



Addressing viral hepatitis and liver cancer in the Chinese, Filipino and Thai communities in Victoria

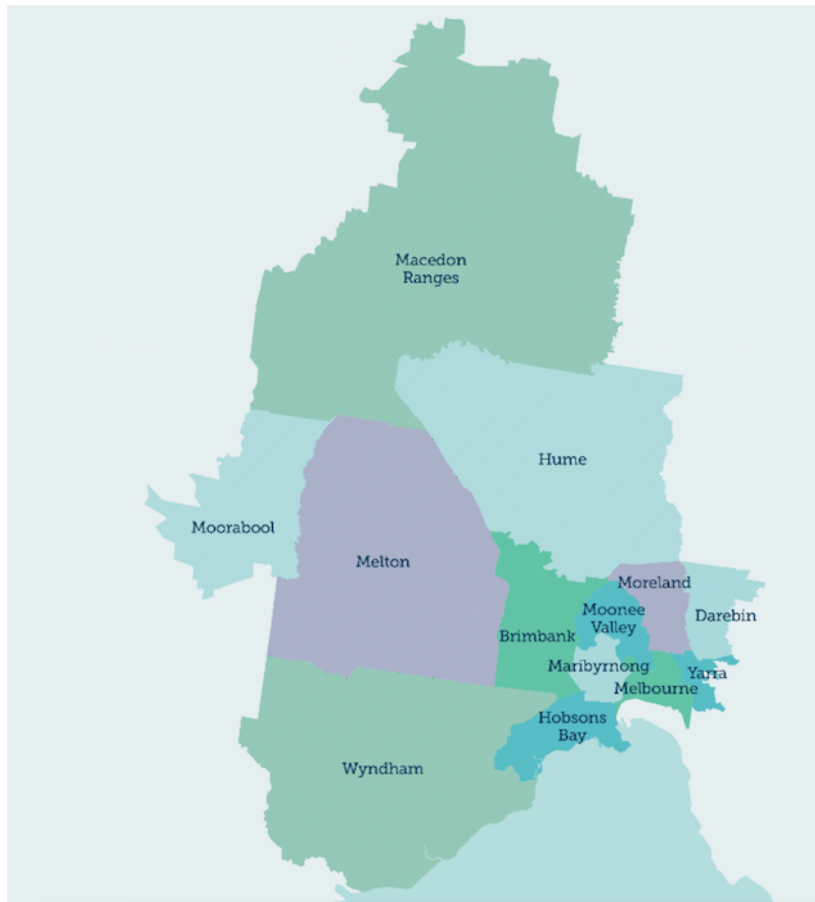


Conflict of interest

We have no conflict of interest to declare.

Rationale

NWMPHN catchment



- Highest hep B/C prevalence in VIC
- 1 in 13 Chinese Victorians have hep B or C
- 1 in 25 Filipino Victorians have hep B or C
- 1 in 18 Thai Victorians have hep B or C

*Hepatitis Australia, 2017, Reaching Out Report

*MacLachlan J. 2018, National Viral Hepatitis Mapping Project Supplementary Data, The Doherty Institute.

Project aims/objectives

- Increase hepatitis testing, vaccination, monitoring and treatment in the NWMPHN catchment.
- Increase health literacy in accessing screening, management and care.
- Reduce stigma related to hepatitis and liver cancer.
- Build supportive communities by raising awareness and understanding about hepatitis B and C.

Community consultations

- Combined hepatitis B and C messages
- Peer education model
- Community perceptions
- Resource development

Communities insights

- Lack of trust in GPs - concerns about costs and privacy (Filipino & Thai)
- Trust placed on Monks/family (Thai)
- Strong stigma/discrimination references in Thailand
- ‘virus’ = cancer’ (Chinese)
- ‘*Healthy carrier*’ concept in Chinese community

Key activities

1. Peer education - through 6 peer educators
2. Resources development
 - Bilingual posters
 - The hepatitis B & C stories
3. Tailored communication media campaigns

