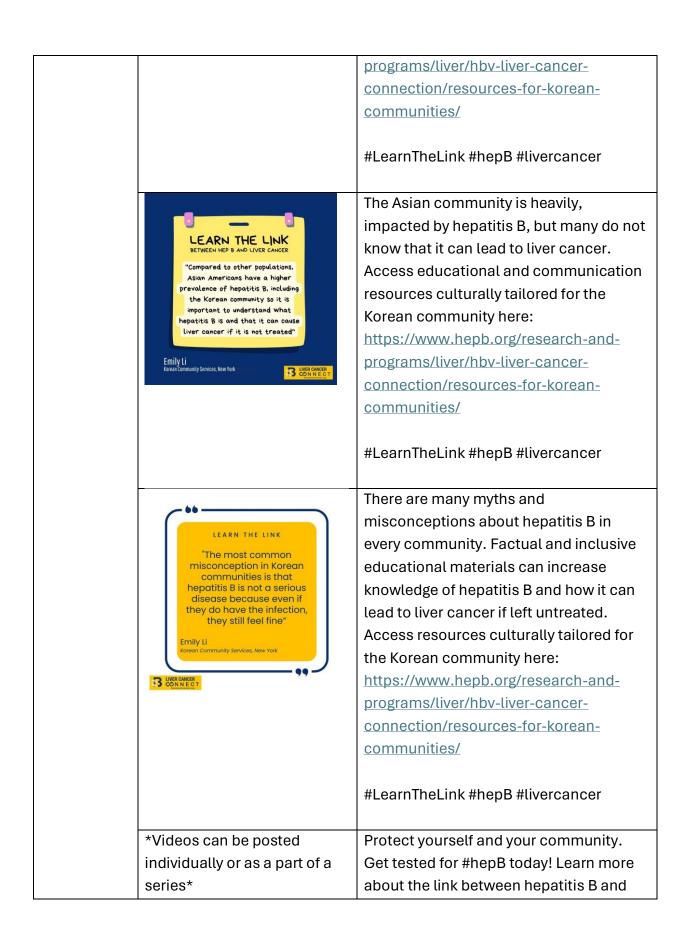
Asian/Pacific Islander Community Learn the Link Promotion Outline

Graphics/Videos: <u>Here</u>

| <section-header></section-header> | Check out new culturally tailored educational and communication materials highlighting the link between hepatitis B and liver cancer. Access resources for all 12 communities here: https://www.hepb.org/research-and-programs/liver/hbv- liver-cancer-connection/ #LearnTheLink #hepB #livercancer |
|-----------------------------------|---|
| All communities "Protect | Drotoot yourgolf and your community. Cat tooted for |
| Yourself and Your | Protect yourself and your community. Get tested for #hepB today! |
| | |
| Community. Get Tested for | Check out new culturally tailored educational and |
| Hep B Today!" [Translated] | communication materials highlighting the link between |
| https://www.canva.com/de | hepatitis B and liver cancer. |
| sign/DAF7UNrhemM/QlRKh | Access resources for all 12 communities here: |
| Lk1JjMFXVWOc83V1w/edit | https://www.hepb.org/research-and-programs/liver/hbv- |
| <u>?utm_content=DAF7UNrhe</u> | liver-cancer-connection/ |
| mM&utm_campaign=desig | |
| nshare&utm_medium=link | #LearnTheLink #hepatitisB #livercancer |
| 2&utm_source=sharebutto | |
| <u>n</u> | |

| Korean | <complex-block><complex-block><complex-block></complex-block></complex-block></complex-block> | Check out new educational and communication materials highlighting the link between hepatitis B and liver cancer. Access resources culturally tailored for the Korean community here: https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- connection/resources-for-korean- communities/ |
|--------|--|---|
| | | #LearnTheLink #hepB #livercancer |
| | <section-header><section-header><section-header><section-header><section-header><section-header><section-header><text><text><text></text></text></text></section-header></section-header></section-header></section-header></section-header></section-header></section-header> | Stigma related to hepatitis B is unfortunately very common, but creating inclusive messaging can help improve knowledge and awareness. Access educational and communication resources culturally tailored for the Korean community here: https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- connection/resources-for-korean- communities/ Translated materials coming soon! #LearnTheLink #hepB #livercancer |
| | "Getting tested is important because if you know you have hepatitis B then you can take the next steps to get treated to prevent liver cancer" Emily Li Korean Community Services New York | Encouraging community members to get tested for hepatitis B early is one of the most effective ways to prevent liver cancer in our communities. Access educational and communication resources culturally tailored for the Korean community here: https://www.hepb.org/research-and- |



