



A Multilingual Hepatitis C Media and Educational Outreach Campaign For Immigrant Communities in Ontario

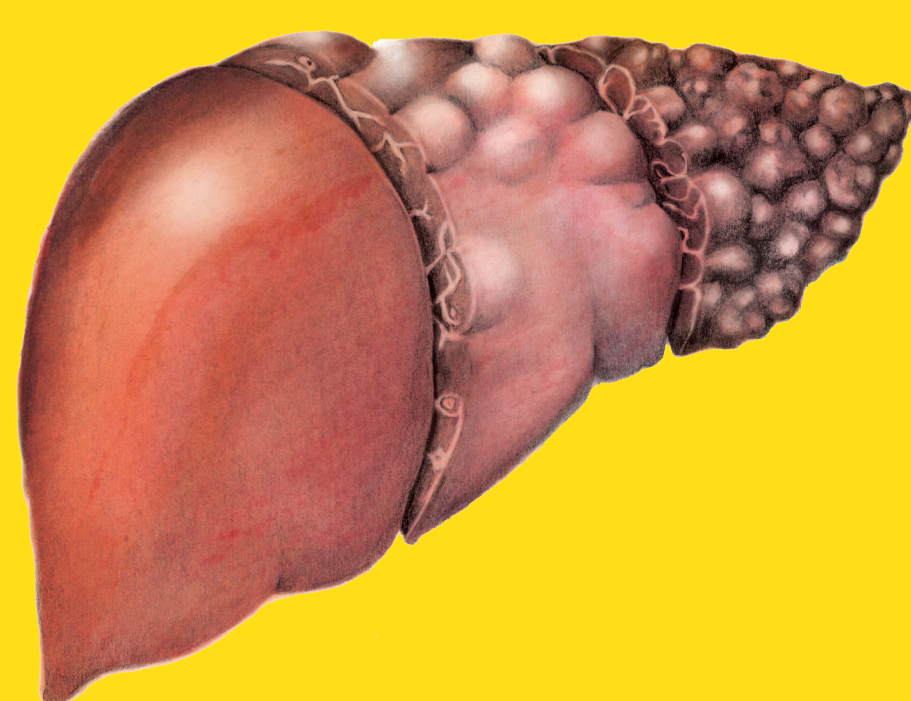
INTRODUCTION

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.¹
- Immigrants often report better health than the general population upon arriving in Canada but their health is reported to decline over time: The Healthy Immigrant Effect. Studies report that immigrants in Canada access the healthcare system less than people born in Canada and often face cultural and linguistic barriers to services and information.²
- The project worked with communities that currently have the highest immigration rates in Ontario: China, India, Pakistan and the Philippines. These countries have a higher prevalence rate of hepatitis C than Canada ranging from 1.8%-5.4%.³
- Canadian Medical Association Clinical Guidelines recommend that anyone from, or travelling through, a country with a prevalence rate greater than 3% should get tested for hepatitis C.⁴
- 40% of Hepatitis C cases worldwide are through medical exposures including blood transfusions, surgeries and vaccinations.⁵
- Routine testing for immigration screens for HIV, syphilis and tuberculosis but not any kind of hepatitis.⁶
- Chronic hepatitis C infection frequently has no symptoms and when left untreated can lead to liver damage and liver cancer.



METHODS

Advisory Councils

Advisory Councils were formed for each community, four in total, to inform the development of the media campaign and information resources.

