



**ZESHAN**  
FOUNDATION

## **Achieve Collective Impact By Taking Systems Approach**

Wangsheng Li, President  
ZeShan Foundation

Philanthropy in Motion 2014 \* The University of Hong Kong\* July 2, 2014

### **Who We Are**

**ZeShan Foundation  
is a privately funded foundation  
established by the Chen family in Hong Kong**

**With its mission to improve  
the lives of the less privileged  
in the world through  
the Chen Family's spirit of philanthropy**

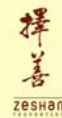


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## Guiding Principles

### 指导原则

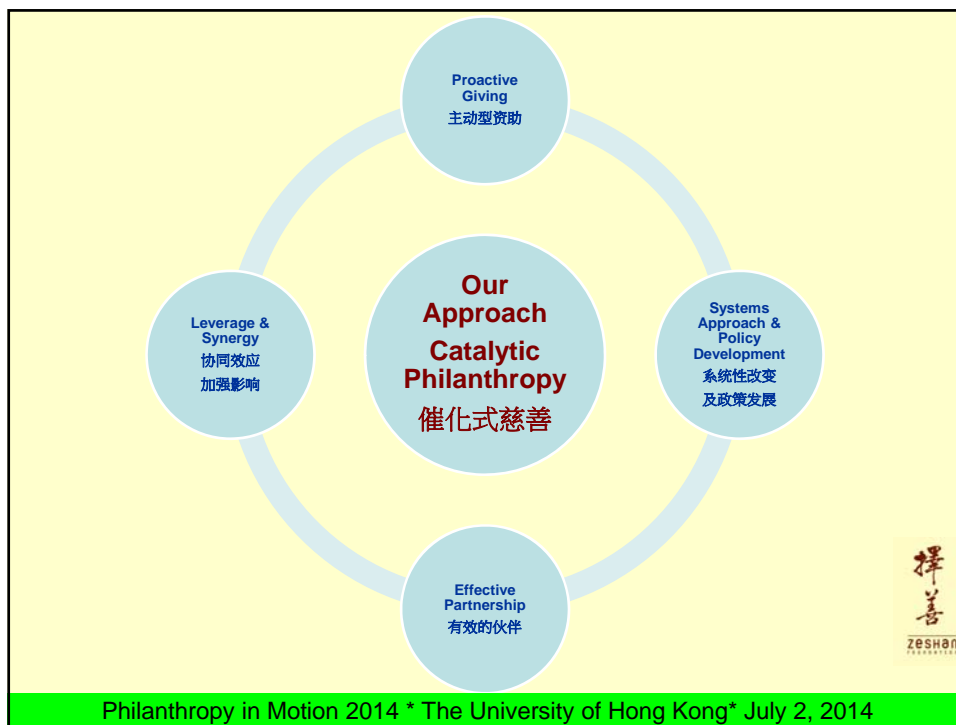
- **Strategic and Engaged Philanthropy**  
推动策略性的公益慈善事业
- **Effective and Equitable Partnerships**  
建立平等合作伙伴关系
- **Deep and Lasting Impact**  
争取影响深远的成效



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**Effective control and eventual elimination of hepatitis B**

**A strategic focus of ZeShan's health program**

**策略性重点：**

**有效控制及根治乙型肝炎**

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## Why Hepatitis B ?

**Hepatitis B viral (HBV) infection** is one of the most neglected pandemics in the world, with more than **2 billion** people being infected at some point in life. (WHO, 2009)

全球約有**20億**人曾感染上乙型肝炎病毒；然而，乙肝感染是全球最受忽略的流行病之一。(世衛，2009年)

HBV is **50 to 100 times** more infectious than HIV. (WHO, 2009)

乙肝病毒的傳染性比愛滋病毒的高**50至100倍**。(世衛，2009年)

Worldwide, more than **350 million** people live with chronic HBV infection, compared with 33.3 million people living with HIV/AIDS. (USAIDS, 2009)

