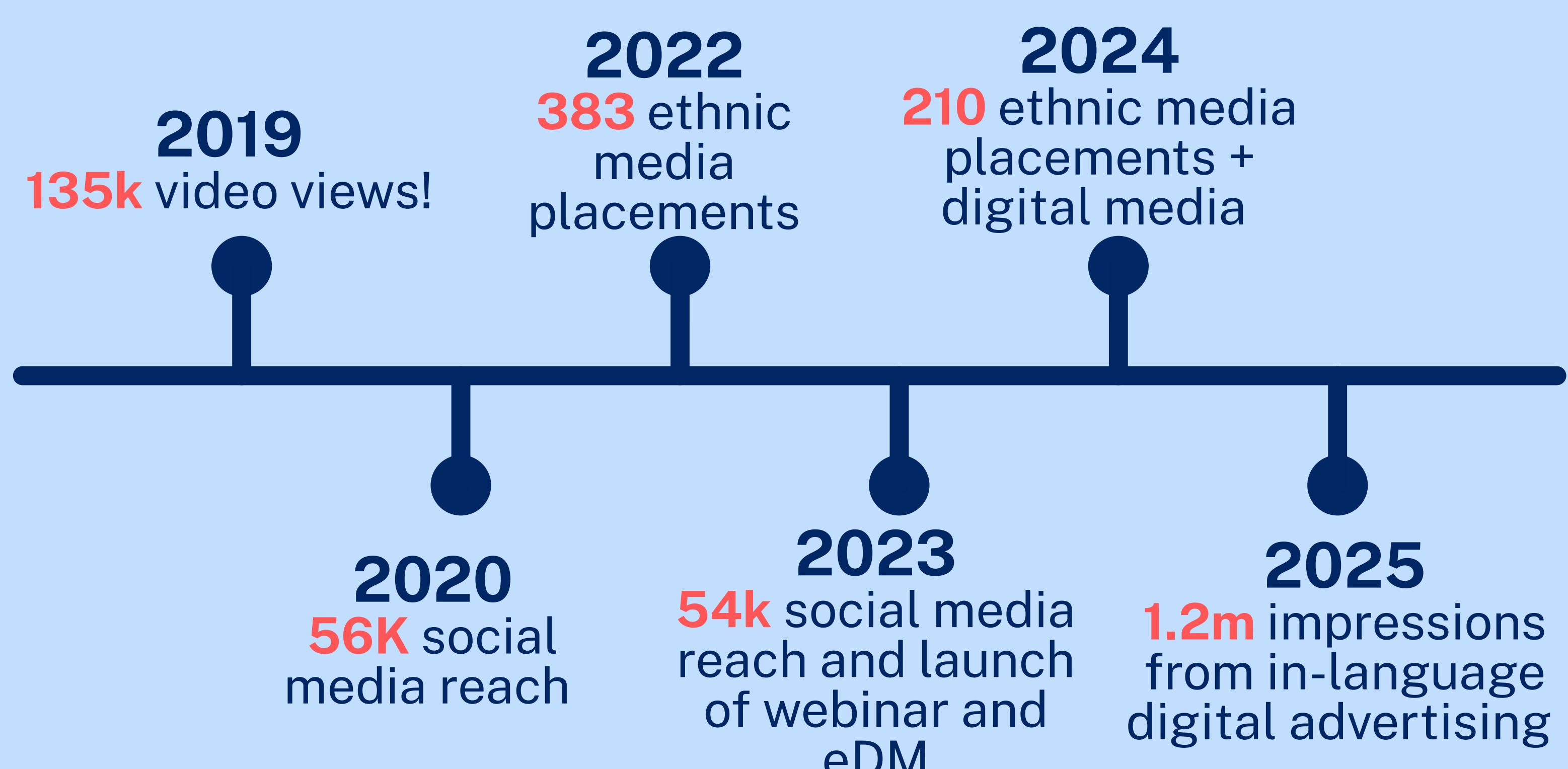


'ARE YOU LIVING WITH HEPATITIS B? FIND OUT. GET TESTED.'

MULTILINGUAL CAMPAIGN

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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.

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.

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.

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.