Raise public awareness

976 Haimen City residents attended 1 of 10 community awareness or one of two World Hepatitis Day events

Educational materials distributed

- 30,000 decks of playing cards
- 20,000 paper cups
- 80,000 Q&A pamphlets
- 30,000 bi-fold pamphlets
- 1,000 posters
- 8 billboards
- 1,000 calendars (2012)
- 20,000 tri-fold handouts on perinatal prevention
- 280,000 copies of a special edition Haimen City Health Education Newspaper sent to every household

Educate providers and leaders

1,441 providers attended at least one of 30 educational seminars

- 742 village doctors (>95%)*
- 294 township physicians (>95%)
- 212 public health workers (>90%)
- 118 obstetricians/midwives (>95%)
- 75 school nurses/health teachers (>90%)

1,883 community leaders and government officials attended one of 22 educational seminars (>80%)

Prevent perinatal transmission

5,407 pregnant women registered

- 266 women (4.9%) confirmed positive for HBV
- 100% of women counseled
- 192 newborns (78%) received both HBIG and HBV vaccine w/in 12 hours of birth
- 246 newborns (100%) received HBIG and HBV vaccine w/in 24 hours of birth
- 4,819 infants (100%) born to HBV-negative mothers received HBV vaccine
- 4,747 infants (98.5%) received vaccine w/in 24 hours of birth

*% of specific target population reached