

Beyond Information

Hepatitis B Community Education in the
Adelaide Chinese Community

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First – a story...



First – a story...



Background

- **Two** projects focusing on:
 - Chinese community in Adelaide
 - Chinese pregnant women and young parents in Adelaide
- **A part** of 40 Hepatitis B Community Education Projects Australia-wide to raise awareness about hepatitis B in communities of higher prevalence.
- **Funded** by Australian Government
- **Administered** by Hepatitis Australia

Why Chinese community?

- Approx. 20% of South Australians with hepatitis B
- Anecdotal reports of high rate of Chinese among pregnant women with hepatitis B
- Existing relationship with community & service providers



Challenges & Strategies

sincere
hardworking
organisation
seeking
long-term
relationship

Getting access to trusted networks – real world and online

- Personal relationships & networks
- Other services via existing partner organisations
- Use personal accounts online to join social groups

Challenges & Strategies

Gaining the trust of community members

- Reliability – make sure we deliver
- Emphasise government funding & relationship with health authorities
- Be aware where expectations may be misplaced. Explain & respond appropriately



Challenges & Strategies

Access to pregnant women to tell them about the information and support service

- WeChat mothers groups
- Advertisements & articles in Chinese papers
- Promote to hospital maternity & ID clinics
- Mail out to Chinese doctors
- Information sessions at Chinese schools



Challenges & Strategies



Differences and dynamics between local Chinese communities from different parts of the world

- provide written information
- diverse community review
- Have workers who speak Mandarin & Cantonese wherever possible

Challenges & Strategies



Older people face barriers – language, social-cultural, transport, don't know health system.

- activities times at their convenience
- guided trips to GP
- support in booking appointments, interpreters, etc

Challenges & Strategies

Younger people busy with career & family – hard to engage

- Focus on children's health
- Catch them at schools
- Work with others who are also targeting them
- Get into WeChat groups



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Challenges & Strategies



Differences in medical practices here and in China

- Print material on health system here – FAQ, hep B test results
- Info sessions – address the differences

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Challenges & Strategies

GPs not always up to speed on hepatitis B

- provide relevant information material for GPs together with referrals.
- where possible refer to viral hepatitis nurses



Challenges & Strategies



Develop accessible pathways to services and support

- Build relationship with Chinese GPs for HBV screening clinics
- Find Chinese speaking GPs for individual referrals
- Work with viral hepatitis nurses to facilitate appointments & access

Activities

- Information sessions – basic hepatitis B information , immunisation information
- Information distribution & promotion at cultural events
- Fibroscans – engagement tool
- Information and Support service – mobile & WeChat



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Activities



- Information material at libraries, maternity clinics
- Articles and display ads in local Chinese papers, online bulletin boards
- Promotion mail out to Chinese GPs
- Info sessions for maternity workers
- HBV screening
- Vaccination

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Outcomes - Engagement

Total Reach – 2,871

Promotion activities – **820**

Face to face engagements – **869**

Info Support contacts – **1182**

Outcomes - Impact

Screened – **143**

Vaccinated – **34**

Seen by hospital specialists – **11**

Referrals to GPs – all fibroscan results (**309**)

Outcomes - Impact

Noted -

- **Increased** hep B referrals Chinese GPs
- **Treatment** pathways from fibroscan clinics to outpatient services
- **3 primary** hep B-related liver cancer detections
- **Those** disengaged from care reconnected (~5)
- **Increased** awareness among hospital & Chinese health professionals & in Chinese community

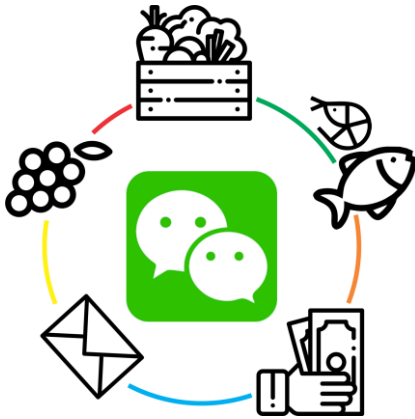


Things we learnt...

Although younger Chinese are harder to engage, their need for support and information are no less than their elders.



Things we learnt...



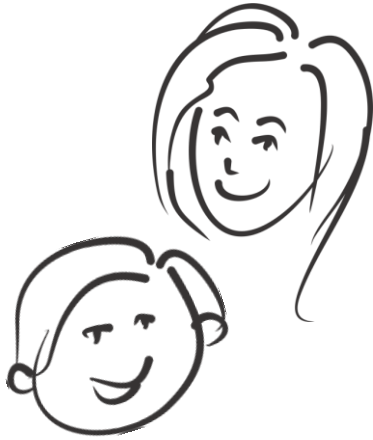
WeChat is an effective channel of contact with younger PRC Chinese who conduct a large part of their social and economic activities via that platform.

Things we learnt...

There is limited follow up for HBV positive mothers, their babies and their families at maternity services in hospitals – need to promote support service



Things we learnt...



Mothers not tested positive are not informed of their test results; they don't know if they are immune – encourage testing if results of previous test unavailable.

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Things we learnt...

Babies of HBV-positive mothers are not tested post-vaccination to see if the vaccination had been effective – need to encourage HBV positive parents to test kids post vaccination.



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Things we learnt...

Local Chinese newspapers high staff turnover – editorial arrangements not reliable



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- Chinese Association of South Australia
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- Chinese School of South Australia
- CWS Chinese Ethnic School
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26