

‘Are You Living with Hepatitis B? Find out. Get tested.’ campaign

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Background/Approach:

Between 2019 and 2023, hepatitis B virus (HBV) testing rates declined by 20.2% nationwide, highlighting gaps in screening, particularly among culturally and linguistically diverse (CALD) communities in NSW. Community consultations and focus testing identified key barriers, including unclear messaging, the absence of direct and culturally relevant calls to action, and the need for in-language health information. To address these challenges, the campaign adopted a co-designed, multilingual approach, integrating simplified language, culturally tailored imagery, and strategically placed messaging across diverse media platforms. This ensured accessibility and engagement, particularly among populations with lower health literacy.

Analysis/Argument:

‘Are You Living with hepatitis B? Find out. Get Tested’ is the first broad-based multilingual, multi-strategic campaign to address gaps in culturally responsive, in-language messaging to improve HBV screening amongst CALD communities in NSW. An evidence-based analysis of HBV prevalence, immigration patterns, and demographic data informed the selection of five priority communities: Chinese-speaking, Vietnamese, Arabic-speaking, Korean, and sub-Saharan African populations in NSW. The campaign has demonstrated adaptability and sustainability evolving to respond to emerging trends and community needs.

Outcome/Results:

Between 2019 and 2024, eight campaign activations reached a cumulative social media audience of 308,940, demonstrating sustained digital engagement. In 2019 alone, video content generated 135,362 views. Supported by community engagement events, resource distribution, and in-language education, campaign activations continued with peak social media reach in 2020 (N=56,000) and 2023 (N=54,707).

Ethnic media placements played a critical role in reaching target communities, increasing by 209% from 68 radio and digital placements in 2020 to 210 in 2024, with a peak of 383 placements in 2022 (a 463% increase from 2020). Ongoing investment in ethnic media ensured consistent community engagement, while incorporating eDMs and webinars enhanced visibility and ensured responsiveness to shifting digital engagement trends.

Conclusions/Applications:

This campaign showcases a co-designed, evidence-based approach to developing culturally relevant, multilingual messaging for long-term impact. The campaign has kept HBV in public discussions and provided ethnic media with trusted, culturally appropriate information. Furthermore, campaign assets have been integrated into the state-wide response, boosting impact and supporting Australia's hepatitis B elimination goals.

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