



A Co-Designed Approach: Hepatitis B Chinese Campaign

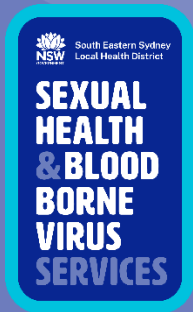
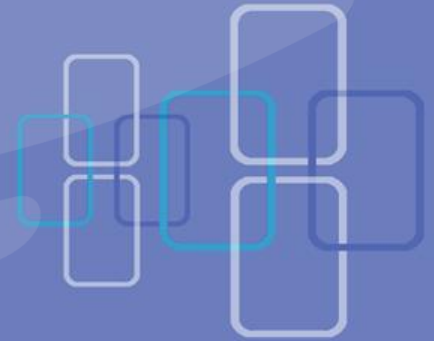
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SHBBV Services





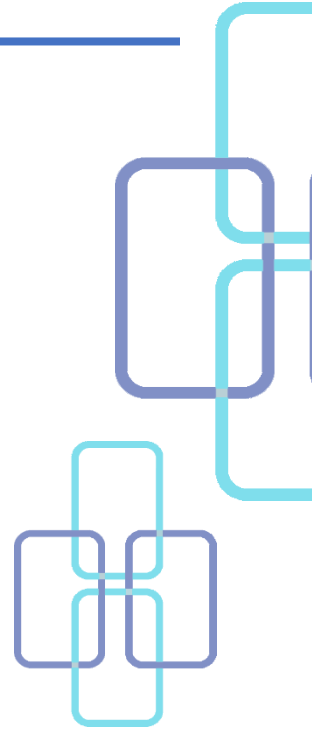
Acknowledgement

We acknowledge the Wurundjeri Woio-wurrung people of the Kulin nation as the traditional custodians of the land we gather on today.

We acknowledge the Dharawal, Gadigal, Wangal, Gweagal and Bidjigal peoples on whose land we work in South Eastern Sydney.

Overview

1. Background
2. Four Phases development
3. Product
4. Reflection and takeaways

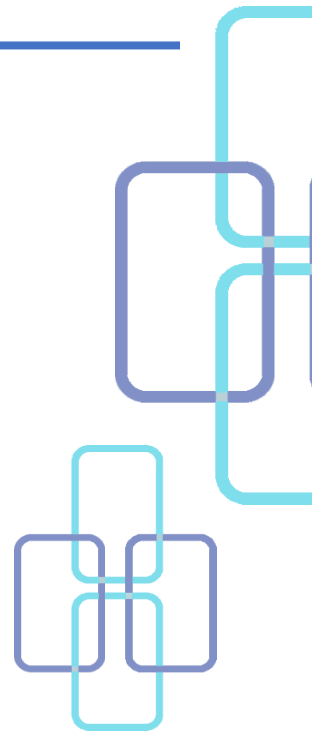


Background

NSW Hepatitis B Strategy 2023-2026

Hepatitis B in Chinese Communities

- 45% in SESLHD
- Stigma
- Low awareness, vaccination and testing
- Access barriers



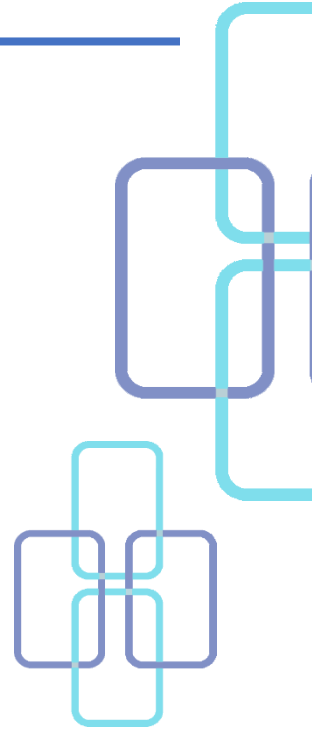
Four-Phase Process in Co-design

Phase 1: Workforce working group established

Phase 2: Online survey and consultations

Phase 3: Co-design workshops

Phase 4: Campaign dissemination and evaluation



Phase 1: Workforce working group established

Partnership

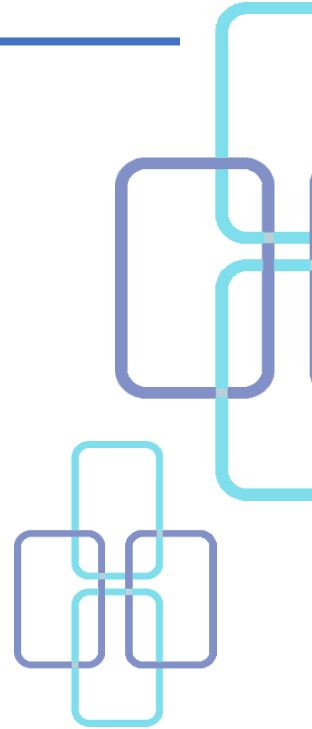
- Government agency, community organisations, clinicians and researchers

Objective

- Improve hepatitis B knowledge and reduce stigma in Chinese communities.

