

# DO BROAD POPULATION HEALTH PROMOTION CAMPAIGNS REACH CALD COMMUNITIES?

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## Background:

An estimated 218,000 people are living with chronic hepatitis in Australia. The burden of disease is unevenly distributed among the population, affecting communities that are already marginalised and facing other health disparities, including communities from the Asia-Pacific region and Africa.

In 2017 the Multicultural HIV and Hepatitis Service (MHAHS) was one of the lead agencies in the implementation of the NSW Health Viral Hepatitis Communication Strategy, Phase Two focussing on hepatitis B.

## Argument:

Although opportunities to be part of such broad campaigns are limited, it was rewarding to lead components of a strategy with a population based approach. With messages pitched effectively to the broader community, the challenge for the MHAHS was to extend the hepatitis B messages on testing and treatment to reach targeted culturally and linguistically diverse (CALD) populations.

## Outcome:

The 'Hep B. Could it be me?' campaign was a success in many aspects however, it was important to reflect on the factors that went very well and the ones that didn't, as with all first experiences.

While the intent was to reach people in the Arabic, Chinese, Korean, Vietnamese and sub-Saharan African communities encouraging them to ask for hepatitis B test, get tested and have treatment, we experienced some stumbles along the way.

Using culturally appropriate imagery was pivotal in reaching targeted communities however lessons we learnt were that messages needed to be action focussed informing the audience why they could be at risk, outlining clear modes of transmission. In addition, the use of English words and abbreviations were not familiar to CALD audiences and therefore should have been avoided.

## Conclusions:

Extending pre-developed messages using a population based approach can miss an opportunity for adequately engaging all communities, withering its reach and impact. Campaigns targeting CALD populations are more effective using a "bottom-up" approach, inclusive of community consultations in earlier stages to ensure adequate reach.

## Disclosure of Interest Statement:

*The Multicultural HIV and Hepatitis service is a NSW statewide service hosted by Sydney Local Health District, NSW Health.*