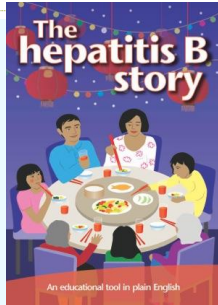


Evaluation of “The hepatitis B story”

.... an educational resource to use in discussion with people who have low health literacy.



Gabrielle Bennett, Victorian Viral Hepatitis Educator



No disclosures

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Outline of presentation

- Background to “The hepatitis B story”
- Evaluation aim & methodology
- Evaluation findings
- Summary



Background to “The hepatitis B story”

1. Lack of info in plain English (1)
2. Lack of culturally appropriate info (1,2,3)
3. Affected communities:
 - Different understandings of health, sickness, the body?(2)
 - Often disrupted lives with traumatic episodes
 - Poor health literacy & English often 2nd/3rd/4th language (ABS, 2011)



1. National Hepatitis B Strategy 2010 – 2013, Commonwealth of Australia, 2010. 2. Wallace, J., McNally, S. and Richmond, J., 2007. National Hepatitis B Needs Assessment, LaTrobe University. 3. Wallace, J., Hajarzadeh, B., Richmond, J., McNally, S. and Pitts, M., 2012. Managing chronic hepatitis B. The role of the GP. Australian Family Physician, 41:893-898.

The evaluation

Aims:

- How has it influenced client's understanding HBV?
- What is HCW's level of satisfaction with use?
- Number of copies distributed.

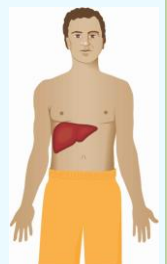
Conducted by consultant
Leonie Morgan



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Methodology – clients

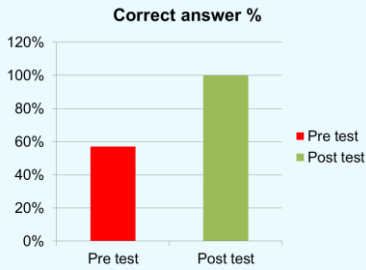
1. Clients with low health literacy identified by clinicians.
2. Phone call to client – discuss process, gain verbal permission.
3. Administer pre test questionnaire, read thru the resource, post test Q.
4. Invited to comment.



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The findings

1. Increases client's understanding of hepatitis B



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2. Clients feel positive about the resource and find it helpful.

"...its good because a lot of people like me cant read. It (the information) stands out more in pictures. I like the ticks. There needs to be one like this on hep C."



"Its great. Made me understand a lot"



"You don't have to be educated to understand the book. It covered everything"



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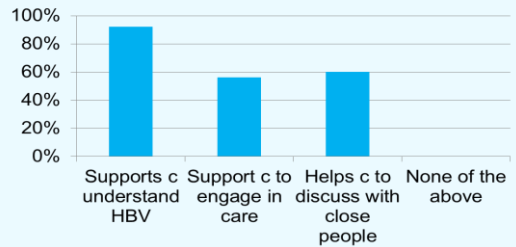
Methodology – health workers & clinician

1. Survey Monkey – 10 q. questionnaire developed (multiple choice & free text)
2. Email invitations to known users/sector email lists. Requested to promote to colleagues.
3. Encourage participation by offer to enter draw for book voucher
4. 66 responses from 3 states.

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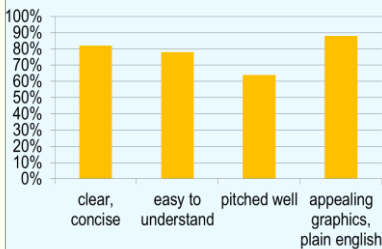
92% said it helped them support their clients to understand HBV

When using THBS resource, did it help you?



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What do you find most useful about THBS?



"Needs to be translated take home hard copy"

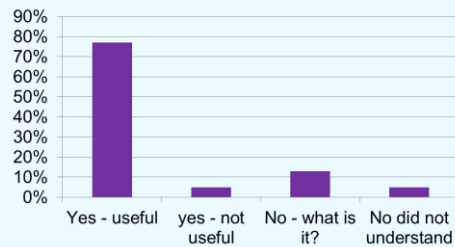
"Havent had the chance to use it yet but well designed, good prompt"

"High quality resource that doesn't get lost in detail"

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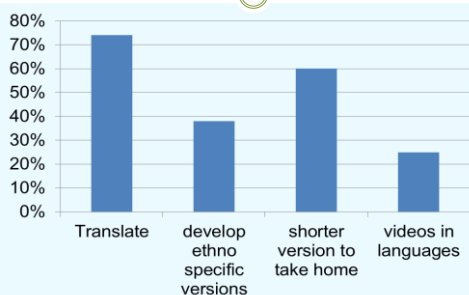
77% indicated they found "teach-back" method useful

Did you use the "teach-back" method?



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Any suggestions/comments on how to improve effectiveness?



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Number of copies distributed

- Original print run – 400 for INWMML area
- 2 more print runs funded by 3 NGOs, DEECD Victoria & DH Victoria

TOTAL 2600 copies

Developed A5 take home brochure – 3500

Requests from other states, Manus Is, Christmas Is, NGO in Myanmar, Timor L 'Este

Downloaded on SVHM website - unavailable



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Limitations

- Small numbers.
- Subjective estimate of clients level of health literacy
- Design of survey monkey – not all q's answered.



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Summary

- “The hepatitis B story” does assist clients to understand HBV, particularly methods of tx.
- HCWs find it useful to support clients understanding
- It has appealing graphics and is in plain English
- The “teach-back” method is useful.
- HCWs want it translated into other languages.



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Acknowledgements

- Participants of focus groups, clinician interviews and evaluation
- **Rosealie Vallance**, Inner North West Melbourne Medicare Local
- **Alli Coelho**, Multicultural Health & Support Service, CEH
- **Tracey Cabrie**, Royal Melbourne Hospital
- **Kat Byron, Peter Wapples Crowe**, Vic'n. Aboriginal Community Controlled Health Organisation
- **Sue Jaraba**, ISIS Primary Care
- **Louisa Walsh**, Hepatitis Victoria
- **Consultants** – Ray Hehr, Jenny Bowman, Leonie Morgan
- **Staff** at NRCHC, ISIS Primary Care, SVHM who assisted with focus groups, interviews & evaluation.

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Further information

“The hepatitis B story” resource
<http://www.svhm.org.au/gp/clinics/Pages/Gastroenterology.aspx>

Aust. Commission on Safety & Quality in Healthcare - Statement on Health Literacy
<http://www.safetyandquality.gov.au/>

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Thank you...questions?

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