Capacity Building

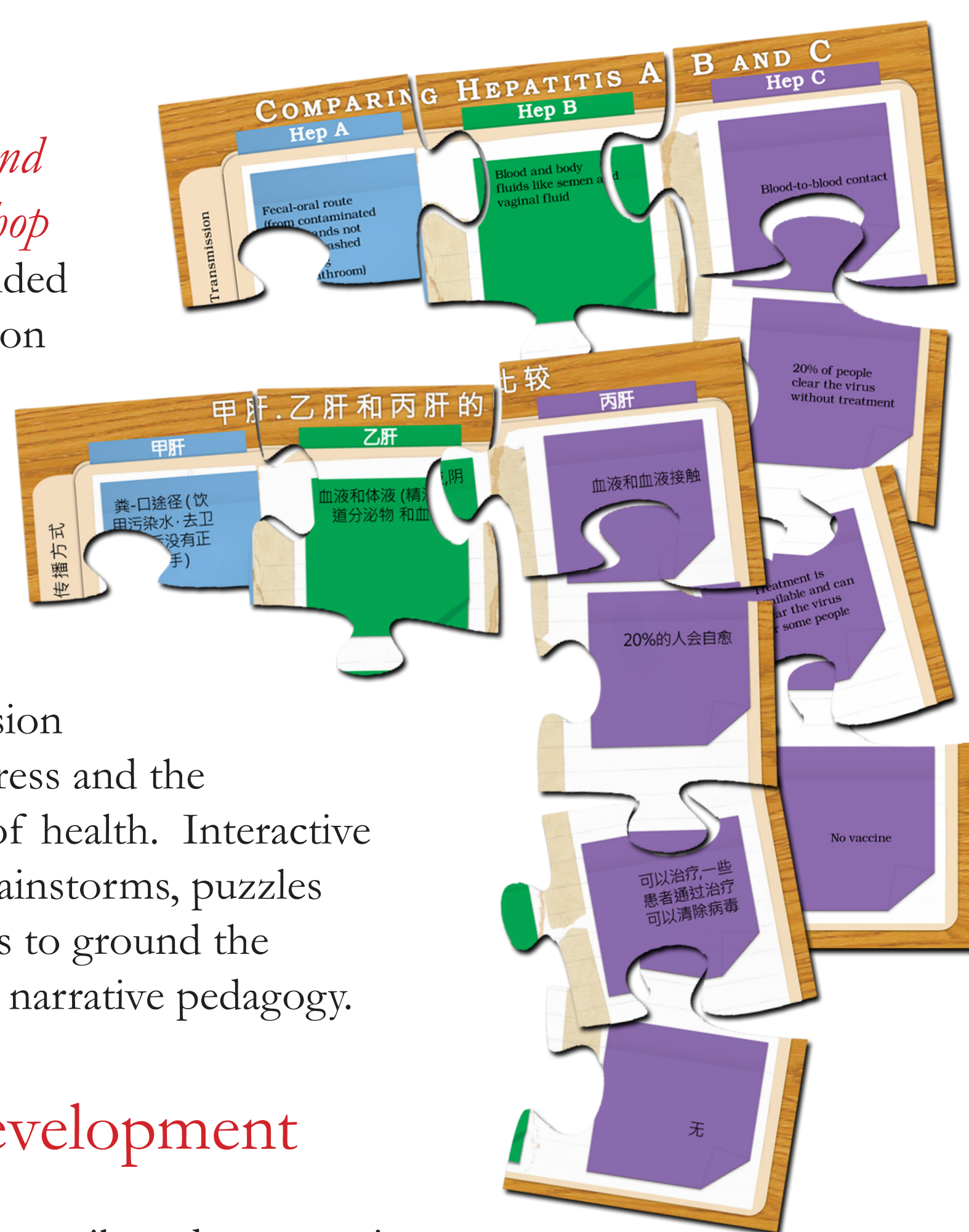
Media Literacy Workshop

Workshop participants were taught about media literacy and led through several discussions and activities to promote critical thinking. We reviewed advertising campaigns and health messaging targeted at their communities. We also did a 'mind-mapping' activity to talk about our trusted sources of health information and how they are shared within the community. This information was used to inform the development of the media campaign but also imparted knowledge on participants about media literacy.



Immigrant Health and Hepatitis C Workshop

This workshop provided hepatitis C information including research and statistics around immigrant health in Canada through an arts-based exhibit and space for discussion around settlement stress and the social determinants of health. Interactive activities included brainstorming, puzzles as well as case studies to ground the information through narrative pedagogy.



Campaign Development

Feedback from our councils and community workshops informed the development of a media campaign.

