



FINALIZED Strategic Plan 2021 – 2023

Our Vision

We envision a United States free of hepatitis B.

Our Mission

Eliminate hepatitis B virus (HBV) and related chronic liver diseases, including delta hepatitis virus (HDV), and to prevent liver cancer in the United States by empowering and mobilizing the medical provider community; supporting existing and future workforce development; leveraging partnerships with health care providers; enabling national networking and policy development; and advocating for access to education, screening, vaccination, comprehensive care, and affordable treatment for all living the US.

Note: In further communication materials, make references to the history and population that has been served since the founding of the coalition in 1997, i.e., Asian and Pacific Islander Americans.

Overview of Goals for January 1, 2021 – December 31, 2023

- 1) Facilitate Provider Education Resources
- 2) Strengthen Hepatitis B Care Management in Primary Care Setting
- 3) Support workforce development opportunities
- 4) Sustain a systematic structure for Task Force Administration

Strategic Plan

Goal #1: Facilitate Provider Education Resources		
Objectives	Strategies	Activities
Collect and disseminate hepatitis B education opportunities, including CME/CE trainings	<ul style="list-style-type: none">• De-centralize communication; work on personal invitations• Build capacity for Regional Directors to strengthen resources for direct service support to regional members• Build capacity for social media campaign	<ul style="list-style-type: none">• Promote hepatitis B ECHO opportunities• Coordinate with Empire Liver Foundation to promote basic hepatitis B training opportunities• Share Task Force members' resources among networks



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Goal #2: Strengthen Hepatitis B Care Management in Primary Care Setting		
Objectives	Strategies	Activities
Promote the “Simplified Algorithm” for hepatitis B screening and care management	Look at impact of COVID-19 pandemic and how it has affected treating hepatitis B patients	<ul style="list-style-type: none"> • Coordinate provider and mid-level practitioner attendance to HBV ECHO hubs • Reach out to medical associations to invite them to join the Task Force
Promote universal testing and vaccination	<ul style="list-style-type: none"> • Test all patients first to identify risk, then vaccinate • Partner with pharmacies 	<ul style="list-style-type: none"> • Develop an outreach & education campaign via popular social media platforms • Work with Task Force advisors on “testing recommendations” and “when to vaccinate” messages
Promote affordable care and treatment for patients	Collaborate with other national coalitions to address advocacy and policy initiatives	<ul style="list-style-type: none"> • Reach out to Hep B United and join their efforts • Support members with their local advocacy efforts
Encourage the implementation of electronic hepatitis B screening for large hospitals in the U.S.	Collaborate with other national coalitions to address advocacy and policy initiatives	<ul style="list-style-type: none"> • Reach out to Hep B United and join their efforts • Support members with their local advocacy efforts

Goal #3: Support workforce development opportunities		
Objectives	Strategies	Activities
Raise hepatitis awareness and reduce any discrimination among students who may be living with hepatitis B	<ul style="list-style-type: none"> • Build capacity and infrastructure for social media campaign • Re-design website to make it more resourceful 	<ul style="list-style-type: none"> • Work with Team HBV and APAMSA to establish mentoring opportunities



