

# Do broad population health promotion campaigns reach CALD communities?

Natali Smud | Denise Voros  
Multicultural HIV and Hepatitis Service

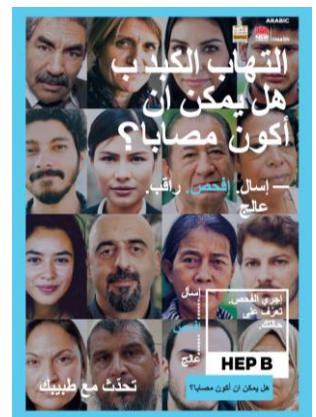
[www.mhahs.org.au](http://www.mhahs.org.au)



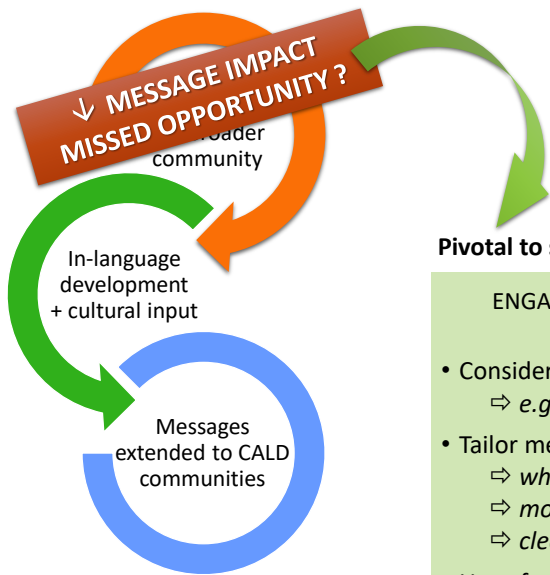
Join the Conversation @ASHMMEDIA #VH18

## NSW Health Viral Hepatitis Communication Strategy - Phase II HEP B. Could it be me?

2017



Join the Conversation @ASHMMEDIA #VH18



**Pivotal to successfully reaching CALD communities:**

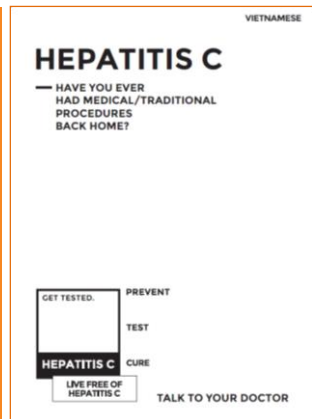
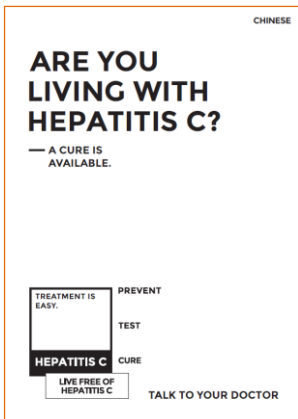
- ENGAGE & CONSULT COMMUNITY MEMBERS AT AN EARLY STAGE  
REWORK MESSAGES FOR EACH COMMUNITY**
- Consider language  
⇒ e.g. *Hepatitis not 'Hep'*
  - Tailor messages:  
⇒ *why at risk?*  
⇒ *modes of transmission specific to each community*  
⇒ *clear call to action*
  - Use of cultural appropriate imagery

Join the Conversation @ASHMMEDIA #VH18

NSW Health Viral Hepatitis Communication Strategy - Phase III

**2018**

**Live free of HEPATITIS C**



Join the Conversation @ASHMMEDIA #VH18



**Natali Smud**

Natali.Smud@health.nsw.gov.au

**[www.mhahs.org.au](http://www.mhahs.org.au)**

**[@TheMHAHS](https://twitter.com/TheMHAHS)**

Join the Conversation @ASHMMEDIA  #VH18