General low awareness about hepatitis C resulted in direct messages about the virus including the slogan "Hepatitis C. Learn more. Get Tested" and the headlines: "There is no vaccine for hepatitis C" and "There is a cure for hepatitis C".

One more ad was developed for each community with a focus on new immigrants, family and community including: "With good health comes prosperity", "A new life in Canada begins with good health", "A healthy community begins with you" and "Comfortable home. Reliable car. Good school. Healthy liver".



MAYROONG LUNAS PARA SA HEPATITIS C

Ang Hepatitis C ay kadalasang walang mga sintomas hangang sa magkaroon ng pinsala sa atay. Ang maagang pagsuri ay nagpapataas sa tsansa ng matagumpay na pangagamot. Magpasuri nang maaga. Makipag-usap sa isang healthcare provider na pinagkakatiwalaan mo.



THERE IS A CURE FOR HEPATITIS C

Hepatitis C often has no symptoms until there's liver damage. Early testing increases the chances of successful treatment. Get tested early. Speak to a healthcare provider you trust.



Website

yourlanguage.hepcinfo.ca was launched in November 2012 with content in English, Punjabi, Simplified Chinese, Tagalog and Urdu. This website provides basic information about hepatitis C.

Pamphlets

Four pamphlets explaining hepatitis C transmission and the importance of being tested, written in English and each of the four languages, became available on CATIE's Ordering Centre in December 2012.

Province-wide supports and resources

It was important to connect with additional province-wide supports that individuals could access after receiving information from a workshop, the media campaign or website.

The Toronto Public Health AIDS and Sexual Health Infoline
The Infoline is an important partner in this project and provides Ontario-wide free and anonymous counseling around HIV, hepatitis and sexual health. With capacity in 16 languages, they were an additional support that individuals could access and they could also refer people to testing sites across the province.

RESULTS

Media Literacy Workshops

Between February 18, 2012 and March 29, 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 capacity to analyze media.

99% of workshop participants intended to use the skills learned in the workshop to continue to analyze 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 Workshops

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 being discussed.

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).

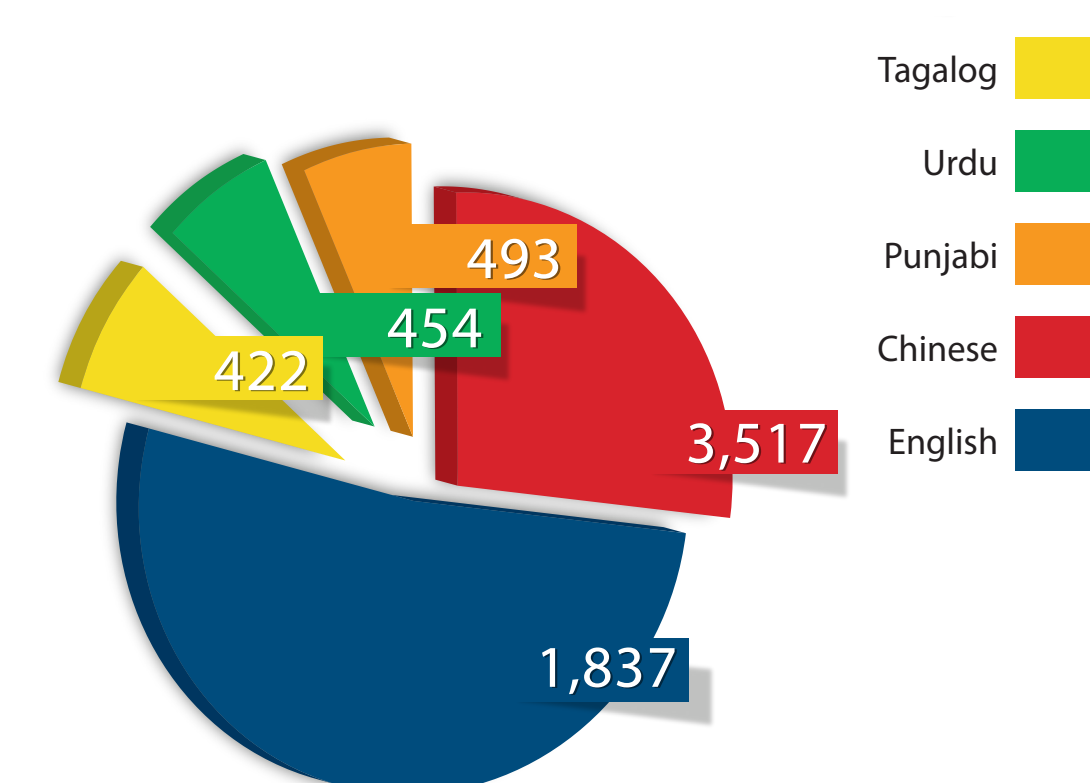
Overall, the Immigrant Health and Hepatitis C workshop was well-received by the respondents, and many commented that they would like to have more workshops like this on different topics. Facilitators were able to present information about transmission risk including discussions about safer sex as well 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.