| | | liver cancer here: |
|------------|---|--|
| | Korean Community Member | https://www.hepb.org/research-and- |
| | Videos | programs/liver/hbv-liver-cancer- |
| | https://www.canva.com/desi | connection/ |
| | gn/DAF7BXB6JT8/kuG1xpEl5x | |
| | Ed1QxfhDZN2A/edit?utm co | #LearnTheLink #hepatitisB #livercancer |
| | ntent=DAF7BXB6JT8&utm_ca | |
| | mpaign=designshare&utm_m | |
| | | |
| | edium=link2&utm_source=sh arebutton | |
| Vietnamese | <complex-block></complex-block> | Check out new educational and communication materials highlighting the link between hepatitis B and liver cancer. |
| | <section-header></section-header> | Access resources culturally tailored for the Vietnamese community here: https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- connection/resources-for-vietnamese- communities/ |
| | | #LearnTheLink #hepB #livercancer |
| Hmong | <image/> <image/> <image/> <image/> <section-header></section-header> | Check out new educational and communication materials highlighting the link between hepatitis B and liver cancer. Access resources culturally tailored for the Hmong community here: https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- connection/resources-for-hmong- communities/ |
| | | #LearnTheLink #hepB #livercancer |

| Mandarin | <complex-block></complex-block> | Check out new educational and communication materials highlighting the link between hepatitis B and liver cancer. Access resources culturally tailored for the Mandarin-speaking community here: https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- connection/mandarin-resources/ #LearnTheLink #hepB #livercancer |
|---|---|---|
| When they hear something like the word cancer, that brings more attention and showing that linkage between hepatitis B and liver cancer through communication materials and outreach is so important. | The word cancer often catches people's attention, but many do not know that a hepatitis B infection can eventually lead to liver cancer if left untreated. Access educational and communication resources culturally tailored for the Mandarin-speaking community here: https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- connection/mandarin-resources/ #LearnTheLink #hepB #livercancer | |
| | Mandarin Community | Protect yourself and your community. |
| | Member Videos | Get tested for #hepB today! Learn more |
| | https://www.canva.com/desi | about the link between hepatitis B and liver cancer here: |
| | gn/DAF7BfexHIM/ky8wp_ZV2 | |
| | LBTFJ_vebUqLQ/edit?utm_co ntent=DAF7BfexHIM&utm_ca | https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- |
| | mpaign=designshare&utm_m | connection/ |
| | edium=link2&utm_source=sh | CONTROLION |
| | arebutton | #LearnTheLink #hepatitisB #livercancer |

| Cantonese | Check out new educational and communication materials highlighting the link between hepatitis B and liver cancer. Access resources culturally tailored for | |
|-------------------|--|---|
| | ↓ AVAILABLE NOW↓ | the Cantonese-speaking community |
| | HOW IS HEPATITIS B | here: https://www.hepb.org/research- |
| | TRANSMITTED? | and-programs/liver/hbv-liver-cancer- |
| | A constructive for an and a constructive for a cons | connection/cantonese-resources/ |
| | | |
| | | #LearnTheLink #hepB #livercancer |
| | | Encouraging early testing for hepatitis B |
| | LEARN THE LINK BETWEEN HEP B AND LIVER CANCER | and vaccination, is one of the most |
| | | effective ways to prevent liver cancer in |
| | Encourage your family members to get testing and vaccination | our communities. |
| | Hep B vaccine is safe and effective | Access educational and communication |
| | | resources culturally tailored for the |
| | | Cantonese-speaking community here: |
| | B LIVER CANCER CON N E CT | https://www.hepb.org/research-and- |
| | | programs/liver/hbv-liver-cancer- |
| | | connection/cantonese-resources/ |
| | | #LearnTheLink #hepB #livercancer |
| | *Videos can be posted | Protect yourself and your community. |
| | individually or as a part of a | Get tested for #hepB today! Learn more |
| | series* | about the link between hepatitis B and |
| | Cantonese Community | liver cancer here: |
| | Member Videos | https://www.hepb.org/research-and- |
| gn/ oSl ont | https://www.canva.com/desi | programs/liver/hbv-liver-cancer- |
| | gn/DAF6RPFj_CQ/BEHyzx_VB | <u>connection/</u> |
| | oSLUCx2UgvOFQ/edit?utm_c | |
| | ontent=DAF6RPFj_CQ&utm_ | #LearnTheLink #hepatitisB #livercancer |
| | campaign=designshare&utm | |
| | _medium=link2&utm_source | |
| | <u>=sharebutton</u> | |

| Micronesian | <complex-block></complex-block> | Check out new educational and communication materials highlighting the link between hepatitis B and liver cancer. Access resources culturally tailored for the Micronesian community here: https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- connection/resources-for-micronesian- communities/ |
|-------------|--|--|
| Filipino | <image/> <complex-block></complex-block> | Check out new educational and communication materials highlighting the link between hepatitis B and liver cancer. Access resources culturally tailored for the Filipino community here: https://www.hepb.org/research-and- programs/liver/hbv-liver-cancer- connection/resources-for-filipino- communities/ #LearnTheLink #hepB #livercancer |