



FACULTY OF MEDICINE
eHealth Strategy Office



CANADIAN
LIVER
FOUNDATION



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MEDIA RELEASE | Wednesday, November 4, 2009

Free Health Forum on Liver Disease
UBC's iCON Project
iCON – interCultural Online Network

VANCOUVER, BC – A **free Chinese** public **iCON** (interCultural Online Network) **forum on liver disease** will be held on **November 21st, 2009** from **1:00pm – 5:00pm** at **Glad Tidings Church** (3456 Fraser Street, Vancouver). Presented by the *eHealth Strategy Office, (Faculty of Medicine, University of British Columbia)*, in collaboration with the *Canadian Liver Foundation*.

Delivered in Mandarin and Cantonese with select presentations in English, this multi-lingual forum will explore **prevention, management and treatment** options for **cirrhosis, cancer, Hepatitis A, B and C, transplants, fatty liver disease**, and more with a panel of **leading physicians and health professionals**. Hosted by **Dr. Francis Ho**, audience members will have an opportunity to *ask questions* and learn about **local resources** and **support services** available in our community.

The upcoming iCON forum is a **free, public event for everyone**, including patients with liver disease, families of patients, caregivers, patient support networks, and all others interested in learning more about liver health. The event has been developed in partnership with the following list of contributors, and features general practitioners and specialists with expertise in diseases of the liver and clinical medicine. Both presenting and developing web content, the physician speakers are key to the community engagement process.

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Save the Date
iCON Public Forum on
Liver Disease
Saturday,
November 21st, 2009
1:00pm – 5:00pm

Contributors:

eHealth Strategy Office, Faculty of Medicine, University of British Columbia
The Canadian Liver Foundation (CLF)
The Ho's Association
Canada Safeway Pharmacy Ltd.
Canadian Liver Foundation (CLF) Club, University of British Columbia
Student Volunteers, University of British Columbia

Speakers at the event include:

- (1) Introductions – **Dr. Kendall Ho; Dr. Katherine Paton; Elena Murgoci**
- (2) Immunization and Prevention – **Dr. Thomas Ho**
- (3) Hepatitis A – **Dr. Alex She**
- (4) Hepatitis B (Part 1) – **Dr. Eric Lam**
- (5) Hepatitis B (Part 2) – **Dr. Peter Kwan**
- (6) Hepatitis C – **Dr. Eric Yoshida**
- (7) Fatty liver, cirrhosis, cancer – **Dr. Francis Ho**
- (8) Transplants – **Dr. Stephen Chung**
- (9) Interventional Radiology – **Dr. Stephen Ho**

Dr. Francis Ho is a graduate of the University of British Columbia, and a Clinical Professor Emeritus of Family Practice with the Faculty of Medicine. Last year he was awarded Honorary membership of the Canadian Medical Association. The iCON Project's co-investigator has no doubt that the iCON website will have a positive impact within the Chinese community. In his over 47 years of experience as a physician in Vancouver and as a host of a number of TV and radio programs on health, he has found that "people are eager to learn. They want to have accurate, up-to-date knowledge about the treatment of diseases."

Dr. Kendall Ho is a practicing Emergency Medicine specialist, the founding Director of the eHealth Strategy Office at the University of British Columbia's Faculty of Medicine and an Associate Professor with the Department of Emergency Medicine. Dr. Ho's academic and research interests fall into the domain of technology enabled knowledge translation (TEKT) – the use of information technologies in routine health practice, including patient safety and public engagement.

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As with all iCON activities, the public forum aims to improve the knowledge, attitude and skills of community members in more effective **chronic disease self-management for better overall health**. Innovative and interactive, this event targets a critical health issue within the Chinese community.

Patients with chronic disease(s) who are engaged in their own self-care can live longer, healthier lives. However, within non-English speaking communities in BC and Canada, barriers exist for those seeking to participate in self-care, including language barriers, cultural disconnects and limited availability of accessible and reputable web resources. Since 2007, the eHealth Strategy Office has partnered with policy makers, community organizations, practicing health professionals and health administrators to host a total of four interactive and overwhelmingly successful public education forums to date:

- September 2007: *Chinese* Diabetes Forum ~ 700 participants
- April 2008: *Chinese* Healthy Heart Forum ~ 1000 participants
- October 2008: *Chinese* Dementia Forum ~ 700 participants
- March 2009: *Punjabi* Dementia Forum ~ 750 participants

Patients benefit greatly from iCON educational events, both the live interaction and availability of web resources for support after the forum.

["The problem with doctors is that we only go for a check-up once, but our condition may change before or after, even if we are well at our appointment... and he says "ok" – we don't know for sure..." – Past Forum Participant]

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The iCON Project

The **iCON (InterCultural Online Network) Project** is an initiative of the eHealth Strategy Office (Faculty of Medicine, UBC) that engages and promotes communication between community members and health professionals in Metro Vancouver through **culturally relevant** patient-centered health education materials created and distributed in a number of **languages** for prevention and management of prevalent chronic diseases.

About the eHealth Strategy Office

The mission of the Faculty of Medicine **eHealth Strategy Office** is to explore how modern information and communication technologies (e.g., cell phone, iPods, Internet, etc.) can enable, enhance, and fulfill the academic mission of education, research, knowledge translation and community engagement in the context of health care, ultimately leading to achieving social accountability of academia in partnership with communities.

Our core values include: social accountability in academia; partnership with policy makers, communities, and like-minded organizations for health care improvement; interprofessional and interdisciplinary collaboration; and a creative spirit of innovation.

About the Canadian Liver Foundation

The **Canadian Liver Foundation (CLF)** provides support, resources and education for those living with liver disease, and for those who care for them. Supporting patients and their families with accurate, evidence-based, and up-to-date information maximizes the benefits of patient-centered care. iCON's engagement strategy will complement existing CLF materials and outreach activities, and provide new ways of engaging with health professionals to positively affect self-management of health.

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