

The Success Factors of ‘Know Your Hepatitis B’ Campaign Within African Communities in South Australia

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Background

South Australia (SA) Health surveillance data indicates that being born in a country with high Hepatitis B Virus (HBV) prevalence is a commonly reported risk factor. In SA, people from culturally and Linguistically Diverse (CALD) backgrounds are from some countries known to be endemic for HBV. To address and control the prevalence of HBV within CALD communities, PEACE developed and is still running a ‘Know Your Hepatitis B’ Campaign. Here, we present the implementation and the success factors of the campaign within the African communities in SA.

Methods

The ‘Know Your Hepatitis B’ Campaign was developed to assist and support (CALD) communities in SA mostly focusing on African community members to know their HBV status. The campaign utilises several approaches to ensure good testing rates, vaccination and treatment. This involves different strategies of community engagement, participants testing, collecting and interpreting results to ensure proper follow up on actions such as vaccination or treatment. The strategy for the campaign ensures that community members have an understanding of hepatitis B, transmission and prevention, prevalence and impacts on individual’s health as well as the importance of having a HBV test and vaccination.

Results

The implementation of the campaign clearly showed that providing information alone does not equate to people going for testing. It requires building relationship and trust and providing information in a context that is meaningful to the target group. The availability to provide support beyond ‘testing’ is also the key. So far, 144 people have been tested of which, 14 were HBV/HCV/STI positive, and 40 requiring/completed vaccinations. The staff at testing clinic confirmed there were many more people that got tested positive for HBV but required no further support from PEACE.

Conclusion

For a testing campaign like ‘Know Your Hepatitis B’ to be successful, it requires more than providing information.

‘Know Your Hepatitis B’ campaign model

