

Bristol-Myers Squibb Foundation
Delivering Hope
Hepatitis Awareness, Prevention and Care

Bristol-Myers Squibb Foundation: *Delivering Hope*[™]

The Bristol-Myers Squibb Foundation (BMSF) has a rich and proud history dating back more than half a century. The mission of BMSF is to help reduce health disparities and fight disease by strengthening community-based health care worker capacity, integrating medical care and community-based supportive services, and mobilising communities.

The BMSF's work related to hepatitis in Asia represents a significant part of its *Delivering Hope: Awareness, Prevention and Care* programme.

Beyond hepatitis, BMSF also focuses on:

- HIV/AIDS in Africa
- Type 2 diabetes, and serious mental health and well-being in the U.S.
- Cancer in Central and Eastern Europe

BMSF has developed a unique philanthropic model supported by three pillars:

- | |
|--|
| • Serve local needs where BMS has strong expertise |
| • Build a sustainable model by helping to build capacity for local BMSF partners |
| • Use an integrated and comprehensive approach in the prevention and control of disease |

In Asia, BMSF created the *Delivering Hope* programme to help fight hepatitis in the region. Since 2002, BMSF *Delivering Hope* programme has undertaken interventions in mainland China, Taiwan, India and Japan to improve hepatitis prevention, awareness and support by:

- Empowering patients and communities with information and basic facts in schools, high risk communities and marginalised groups
- Identifying and harnessing community-based health sentries, rural health practitioners, blood banks and general practitioners
- Seeking innovative channels to mainstream hepatitis B and hepatitis C information into other social and public health programmes
- Seeking innovative channels for general awareness and disease education

BMSF: Delivering Hope for People with Hepatitis in Asia

- A large percentage of those infected with hepatitis B and C worldwide are concentrated in the Asia-Pacific region
 - ***Three-quarters of the approximately 350 million people worldwide who are estimated to be infected with the hepatitis B virus live in Asia***
 - ***The three countries most affected by hepatitis B in the region are China, India and Japan***, with an estimated 93 million people living with hepatitis B in China, 30 million in India and approximately 1.2 million in Japan¹
 - It is estimated that about 3% of the world's population has been infected with hepatitis C and that there are more than 170 million individuals worldwide who are chronically infected with the virus. ***The disease burden is especially high in Southeast-Asian countries***¹

- Since its creation, BMSF's *Delivering Hope* programme has facilitated a portfolio of 32 programme grants across Asia, specifically 14 grants in mainland China, 3 in Taiwan, 12 in India and 3 in Japan
- BMSF's *Delivering Hope* programme has provided more than \$8 million (USD). Grant allotments have included:
 - \$4 million (USD) in mainland China
 - More than \$2.8 million (USD) in India
 - Approximately \$600,000 (USD) in Japan
 - \$750,000 (USD) in Taiwan

BMSF: Delivering Hope, Ongoing Programme Goals

While specific BMSF *Delivering Hope* programmes are tailored to fit local community needs, all of the programmes work toward the following objectives:

Hepatitis B and C Awareness and Prevention	Disease Education and Management	Operational Research
• Some communities in Asia have very limited access to hepatitis awareness programmes • BMSF seeks to increase hepatitis awareness by providing the general population with basic facts, information and education • BMSF believes that increasing awareness will lead to hepatitis prevention • Some of the local projects implemented to date include: vaccination education and campaigns, physician training, and awareness courses for children in schools and rural communities	• The stigma surrounding hepatitis infection discourages many individuals from getting tested and treated • BMSF's <i>Delivering Hope</i> programme grants support new approaches to early testing that provide proper disease education for those infected • They also work to institute virus management programmes in small, rural communities that are often at the greatest disadvantage in accessing health care resources	• To ensure that partner programmes are effective and successful in reaching patients, BMSF's <i>Delivering Hope</i> programme requires that every issued grant carry a monitoring and evaluation component, during which the results are assessed by grant recipients and independent third parties • This allows for conclusions and recommendations to be proactively shared to help educate other groups and organisations about programme successes and struggles

The Future of BMSF's Delivering Hope Programme

- The programme initiatives to date have been very successful
 - More than 26 million individuals living in areas disproportionately impacted by hepatitis across Asia have benefitted from the BMSF's *Delivering Hope*-related education and awareness programmes, including:
 - Training of more than 163,000 health workers
 - Nearly 600,000 people vaccinated
- BMSF's *Delivering Hope* programme continues to grow annually, with new projects and grants planned for 2011 in a number of Asia-Pacific countries
 - These programmes will continue to spread knowledge to help fight against this serious disease
- Looking ahead, BMSF is committed to reducing health disparities around the world

¹ Bristol-Myers Squibb "Delivering Hope" Brochure. 2008