世界上超過**3億5千萬**人為慢性乙肝病毒攜帶者。相比之下全球有3千3百萬愛滋病毒感染者或愛滋病患者。(美國國際開發署，2009年)

About 78%, or **275 million** of total chronic HBV carriers, reside in the Asia Pacific region. (Asian Liver Center, Stanford University, 2009)

約78%的慢性乙肝病毒攜帶者即**2.75億**人，居住於亞太地區。(史丹福大學亞裔肝臟中心，2009年)

Each year, up to **600,000 deaths** are directly linked to HBV infection worldwide. (WHO, 2009)

每年，全球由乙肝病毒引致的死亡個案達**60萬**例。(世衛，2009年)

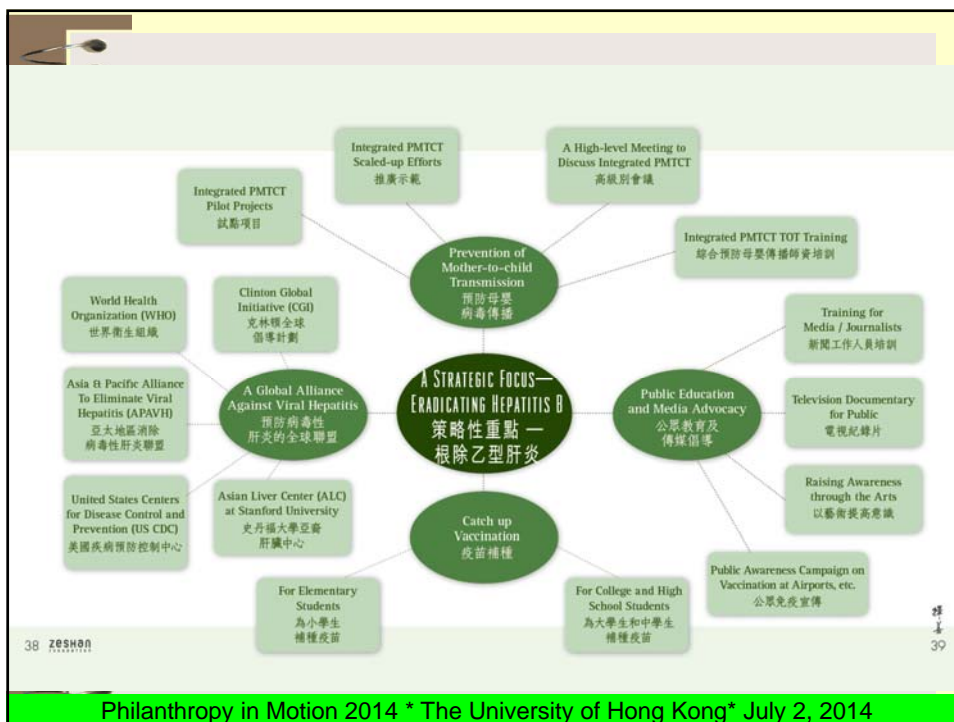
An estimated **263,000 persons** in China die from HBV-related liver cancer or cirrhosis a year, accounting for 37%-50% of HBV-related deaths worldwide. (U.S. National Library of Medicine National Institute of Health, 2007)

每年，逾**26萬**中國大陸患者死於由乙肝病毒感染引致的肝癌或肝硬化，佔全球由乙肝病毒感染引起之死亡個案總數的37% - 50%。(美國國家衛生研究院國家醫學圖書館，2007年)

**SOBERING FACTS**  
發人深省的現狀

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## Past and Current Projects (2005-2016)

Projects funded	Year
PMTCT pilot in Central China (ADARC)	2005-2010
Catch-up vaccination – Qinghai (ALC)	2006-2007
Public Education & Prevention – Arts & media (UNDP)	2008-2009
Global Alliance – Communication position (ALC)	2008-2010
Public Education & Prevention – Media training (Tsinghua University)	2009
Catch-up vaccination – College and high school students (CFPCH/MoH & Rotary Club)	2009-2010
iPMTCT in Central China (Wuhan University)	2009-2013
Global Alliance – Capacity building (APAVH)	2010-2014
Global Alliance – WHO China position (USCDC & WHO)	2009-2013
iPMTCT in Yunnan (ADARC)	2010-2013
iPMTCT in Hainan (Hainan BoH & Wuhan University)	2013-2016
Global Alliance – WHO China position (WHO)	2014-2016
Global Alliance – WPRO viral hepatitis position (WPRO & USCDC)	2014-2016

