



Using Liver Cancer Prevention Messages To Scale Up Diagnosis Of People With Hepatitis B

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Disclosures

No conflicts of interest to declare



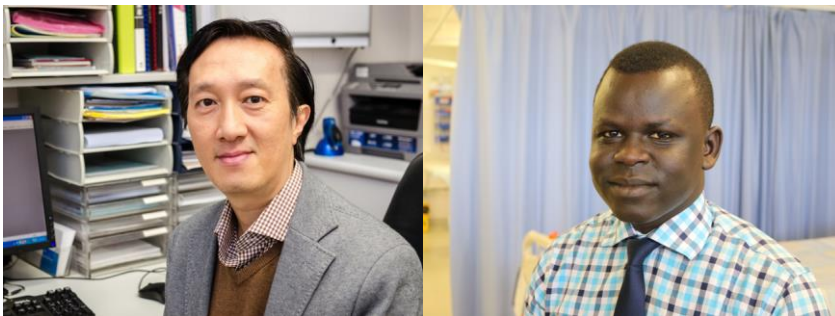
Aims of the two testing campaigns

- Raise awareness about hepatitis B and liver cancer in the community
- Increase understanding about diagnosis , vaccination and management
- Mobilise the community to talk to their trusted GP about hepatitis and to be tested
- Campaigns to be community driven

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GP Stories



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Principles of our approach

- Enable communities to have a strong voice and be a part of our decision making with the development of the campaign
- Ensure messages are culturally safe and provide hope and confidence
- Reduce stigma

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Barriers to testing Vietnamese

- The perception that hepatitis B was less of a concern in Australia than in Vietnam
- Hepatitis B is associated with hygiene, diet
- Poor recall previous vaccination and testing experiences may reduce concern about hepatitis B
- Linked liver cancer with diet and alcohol
- An assumption that their GP will inform them of, and carry out, any necessary tests.

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Barriers to testing South Sudanese

- Very low awareness of hepatitis
- Level of knowledge linked to vaccination experience in refugee camp
- Perception that they would look very sick if they had hepatitis
- Poor awareness of prevention type programs, only visit the doctor if they have serious symptoms
- Low awareness about the cause of liver cancer, considered it to be fatal and untreatable

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Motivators for testing

- Improve awareness that hepatitis B prevalence is common within the Vietnamese and South Sudanese community living in Australia.
- Improve awareness of the link between hepatitis B and liver cancer
- Increase understanding that there are treatments for chronic hepatitis B that can reduce the risk of serious liver disease and/or liver cancer.
- GPs are the trusted source of information

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Nhiều người trong cộng đồng của chúng ta bị viêm gan B. Thế nhưng họ không biết điều đó
 – Bác sĩ Trần Minh Hoàng

Nếu không chữa bệnh viêm gan B thì bệnh này có thể làm gan bị hư hay bị ung thư hoặc cả hai.

Hãy nói chuyện với bác sĩ của mình để xin thử máu miễn phí. Mạng sống của quý vị có thể tùy thuộc vào việc này.

Muốn biết chi tiết bằng tiếng Việt, xin gọi số 13 14 50, nói chữ Tiếng Việt rồi xin nói chuyện với Cancer Council Victoria hay vào www.cancervic.org.au/vietnamese-hep-b

Many people in our community are affected by hepatitis B. They just don't know it.

My name is Dr. Hoang Tran and I'm a doctor in Footscray. I came to Australia in 1983 as a refugee.

All it takes is a free blood test to identify it and simple treatment or monitoring to help stop it progressing. I urge you to take the test for yourself and your family.

I know one in 11 Vietnamese Australians have the hepatitis B virus. The real tragedy is many don't even know it. If their hepatitis B is left untreated, up to one in four of these people may develop liver damage and/or liver cancer.

Talk to your doctor and get tested. Your life could depend upon it.

For information in Vietnamese call 13 14 50, say your language and ask for Cancer Council Victoria or visit: www.cancervic.org.au/vietnamese-hep-b

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Cancer Council Victoria
 April 30 · 🌐

Dr. Dut has an important message for his community: A hepatitis B test could save your life.

My name is Dr Garang Dut. I was born in South Sudan against a back drop of war.

Have you been tested?
 Speak to your doctor.

CANCERVIC.ORG.AU [Learn More](#)

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Evaluation Results



- Dr Tran had over 10 people visit his clinic, 10 vaccinations
- Surveyed 10 local Vietnamese people
 - Did not recall seeing or hearing the ad (majority did not use Vietnamese media)
- Interviewed 2 Vietnamese doctors
 - One had seen the campaign

Evaluation Feedback



- Interviewed 6 community members about message recall
“When you talk about hep b in the family, for example, my mum will not listen to me but she will listen to Dr Dut’s message because he’s a doctor and he’s known in the community”
- Health site interview, at least 6 South Sudanese women came in
“anything that empowers people to come into their GP to talk about hepatitis is a great thing”

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Looking Ahead

- Continue to undertake focus groups with priority groups and co-design communication campaigns with affected communities
- Require larger surveys to assess impact of campaigns
- Support GPs and nurses to test, diagnose and treat people

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Thank you.

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