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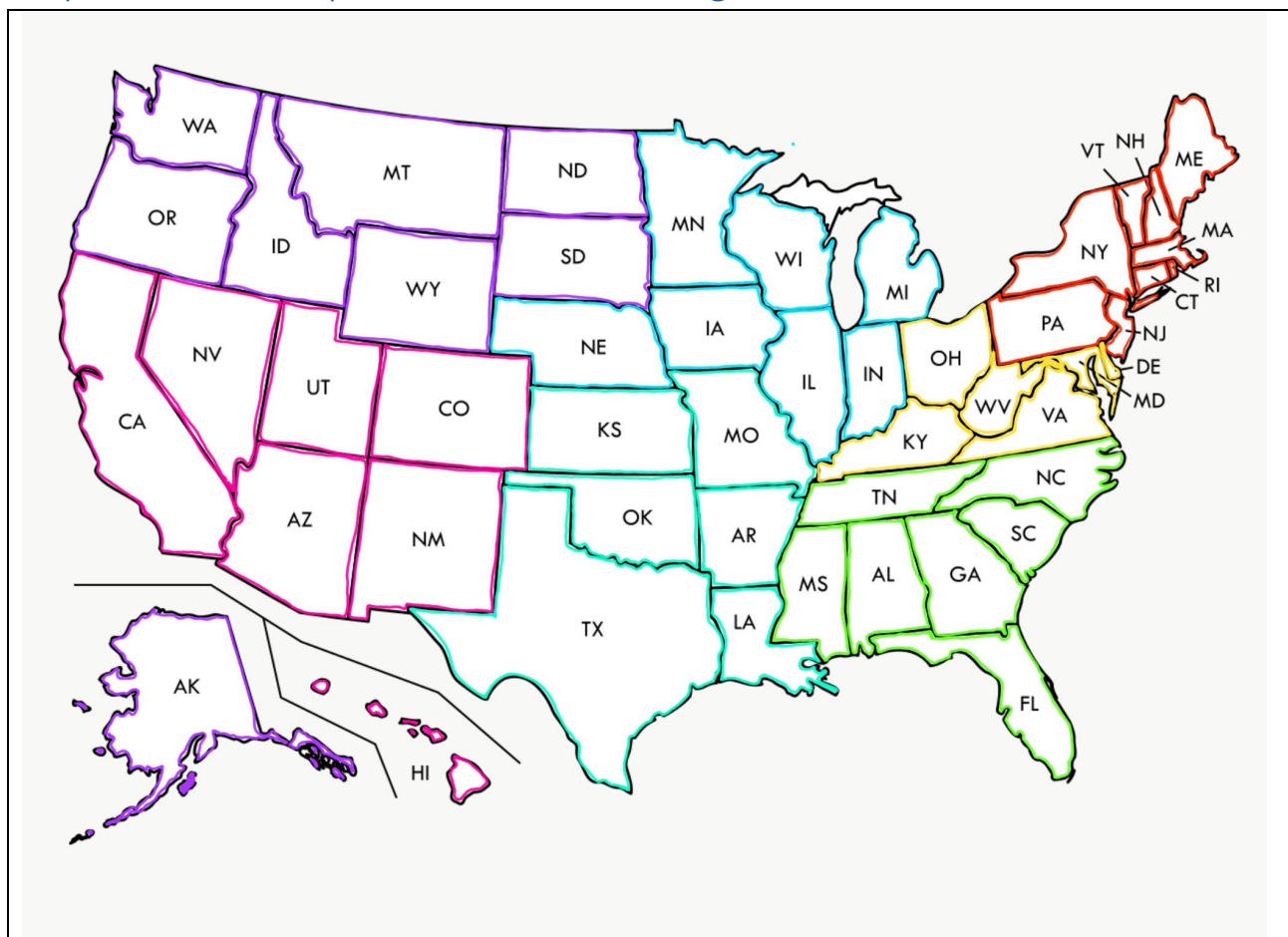
	<ul style="list-style-type: none"> • Survey target population (high school and college students) on their needs • Provide internship opportunities around “immigrant health” policy and advocacy for local, state and national initiatives with specific opportunities for hepatitis B 	<ul style="list-style-type: none"> • Develop infographic filled social media messages • Develop an outreach & education campaign via popular social media platforms • Coordinate internship opportunities among Task Force members to include: data science statistics, policy and advocacy, etc. • Promote anti-discrimination messages; share legal information
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Goal #4: Sustain a systematic structure for Task Force Administration		
Objectives	Strategies	Activities
Coordinate monthly internal and external communication for the Task Force Executive Team and General members	Look into technology for better management	<ul style="list-style-type: none"> • Clean the membership list every 3 years and make updates by individual members’ request on an on-going basis
Maintain active presence among viral hepatitis networks	Look into networking opportunities	<ul style="list-style-type: none"> • Participate in federal advocacy initiatives and support regional partners in state and local initiatives (may intersect with COVID-19 effects) • Map hepatitis B prevalence in the US and engage new members
Seek funding for annual operation costs; goal \$50K/year	Meet with and talk to potential sponsors: pharmaceutical companies, medical technology companies, etc.	<ul style="list-style-type: none"> • Develop annual operating budget for the Task Force and seek funding to support it



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Map of Current Hepatitis B Task Force Regions



Current Hepatitis B Task Force Regions:

Northeast: ME, NH, VT, MA, RI, CT, NY, PA, NJ
 Mid-Atlantic: DE, MD, DC, VA, WV, KY, OH
 Southeast: TN, NC, SC, GA, AL, MS, FL
 North Mid-West: MI, IN, IL, WI, MN, IA, NE
 South Mid-West: KS, MO, OK, AR, TX, LA
 Northwest: WA, OR, ID, MT, WY, ND, SD, AK
 Southwest: CA, NV, UT, AZ, CO, NM, HI

Proposed Change to Hepatitis B Task Force Regions, based on time zones and current membership:

Northeast: ME, NH, VT, MA, RI, CT, NY, NJ, PA, OH, MI, IN
Southeast: DE, MD, DC, VA, WV, KY, TN, NC, SC, GA, FL
North Central: IL, WI, MN, IA, NE, SD, ND
South Central: KS, MO, OK, AR, TX, LA, AL, MS
Pacific & Mountain: CA, NV, UT, AZ, CO, NM, HI, WA, OR, ID, MT, WY

Note: Changes to Regional Director positions will not take place until the next election cycle (2023) or when Regional Directors decide to vacate position.



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Reference: Map of the U.S. divided by time zones



Source: National Institute of Standards and Technology, U.S. Department of Commerce
<https://www.time.gov>