

# Amplifying Community Voices: LiverWELL's Community Ambassador Videos in Hepatitis B and C Awareness and Stigma Reduction

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**Background/Approach:** Hepatitis B and C disproportionately affects culturally and linguistically diverse (CALD) communities, yet barriers to screening, treatment, and care persist. LiverWELL's Community Ambassador Videos leverage trusted community voices to raise awareness of hepatitis B and C, encourage testing, treatment, and combat stigma. Developed with 23 community leaders, (health professionals and individuals with lived experience. four videos addressed stigma, and provided culturally relevant, linguistically appropriate messaging, tailored to Filipino, Mandarin, and Khmer-speaking communities.

**Analysis/Argument:** A co-design approach enabled the creation of authentic messaging. The videos serve both as educational tools and advocacy platforms, integrating personal stories and expert insights to discuss the transmission routes of hepatitis B and C, emphasize early intervention, and challenge stigma-related healthcare barriers. The videos are promoted via social media, community events and workforce training sessions for broad accessibility and engagement.

**Outcome/Results:** Since August 2023, the Community Ambassador Videos have received over 1,000 views and have been shared on Health Translations, Hepatitis Australia, the Centre for Culture, Ethnicity and Health, and other networks. A survey was distributed in December 2024 via email; 24 people responded. Preliminary feedback shows increased awareness and a greater willingness to engage in hepatitis B screening and care. Participants reported increased confidence in discussing hepatitis B with doctors and confidence in sharing information about hepatitis B with family and friends. Feedback included "the video clearly explains what I have to know" another participant remarked, "*What positive messages it portrays ... Such a beautiful video.*" These comments highlight the positive impact on awareness and stigma reduction.

**Conclusions/Applications:** The success of Community Ambassador Videos underscore the power of co-designed digital health promotion resources. The videos provide an evidence-based, scalable model for engaging underrepresented communities in public health.

Next Steps:

- Expand content to additional communities
- Integrate videos into structured workforce training

Thus, reducing barriers to viral hepatitis care.

**Disclosure of Interest Statement:** LiverWELL acknowledges funding support from the Department of Health, Victoria, which underpins our work in viral hepatitis advocacy, prevention, and support. Our initiatives are informed by the invaluable contributions of community members, dedicated volunteers, and individuals with lived experiences of viral hepatitis. LiverWELL operates as an independent, not-for-profit organisation committed to improving the health and wellbeing of people impacted by or at risk of liver disease. We maintain strict governance and accountability measures to uphold transparency and integrity in all our activities. We declare no conflicts of interest that would unduly influence the content or conclusions of this submission.

**Link to videos:**

- Mandarin: <https://www.youtube.com/watch?v=zHnv8J2c7Ag>
- Khmer: <https://youtu.be/mKSvzqtLVM0?si=g8HOplyFjCCULqTU>
- Filipino: <https://youtu.be/mKSvzqtLVM0?si=g8HOplyFjCCULqTU>

Be the Change: <https://youtu.be/Cwn6vAAYbB4?si=C5edbCZ-OBOEakqP>