

HIP HOP AS A NARRATIVE TOOL FOR HEPATITIS B AND LIVER CANCER PREVENTION

Authors:

NAFISA YUSSF¹, nafisa.yussf@cancervic.org.au

AUGUSTINO DAW², augustinodaw2010@hotmail.com

EMILY ADAMSON³, EMMA SCHREIBER⁴

¹ *Prevention Division, Cancer Council Victoria, Melbourne, Australia*

² *South Sudanese Australian Youth United, Melbourne, Australia*

³ *Prevention Division, Cancer Council Victoria, Melbourne, Australia*

⁴ *Prevention Division, Cancer Council Victoria, Melbourne, Australia*

Background:

Liver cancer caused by chronic hepatitis B infection (CHB) is on the rise both in Australia and globally. Without medical intervention, up to 1 in 4 people living with CHB may develop liver damage and/or liver cancer. Cancer Council Victoria (CCV), in collaboration with South Sudanese Australian Youth United (SSAYU) developed and produced a hip hop music video campaign to promote hepatitis B testing, vaccination, and treatment within the South Sudanese community.

Method:

The campaign used hip-hop and youth participation methods to create a positive dialogue about hepatitis B and to reduce stigma, as well as encourage the community to support those affected. CCV and SSAYU engaged a local South Sudanese Australian hip-hop artist, Malesh P, and conducted workshops with young people to gain their perspective of CHB and to brainstorm themes for the lyrics. The music video was directed by Ez Eldin Deng, a South Sudanese film and music video director and writer.

Results:

The three week Facebook digital advertising campaign reached 28,000 people with a overwhelmingly positive response. The video was exceptional in generating both views (66,000) and driving traffic to the campaign website (840 visits). The campaign also succeeded in creating local conversations within the community, including at the launch event, which featured a panel discussion with a South Sudanese doctor, community leaders and young people. A key outcome was that the music video was community driven and enabled youth participation.

Conclusion:

This presentation will discuss the success of the digital campaign, evaluation results, as well as recommendations for designing culturally responsive communication campaigns. A key success of the project was ensuring it was co-developed and culturally responsive.