Peer education



- Recruited and trained 6 peer educators
- Induction and training sessions
- Familiarisation hepatitis clinic visit at St. Vincent's hospital
- Evaluation co-design session
- Community recruitment strategies session for peer educators
- Practice session for peer educators

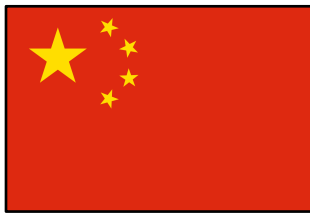
Peer education results



Filipino Community

6 sessions

119 people



Chinese Community

7 sessions

178 people



Thai Community

6 sessions

109 people

TOTAL

19 sessions

406 people


Media campaign: Chinese community

Is your liver as healthy as you think?

1 in 13 Chinese people are living with the hepatitis B or C virus. Both may not show any symptoms. If left untreated, hepatitis B and C can lead to liver damage and liver cancer.

Hepatitis B can be treated.
Hepatitis C can be cured.

Ask your doctor for a hepatitis test today.



Testing and vaccination may be free. Low-cost treatment and cure are available.

To speak to someone in Chinese call 13 14 50 and ask to speak to Cancer Council Victoria. www.cancerciv.org.au/hep-chinese



您的肝脏像您想象的那样健康吗?

现在就请医生给您做肝炎检测。



Cancer Council

Is your liver as healthy as you think?

Ask your doctor for a hepatitis test today.



Cancer Council

Media campaign: Filipino community

JUNE 2019 THE PHILIPPINE TIMES www.philippinetimes.com.au

Are you a Pinoy living in Australia?

You could be at risk of hepatitis B or C.

1 in 25 Filipino people are living with the hepatitis B or C virus.

Both may not show any symptoms.

If left untreated, hepatitis B and C can lead to liver damage and liver cancer.

Hepatitis B can be treated.
Hepatitis C can be cured.

Do not let hepatitis threaten you or your family. Ask your doctor for a hepatitis test today.

Testing and vaccination may be free. Low-cost treatment and cure are available.

To speak to someone in Tagalog call **13 14 50** and ask to speak to Cancer Council Victoria.
www.cancerciv.org.au/hep-philipino

Cancer Council **phn** **UNIVERSITY OF MELBOURNE**


1/6/2019 Philippine Times, The —Hep B NWM/PHN L283971 Page 3 of 32

Ask your doctor for a test today



1 in 25 Filipino Victorians are living with hepatitis B or C. Do not let hepatitis threaten you or your family. Ask your doctor for a hepatitis test today.

Media campaign: Thai community

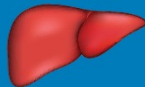


Could you be at risk of hepatitis B and C?

1 in 18 Thai people are living with the hepatitis B or C virus. Both may not show any symptoms. If left untreated, hepatitis B and C can lead to liver damage and liver cancer.

Hepatitis B can be treated. Hepatitis C can be cured.

Protect yourself and your family. Ask your doctor for a hepatitis test today.



Testing and vaccination may be free. Low-cost treatment and cure are available.

To speak to someone in Thai call 13 14 50 and ask to speak to Cancer Council Victoria.
www.cancerciv.org.au/hep-thai




1 in 18 Thai people are living with the hepatitis B or C virus.

Ask your doctor for a test today.




คนไทย
 ๑ใน๑๘คน
 ติดเชื้อไวรัสตับ
 อักเสบบีหรือซี

ปรึกษาแพทย์ของคุณเพื่อ
 ทำการตรวจในวันนี้



Learnings

- Combination of both hepatitis B and C messages were effective and beneficial
- Partner with communities to ensure initiatives are community led and co-designed.
- Combination of peer education and communication campaigns work well to reach a wider audience.
- Partnership among key stakeholders
- 'Community check' translations

Acknowledgments

- North West Melbourne PHN
- Community Peer Educators
- Community Bilingual Health facilitators
- Chinese, Filipino and Thai communities and organisations

Contact

- Cancer Council Victoria - Community Engagement Lead

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