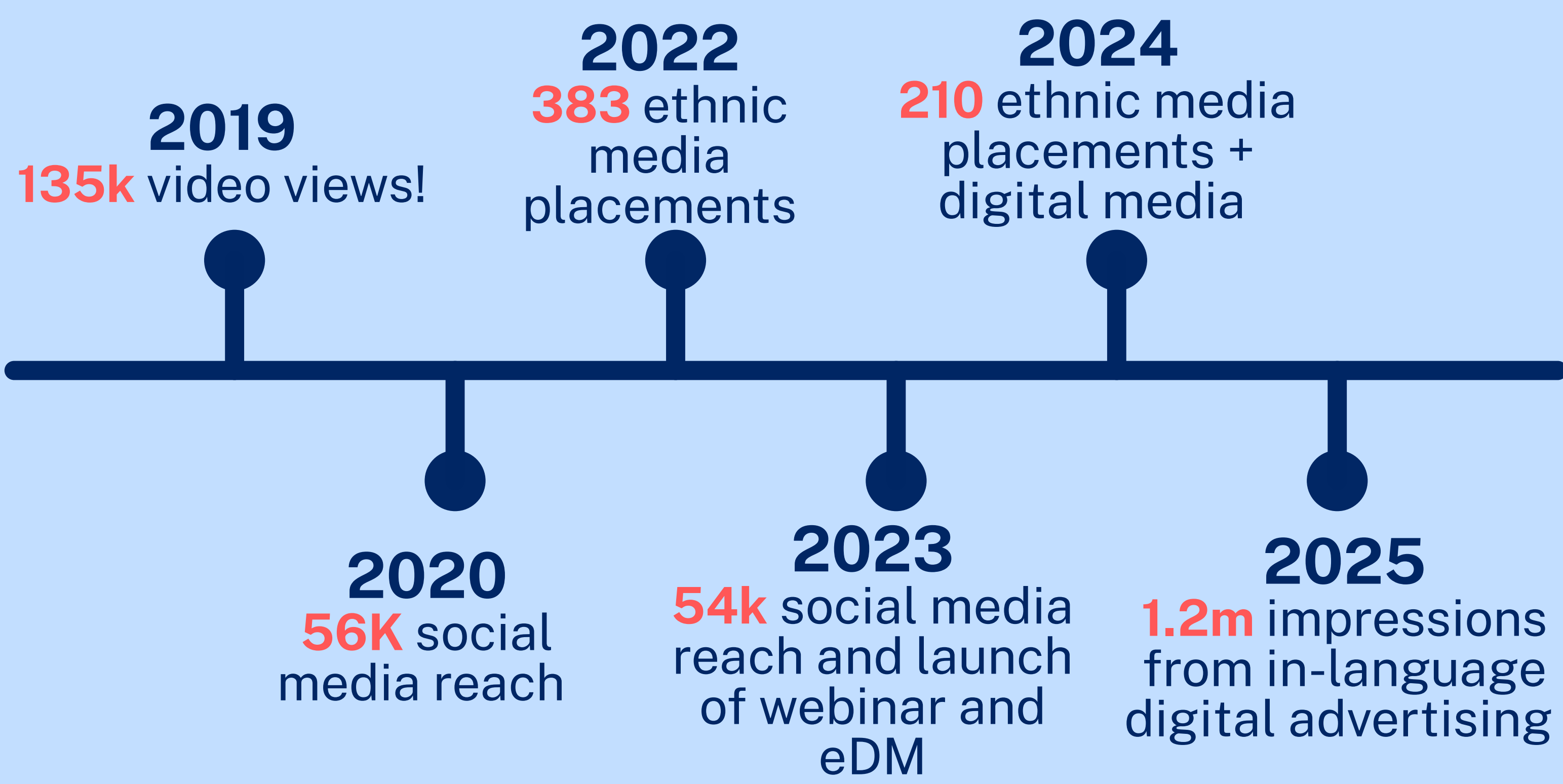


'ARE YOU LIVING WITH HEPATITIS B? FIND OUT. GET TESTED.'

MULTILINGUAL CAMPAIGN

NAPIER M, PALJOR S, GOOLAM A, LUISI B, SMUD N, SUN L, VOROS, D.

NSW Multicultural HIV and Hepatitis Service, Sydney Local Health District, NSW Health, Australia



Background

- 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

- '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 ten priority communities: Chinese-speaking, Vietnamese, Arabic-speaking, Khmer, Korean, Tongan, Samoan, Nepali, Mongolian and sub-Saharan African populations in NSW.
- The campaign has demonstrated adaptability and sustainability evolving to respond to emerging trends and community needs.

Results

- From 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).
- The 2025 campaign resulted in 1.24 million impressions; 6,127 click-through, with an average click-through rate of 0.49%.

Ongoing investment in ethnic media ensured consistent community engagement, while incorporating eDMs and webinars enhanced visibility and ensured responsiveness to shifting digital engagement trends.

Conclusion

This campaign demonstrates a co-designed, evidence-based approach to culturally relevant, multilingual messaging with long-term impact. It kept hepatitis B in public discussion and enabled ethnic media to deliver trusted, in-language information. Integration of campaign assets into the state-wide response has strengthened consistency and contributed to Australia's hepatitis B elimination goals. While the campaign successfully built awareness and improved access to culturally responsive resources, further evaluation is needed to measure its impact on behaviour change – particularly hepatitis B testing and linkage to care.