

Do what works!

Implementing an incentivised model of care to increase the uptake of hepatitis B testing and understanding the health knowledge and attitudes toward hepatitis B in CALD communities.

Authors:

Du Y¹, Gollapally S¹, Mills R¹, Le T¹, Pearson J¹, Raj S¹

¹ Hepatitis ACT

Background/Approach: Hepatitis B disproportionately affects people from culturally and linguistically diverse (CALD) backgrounds. Testing and diagnosis are crucial for care, yet recent data show a decline in testing uptake. Enhancing health literacy and ensuring access to testing, treatment, and vaccination are vital for hepatitis B elimination. Hepatitis ACT has a successful, nurse practitioner-led, peer and nurse-supported, incentivised model of care for hepatitis C. Implementing this model-of-care for hepatitis B will guide our way to expand our services in CALD communities and reduce stigma as well as language barriers associated with attitudes towards hepatitis B.

Analysis/Argument:

Hepatitis ACT launched Project LiverWise in October 2025, onboarding bilingual educators and establishing partnerships with multicultural organisations. The initiative officially kicked off in February 2026, targeting Mandarin and Vietnamese-speaking communities in the capital region. The program comprises four key components: an incentivised community survey, in-language educational sessions, incentivised hepatitis B serology tests, and hepatitis B vaccination for eligible participants, aiming for 200 community surveys, 125 hepatitis B tests, and increased vaccination uptake.

Outcome/Results: The project aims to increase screening, vaccination uptake, and strengthen linkage to care for people diagnosed with chronic hepatitis B. Since the launch, 500+ people have been contacted, 223 surveys (110% to target), and 26 serology tests (20% to target) have been completed. Early results suggest the incentivised model, delivered along with bilingual educators and trusted community partners, is increasing engagement with testing and education.

Conclusions/Applications:

The implementation of incentivised testing and surveys, along with the invaluable support of bilingual educators, is significantly contributing to promising results in testing uptake. Moving forward, Hepatitis ACT is dedicated to expanding this approach to change the declining trends in testing uptake. Hepatitis ACT is committed to expand LiverWise program to increase testing, treatment and vaccination for hepatitis B in a culturally safe and accessible environment.

Disclosure of Interest Statement:

Hepatitis ACT receives funding from ACT Health. Project LiverWise is funded through a grant from the HepLink program, delivered by Hepatitis Australia, and supports the expansion of Hepatitis ACT's services.