

“WATCH, TALK, SHARE” - A COMMUNITY APPROACH IN DEVELOPING VIRAL HEPATITIS VIDEO FOR THE VIETNAMESE COMMUNITY

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Background:

The prevalence of viral hepatitis, especially chronic hepatitis B (CHB), is high in the Vietnamese community with an estimated prevalence of 10.8% in 2015. However, the knowledge of viral hepatitis is low because of the language and culture barriers. A short video with key hepatitis messages in the Vietnamese language is expected to increase knowledge of viral hepatitis in the community.

Argument:

The Vietnamese community is the second largest non-English speaking community in Queensland and a video in the Vietnamese language could reach the wider community members regardless of their age, education level and gender. The feature of the video involved a well-known Vietnamese celebrity and two highly regarded and trusted Vietnamese GPs to deliver messages in the video. The script of the video was developed from frequently asked questions by the community and reviewed by GPs presented in the video. English subtitles were added for other viewers.

Outcome:

The video was successfully launched in Inala, a suburb with the largest Vietnamese population, with more than 100 people from the Vietnamese community attending at the end of October 2017. The video was then showed in the different Vietnamese community groups and distributed in a USB through mails and community events. A total of 183 feedback forms were received about the video over 5 months and 99% of them stated that the video increased their knowledge and understanding about viral hepatitis, 89% said they would take hepatitis tests and 95% said the video positively changed their attitude towards people with viral hepatitis. The video was posted by SBS Facebook and attracted nearly 3,500 viewers in less than 3 months.

Conclusion:

The video was well received by the Vietnamese community and it can play an important role in increasing hepatitis knowledge. The video can be replicated in other non-English speaking communities.

Disclosure of Interest Statement:

None