**INTRODUCTION**

In 2011 CATIE began work on a four-year Ethnocultural Hepatitis C Outreach and Social Marketing project as part of the Ontario Ministry of Health’s Hepatitis C strategy to increase awareness of hepatitis C, reduce stigma, promote equal access to health services including testing and create effective partnerships within communities.

The project has produced in-language (English, Punjabi, Simplified Chinese, Urdu and Tagalog) hepatitis C resources including a website, pamphlets and educational curriculum as well as a media campaign in print, radio and online.

**Why is hepatitis C important for immigrants in Canada?**

- It’s estimated that 21% of hepatitis C infections in Canada are among immigrants.
- Immigrants often report better health than the general population upon arrival in Canada but their health is reported to decline over time. The Healthy Immigrant Effect. Studies report that immigrants in Canada across the healthcare system less than people born in Canada and often face cultural and linguistic barriers to services and information.
- The project worked with communities that currently have the highest immigration rates in Ontario, China, India, Pakistan and the Philippines. These countries have a high prevalence rate of hepatitis C than Canada ranging from 1.8%-3.4%.
- Canadian Medical Association Clinical Guidelines recommend that anyone from, or travelling through, a country with a high prevalence of hepatitis C be tested for hepatitis C.
- 40% of Hepatitis C cases worldwide are through medical exposures including blood transfusions, surgeries and vaccinations.
- Routine testing for immigration screen for HIV, syphilis and tuberculosis but not any kind of hepatitis.
- Chronic hepatitis C infection frequently has no symptoms and when left untreated can lead to liver damage and liver cancer.

**RESULTS**

**Media Literacy Workshop**

Between February 18, 2012 and March 20, 2012, CATIE delivered 6 Media Literacy workshops, reaching a total of 128 people.

From our evaluation we learned that:

99% agreed or strongly agreed that the workshop built on their knowledge of Media Literacy.

99% of workshop participants intended to use the skills learned in the workshop to continue to analyse media.

99% of workshop participants reported that the workshop provided a space for critical thinking and discussion.

98% of workshop participants reported the workshop increased their knowledge of Media Literacy.

The workshops were a meaningful way to engage the communities in the development of resources and a media campaign, and to promote ongoing discussion around health information marketed to immigrants in Ontario.

**Immigrant Health and Hepatitis C Workshop**

Between March 17, 2012 and April 2, 2012, CATIE delivered 8 Immigrant Health and Hepatitis C workshops, reaching a total of 118 people.

From our evaluation we learned that:

97% agreed or strongly agreed that they were comfortable with the topics.

99% agreed or strongly agreed that this workshop made them think about how health issues fit into the experiences of immigrants.

100% of workshop participants agreed or strongly agreed that overall, the workshop increased their knowledge of hepatitis C.

On average, workshop participants rated their knowledge of hepatitis C at 4.4 on a scale of 1 (no knowledge) to 10 (expert knowledge) before the workshop. This increased to 8.0 after the workshop – this increase was statistically significant (p<0.01).

Overall, the Immigrant Health and Hepatitis C workshop was well-received by the respondents, and many commented that they would like to have more workshops like this on different topics. Facilitators were able to present information about transmission risk including discussions about safer sex as well as drug use. This was not an issue within any of the workshops.

**Campaign Development**

The media campaign ran in 26 print, radio and online outlets throughout November 2012 and January 2013.

**Website**

Within the first four months the site has received 8,058 unique visitors.

**Results**

Get tested early. Speak to a healthcare provider you trust.

Early testing increases the chances of successful treatment.

**CALL TO ACTION**

Get tested. Speak to a healthcare provider you trust.

**Tested** and the headlines: "There is no vaccine for hepatitis C" and "A healthy community begins with you" and "Comfortable home. Comes prosperity", "A new life in Canada begins with good health", "Hepatitis C. Learn more. Get tested."

**QUALITY IN NUMBERS**

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**Organizations:**

Access Alliance
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