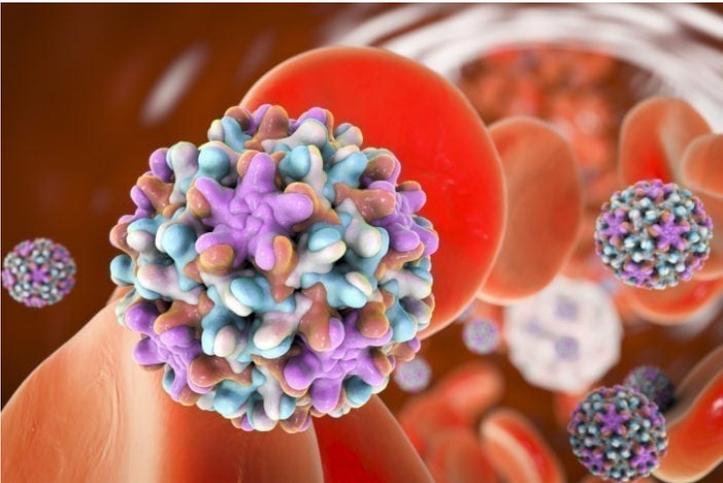


New campaign reveals real-world challenges of living with hepatitis B in Asia

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Despite national immunization programs being implemented in the 1980s, more than 50% of the disease burden is borne by the Asia Pacific region and a large proportion of liver cancer cases are Hepatitis B-related



Gilead Sciences, in collaboration with the Coalition to Eradicate Viral Hepatitis in Asia Pacific (CEVHAP) and the World Hepatitis Alliance (WHA), has launched the Creating a Healthier Asia video series.

Produced on behalf of this partnership by BBC StoryWorks commercial productions, and available on the Creating a Healthier Asia [hub](#), the video series provides insight into the real-world challenges of living with hepatitis B in Asia from the point of view of the people managing it. Topics covered include misinformation, inaction, delayed diagnosis, and other barriers to receiving care.

"Early diagnosis can be crucial for people living with hepatitis B to live long and happy lives. Raising awareness of hepatitis is an essential driver for people to come forward for testing and diagnosis," said Cary James, CEO, World Hepatitis Alliance. "Medical advancements have made hepatitis B a treatable condition. The stories shared in the video series are testament that people living with hepatitis B can lead a long and fulfilling life. Our collaboration with CEVHAP and Gilead Sciences on this video series cannot come at a better time."

Hepatitis B remains an invisible chronic disease, especially for those born before national immunization programs. More than 50 percent of the estimated 257 million people living with chronic hepatitis B infection lived in Asia Pacific. A study by the World Health Organization (WHO) suggests only 10 percent of individuals infected with hepatitis B, are aware that they have it. Furthermore, most people with asymptomatic hepatitis B are often diagnosed only when it has developed into more severe conditions.