



Using hip hop to help prevent hepatitis B and liver cancer

11th Australasian Viral Hepatitis Conference

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ACKNOWLEDGEMENT OF COUNTRY



"I would like to acknowledge the Traditional Owners of the Land we are meeting on today.

I also pay my respects to Their Elders past and present and all Aboriginal People here today."



Conflict of interest

I have no conflict of interest to declare.



Acknowledgements

I would like to acknowledge and thank the people affected by Hepatitis B who have generously participated in this project.



Project aim and objectives

- Promote hepatitis B testing, vaccination, monitoring and treatment within the South Sudanese community.
 - by collaborating with South Sudanese youth
- Create a positive dialogue about hepatitis B to reduce stigma and discrimination by using a hip hop and youth participation methods.
- Provide face to face educational workshops for young South Sudanese community.



Rationale: why South Sudanese community?

- 1 in 18 Sudanese and South Sudanese Australians have chronic hepatitis B.
- Young community. Largest age group is 10-29 years old.
- English proficiency described as 'well' and 'very well' (VMC 2013).
- People from African backgrounds need monitoring at an earlier age (20 years +) for liver cancer compared to other groups.



Hip hop project: community consultation



Workshops: what we learnt

Perceptions of hep B in the community

- lack of awareness about hepatitis B
- stigma/shame attached
- belief it's related to HIV and AIDS
- don't talk about hep B (even to family and friends)
- traditional treatment (burning arms, face, stomach)
- Belief karma or God is punishing people for previous sins
- possessed by evil.



Launch

Panel discussion

- Hepatitis not well understood in the community (difficult to name in own languages).
- Misconceptions and stigma.

Encouragements:

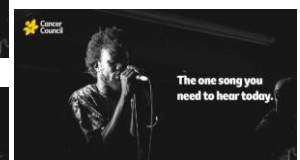
- Use the medical system and see their GP.
- Be an advocate. Support your community, talk about it.



"Man up! see your doctor, talk to your siblings, mother. Easily treated" community leader

Social media campaign

- Advertising on Facebook to reach South Sudanese community.
- Performed above industry benchmarks.
- The campaign reached more than 28,000 people in the target audience.
- Engagement was high.



Key learnings

Barriers

- partner organisation run by volunteers (low capacity and minimal resources)
- small audience. Difficult getting people to attend workshops and launch
- lack of hep B awareness in the community

Enablers

- community driven
- co-designed and owned
- established relationship with SSAYU
- passionate talents from the community, many with health background
- internal funding
- flexible timeline



Evaluation

"...it was about more of an awareness of Hepatitis B. So we either get checked up, get vaccinated about it, and if you do have it, seek for treatment" Community member

"After the launch, the video went viral.... We didn't expect that. So it came up and people were actually asking about it..." Community member

"CCV has actually taken a massive leap of faith and everything to just sort of hand control over to a community organisation to deliver a project"
SSAYU staff







Thank you.

Any questions?

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