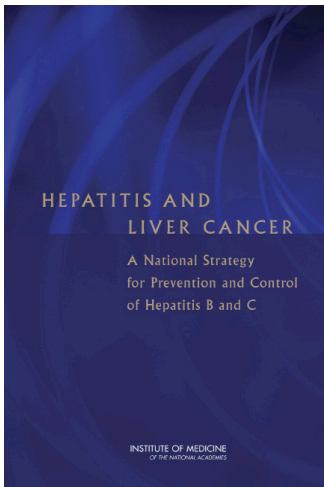
## Collegiate Chapters

Students from across China gathered at Stanford University for the inaugural Team HBV Collegiate Conference to exchange innovative outreach ideas with students from the United States.



6 Team HBV collegiate chapters across China

# education



## A National Strategy

Dr. Samuel So co-authored an Institute of Medicine report providing recommendations for a national strategy to prevent hepatitis B and hepatitis C. The report included a call to action for increased knowledge and awareness about chronic viral hepatitis among doctors, nurses, and the general public.



## Tomorrow's Leaders

The 7th Annual Youth Leadership Conference's theme centered on Web 2.0 and challenged students nationwide to leverage online social platforms to reach millions of people and call their attention to hepatitis B. One hundred students learned from leaders in the communications field, including Beth Kanter, social media strategist, Bill Imada, CEO of IW Group, and Michael Chen, CEO of GE Global Media and Communications.



## Reaching the Business World

Asian supermarket chain 99 Ranch Market and the Asian Liver Center joined together to create a reusable shopping bag, bringing the Jade Ribbon Campaign into the lives of shoppers.

The Asian Liver Center also worked with multinational corporations to protect employee health and workplace rights. At Cisco, a hepatitis B educational webinar was made available to employees worldwide and policies were established to stop any discriminatory hepatitis B hiring and firing practices in China affiliates.

## A Citywide Campaign

San Francisco Hep B Free continued as the largest citywide healthcare campaign against hepatitis B for Asians and Pacific Islanders in the U.S. The campaign partnered with the professional baseball team SF Giants for Asian Heritage Week and Subaru of America, which donated a car as a Hep B Hero Mobile.



Reusable shopping bags promoted the Jade Ribbon Campaign



Business joined the fight against hepatitis B.

## New TV public service announcements and website



22 cities made HBV awareness proclamations



## Helping Moms Stop Hepatitis B

Reducing mother-to-child transmission of hepatitis B is a key strategy in the eradication of hepatitis B. This year, we educated over 600 doctors and nurses about hepatitis B prevention. A new website was also launched to educate mothers, public health officials, and health care providers: [www.hepbmoms.org](http://www.hepbmoms.org). A new documentary "Hep B Moms: Our Story" and public service announcements are helping to increase public awareness.

## Youths Succeed in Educating Legislators

High school students from around the San Francisco Bay Area mobilized their peers and the greater community to get involved in the Jade Ribbon Campaign. The Asian Liver Center's Jade Ribbon Youth Council worked with local governments to dedicate a week to hepatitis B awareness in 22 cities.

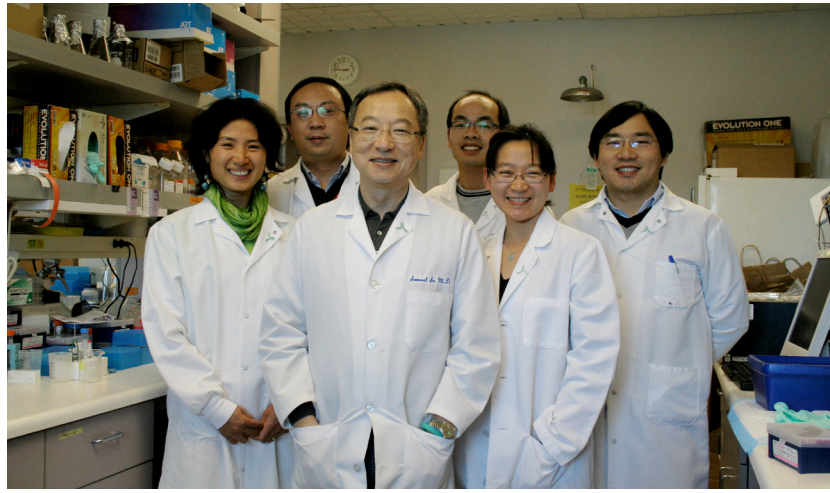
## Vaccinating the Next Generation

The Asian Liver Center published a paper on the cost effectiveness of nationwide hepatitis B catch-up vaccinations among children and adolescents in China. This provided cost-benefit evidence for China's Ministry of Health to implement a three-year nationwide program to vaccinate all children under 15 years of age, who are at risk of chronic hepatitis B but were not vaccinated at birth.



## Research for a Cure

Liver cancer responds poorly to drugs currently available. However, Asian Liver Center researchers have identified chemical inhibitors and an antibody which act by targeting different points in a key cell growth signaling pathway. This stops liver cancer cell growth and has the potential to improve the prognosis of millions of liver cancer patients worldwide.



## Sharing Successes in Prevention

The Asian Liver Center presented at the Centers for Disease Control and Prevention, Office of Minority Health, and other national conferences throughout 2009. The successes of the Jade Ribbon Campaign, corporate outreach, perinatal hepatitis B prevention research, and the San Francisco Hep B Free model were shared with health care providers, business leaders, and public health officials.

*TO ALL OF OUR DONORS, THANK YOU FOR YOUR GENEROUS SUPPORT. SPECIAL THANKS TO:*

### Jade Sponsors (\$100,000+)

Dr. C.J. & Mrs. Ha Lin Yip Huang      Mrs. T.S. Kwok

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The So Family  
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## Recognition for National Contributions

Executive Director Dr. Samuel So was recognized as an Outstanding American by Choice by the U.S. Citizenship and Immigration Services for making significant contributions to both the United States and Asian and Pacific Islander community.

## Congressional Support

Speaker of the U.S. House of Representatives Nancy Pelosi appeared at an SF Hep B Free press conference to talk about the importance of protecting all people from hepatitis B.

research

advocacy