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## Some of Our Partners

- **Aaron Diamond Center for AIDS Research (ADARC )**
- **Asia and Pacific Alliance to Eliminate Viral Hepatitis (APAVH)**
- **China Centers for Disease Control and Prevention (China CDC)**
- **Chinese Foundation for Hepatitis Prevention and Control**
- **Chinese Ministry of Health**
- **China National Center for Women and Children’s Health**
- **US Centers for Disease Control and Prevention**
- **World Health Organization (WHO, WPRO, WHO China)**
- **Wuhan University, China**
- **Yunnan AIDS Initiative, China**
- **Hainan Province Bureau of Health, China**
- **Rotary International**
- **Tsinghua University, China**
- **Provincial CDCs and MCHs in China**

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## Highlights of Activities

Program Area 项目范围	Progress 阶段性进展		
Vaccination & Catch-up Vaccination 疫苗接种与补种	Catch up vaccination for elementary/high school/college students 支持为小学生补种项目	Catch up vaccination for children up to 15 years old (2009-2011) (Central Government) 国家为所有15岁以上儿童补种	Reaching the goal of below 1% infection rate for children under aged 5 五岁以下儿童的感染率维持在1%以下
Education & Media Advocacy 教育与传媒倡导	<ul style="list-style-type: none"> <li>Arts &amp; Media</li> <li>Raising awareness</li> <li>艺术与媒体</li> <li>提高对乙肝的认知</li> </ul>	<ul style="list-style-type: none"> <li>Media training</li> <li>Anti-discriminatory legislation issued by the Government</li> <li>传媒培训</li> <li>政府颁发反歧视条例</li> </ul>	Documentary on PMTCT of hepatitis B 制作预防母婴传播乙肝纪录片
Integrated PMTCT 综合性预防母婴传播	Pilot iPMTCT 综合性预防母婴传播项目试点	Scaled up iPMTCT 综合性预防母婴传播扩展项目	National program on iPMTCT 国家综合性预防母婴传播项目
Global Alliance 全球联盟	Support the work of ALC in this region 推动史丹福大学亚裔肝脏中心在亚太地区的工作 Seed funding for APAHV 为APAVH提供种子基金	First WHO Medical Officer specialized in viral hepatitis in China 世卫中国办公室首位病毒性肝炎医学专家 Joint Commitment with Mr. Bill Clinton on Clinton Global Initiative	<ul style="list-style-type: none"> <li>Strengthening the work of APAHV</li> <li>Leveraging with USCDC and WPRO</li> <li>加强亚太地区消除病毒性肝炎联盟的工作</li> <li>推动美国疾控中心与世卫西太平洋办公室的协同效应</li> </ul>

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## Effective Public-Private Partnerships for Greater Lasting Impact

The screenshot shows the Zeshan Foundation website. At the top, there is a navigation bar with the Zeshan Foundation logo, a search bar, and links for 'About ZeShan', 'Initiatives and Projects', 'Resources', 'Grant Seekers', and 'Contact Us'. The main content area features three large images: 1. 'Strategic Philanthropy' showing hands holding a small seedling. 2. 'Effective Partnership' showing hands holding a larger plant growing in soil. 3. 'Lasting Impact' showing three children holding hands on a grassy hill. Below these images is a sidebar with a menu of categories: Health, Education, Promotion of Strategic Philanthropy, Human Services and Social Development in..., and Disaster Relief and Community Rebuilding. To the right of the sidebar is a 'WHAT'S NEW' section with a news item dated 05/2014 titled 'Improving Services for the Elderly in Hong Kong', which discusses the aging population in Hong Kong.

www.zeshanfoundation.org

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