

Hep B - Get Tested: A national pilot campaign to strengthen hepatitis B awareness and primary care engagement

Authors

Hogan G¹, Pizzie A¹, Shrestha A¹, Shivanna JK², Yussf N², Mondel A³, Carli T¹

1. Hepatitis Australia 2. Hepatitis B Voices Australia 3. ASHM

Background

The National Hepatitis B Strategy prioritises strengthened access and coordination of hepatitis B testing, treatment and care through decentralised settings, including primary care.

With over 220,000 people in Australia estimated to be living with chronic hepatitis B and many undiagnosed or not receiving guideline-based care, primary care is a key point of engagement. Strengthening the hepatitis B knowledge and skills of GPs, nurses, and pharmacists is essential to delivering quality testing and care.

A pilot hepatitis B campaign with in-language messaging in primary care aims to reach people already engaged with their health. It seeks to boost community awareness and engagement while building capacity of primary care providers to identify, test, and treat hepatitis B.

Methods

The following steps were taken:

- Needs assessment to determine target locations, cultural groups, and knowledge, attitudes, and behaviours towards hepatitis B.
- Community co-design workshops to develop campaign materials, incorporating targeted feedback and guidance from Filipino and Chinese participants.
- Consultations with primary healthcare providers to understand resource needs, and preferred messaging.
- A Working Group provided strategic oversight, expert guidance, and governance.

Results

- 11 Primary Health Networks with high hepatitis B prevalence rates supporting campaign rollout.
- Digital posters displayed in pharmacies estimated to be seen 2,989,800 times.
- Hepatitis B posters in GP waiting rooms are projected to be seen by up to 1,242,488 patients. The video broadcast is estimated to generate up to 7,741,656 views.

- Comprehensive GP information packs developed and distributed to 1,352 practices.
- Developed in-language community-based resources using co-design insights.

The campaign will run from February-May 2026. Further results will be available.

Conclusions

Nationally coordinated approaches that engage the voices of affected communities and healthcare providers across the primary care spectrum are required to improve linkage to care and achieve 2030 hepatitis elimination targets.

Disclosure of Interest Statement

This project is funded by the Australian Government (through the Australian Centre for Disease Control). The authors acknowledge the critical funding through which governments support the national response – including peak and other community organisations – and that of industry partners supporting professional and research activities. The authors recognise the need for transparency in disclosure of potential conflicts of interest by acknowledging these relationships in publications and presentations.