Strategies

- Consult, Co-design, Develop, Map out



Phase 2: Online survey and consultations

乙型肝炎社区问卷调查

您是否想参与抽奖，赢得 \$100 礼品券？（共5名） 是

您是否有兴趣参加有偿的（\$80）肝脏健康小组讨论？ 是

您是否愿意和我们共同策划为华人社区制定的肝脏健康宣传？ 是

名额有限，赶紧扫码完成问卷吧！



或访问 surveymonkey.com/r/schhepb

如有疑问，请咨询：

• Tim Chen
• bo.chen2@health.nsw.gov.au



Phase 3: Co-design Workshops

Aim

1. Use Relatable, scenario-based storytelling
2. Create culturally appropriate, shareable resources

Workshops



Posters in Chinese Simplified



聚餐会导致
乙肝传染吗？
不会！

乙肝传播三途径

- 母婴
- 血液
- 性接触



更多乙肝资讯
请扫码





担心感染
乙肝怎么办？
有办法！

- 找家庭医生
- 做定向血检
- 打乙肝疫苗

检测 + 疫苗



更多乙肝资讯
请扫码





乙肝没有症状，
还需定期检查吗？
需要！

定期检查
防微杜渐



更多乙肝资讯
请扫码





乙肝好委屈，
愿你多多了解它

- 可防
- 可控
- 可治疗

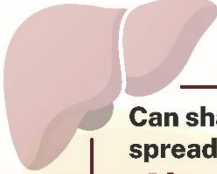
健康与你常相伴



更多乙肝资讯
请扫码








Posters in English




**Can sharing meals spread Hepatitis B?
Absolutely not!**


Hepatitis B spreads in three ways

-  Mother to baby
-  Blood to blood
-  Sexual contact




For more Hep B information please scan 


NSW GOVERNMENT




**Do you still need regular check-ups if you don't have symptoms of Hepatitis B?
Absolutely!**

Regular follow-ups prevent Hepatitis B from progressing.






For more Hep B information please scan 

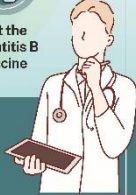
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**Worried about contracting Hepatitis B?
There is a Way!**


-  See your family doctor
-  Have a Hepatitis B blood test
-  Get the Hepatitis B vaccine

Testing + Vaccination






For more Hep B information please scan 


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Hepatitis B is often misunderstood, let's learn about:

-  Prevention
-  Management
-  Treatment

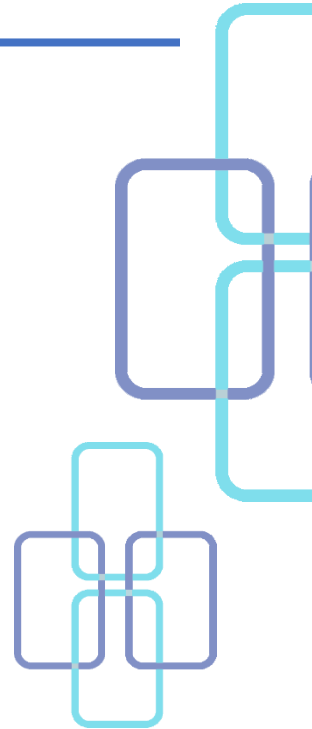
Living a healthy life with Hepatitis B.



For more Hep B information please scan 

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Videos in Mandarin



Phase 4: Campaign dissemination & evaluation



Soft Launch - Hepatitis Awareness Week



Key Actions and Takeaways

1. Co-Design is essential
2. Prioritise cultural relevance
3. Focus on reducing stigma



Acknowledgement

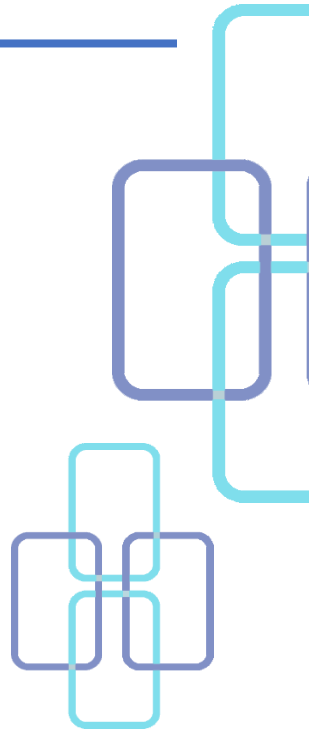
- *Chinese community members*
- *Sexual health & Blood Borne Virus Services and Equity & Prevention Service in SESLHD*
- *Hepatitis NSW*
- *Advance Diversity Services (ADS)*
- *NSW Multicultural HIV and Hepatitis Service*
- *Chinese Australian Services Society (CASS)*
- *St George Hospital Liver Clinic*
- *Central and Eastern Sydney PHN*
- *UNSW Centre for Social Research*
- *V & J Design, VIF Productions*

Further information

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Questions?

