

ADDRESSING VIRAL HEPATITIS IN THE CHINESE, FILIPINO AND THAI COMMUNITIES

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Introduction: Cancer Council Victoria (CCV), in collaboration with Centre for Culture, Ethnicity and Health (CEH) and St Vincent's Hospital delivered a community peer education project in conjunction with a tailored communication campaign to promote hepatitis B and C testing, vaccination, treatment with the Chinese, Filipino and Thai communities.

Methods: Nine peer educators and bilingual health facilitators were recruited from the Thai, Filipino and Chinese communities, and were provided with training on viral hepatitis, liver cancer and communication skills. Three communication campaigns were also developed in consultation with each community. An evaluation plan was codesigned with the peer educators and bilingual facilitators to capture the impact of the peer education model and the contrasting needs of each community.

Results: Six peer educators delivered hepatitis B and C education sessions to 300 community members in the Chinese, Filipino and Thai communities in northwestern Melbourne. Three tailored media campaigns featured in June, promoting hepatitis and liver cancer messages in press and digital media. The key call to action encouraged people to ask their GP for a hepatitis test and that liver cancer can be prevented.

Conclusion: It is the first time the Filipino and Thai community were engaged in a community driven hepatitis B and C response in Victoria. The community learnings and digital metrics of the communication campaign and peer education insights will be shared at the conference. A key success of the project was the combined hepatitis B and C messages and ensuring it was co-designed with communities.

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