



Tradition and innovation working hand in hand: engaging communities affected by chronic hepatitis B

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Marina Suarez & Wa'el Sabri
Multicultural HIV and Hepatitis Service



Who are we?

- NSW Ministry of Health: state-wide service
- Work with CALD communities to address HIV & viral hepatitis
- Health promotion & client support
- Project officers & 90 casual bilingual/bicultural workers
- 25 languages



The hep B challenge: prioritising communities

- 77 000 people living with CHB in NSW:
- Number & diversity of communities
- Urgent need to address the issue
- New ways of engaging communities to ensure no community was left behind

1. Hepatitis B Mapping Project. Estimates of chronic hepatitis B prevalence and cultural and linguistic diversity by Medicare Local. ASHM, VICRL. National Report 2013



Traditional



Innovative



The Korean community development project

&





Korean community development project

Aim:
To increase the capacity of the Korean community to respond to CHB

Objectives:

- Increase awareness of CHB among Korean community in NSW
- Increase community access to hepatitis B testing, treatment & vaccination



Strategies



- Community consultation & endorsement of the project
- Formation of advisory group
- Community education sessions
- Festivals and events
- Korean media
- Hep B poster and cartoons




Korean Health Committee



Sitting on the front row: the Korean Health Committee

Alliance

Aim:
To strengthen CALD communities' capacity to address hepatitis B issues

Objectives:

- To advocate for change in addressing the needs of CALD communities in relation to chronic hepatitis B
- To increase chronic hepatitis B awareness and knowledge amongst CALD communities
- To support partnerships among CALD communities in relation to chronic hepatitis B




Strategies

- Forums with community leaders
- Workforce development
- Community education
- Media campaigns
- Hepatitis NSW Community Grants



Challenges, advantages & potential

Korean	Alliance
Traditional (evidence based)	Innovation (un-tested)
Time limited	Open ended
Opportunity to work in depth with one community	Opportunity for wide reach among priority communities
More likely to build capacity	Harder to build capacity
Relies on established community structures	Enables engagement of communities with less established structures
A dedicated project officer	Working group from within MHAHS
	Prepares communities for intensive work
	Maintaining engagement long term
	Limited funding



Summary

- Seek out community champions: they are your best allies
- Different ways to engage communities – will change over time
- Find ways to work with all communities by meeting them at the point they are at
- Focus on CHB impact on families
- Tradition + innovation = no community is left behind



Thank you!

Marina Suarez & Wa'el Sabri
Multicultural HIV and Hepatitis Service

(02) 9515-1234

Marina.suarez@sswahs.nsw.gov.au

Sabriw@email.cs.nsw.gov.au

www.mhahs.org.au