

# **“B-SIDE” PROJECT- INCREASING AWARENESS OF HEPATITIS B BY MUSIC, MULTIMEDIA STORY BOARD AND SOCIAL MEDIA CAMPAIGN**

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## **Introduction**

In 2016 the Royal Darwin Hospital Liver Clinic with its community partners obtained a Hepatitis B Community Education and developed “B-Side” a song and multimedia storyboard for published on social media networks, which focus on communicating the following messages:

To encourage testing of HBV to establish an individual’s status,

Create awareness treatment for chronic hepatitis B exist and is important

Promote those with HBV to seek and be referred for appropriate management

The above was targeted to the NT population which differs significantly from other parts of Australia. Aboriginal and Torres Strait Islander peoples comprise of 25% of the population and with over 20% of territory residents being born overseas and most interesting the most common language spoke in the NT other than English is Kriol followed by Yolngu Matha (Djambarrpuynu).

## **Methods**

We collaborate with our clinic and community colleagues to develop a song which could be sung in English and Kriol and multimedia video to accompany. At each stage the song and animation was checked for accuracy, visual and auditory appeal and factual correctness. We produced a series of multimedia storyboard to follow the songs and which have been translated into four Aboriginal languages: Kriol, Younglu Matha (Djambarrpuynu), Kunwinjku and Arrernte, in addition to four non-English languages: Vietnamese, Burmese, Mandarin and Bahasa Indonesia commonly spoken by attendees of the liver clinic.

“B-side” was launched on World Hepatitis Day 2017 through social media. Advertising was targeted to specific at-risk groups. The impact of the song is measured on indicators such as the number of views, shares, likes and number of referrals to a service provider for HBV assessment.

## **Results**

We shall demonstrate the product developed by the “B-Side” collaboration and report on the progress of the “B-Side” products in social media.

## **Conclusions**

The “B-Side” is a novel product / public service announcement using social media used to increase awareness of Hepatitis B in the NT.

Hepatitis B



Notes

is an infection of the liver



close up of liver zooms out to body

You can get Hepatitis B from blood and from body fluids



As hand reach for each other coloured hep b image can move through from one h

Many people with Hepatitis B have no symptoms, and do not know that they are infected



Dancing figure morphs to figure in hospital bed

BUT up to 40% of people with Hepatitis B develop serious health problems, including cancer of the liver



To find out if you have Hepatitis B you can attend your local health service and ask for a Hepatitis B test



Walks into health centre

Treatment is available for Hepatitis B in the form of a tablet, which is taken every day