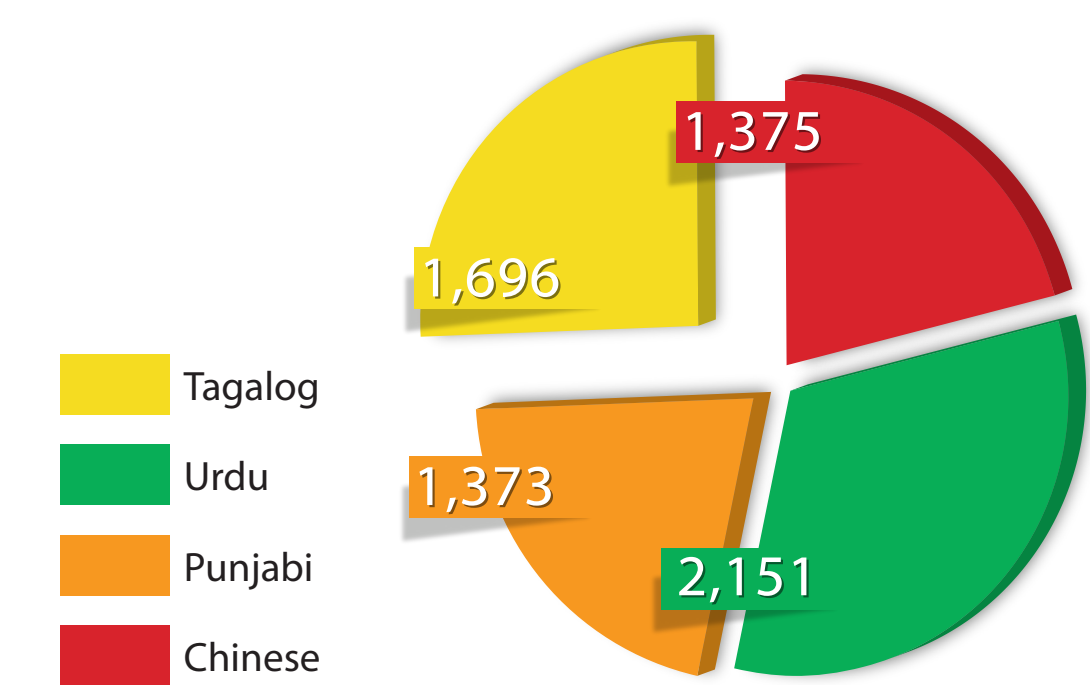
Website

Within the first four months the site has received 8,058 unique visitors. Strong online referrals came from two web banners on websites serving the Chinese community: Yorkbbs.ca (607 referrals) and Torcn.com (407 referrals). The Simplified Chinese section of the website also received over 500 hits the evening that a news story ran about the project on Omni News Cantonese edition.



Pamphlets

Within the first three months 6,595 pamphlets were ordered across Canada.



Engagement

We received great response from each community at every stage of the project and this has resulted in a very productive two years.

Immigrant-serving organizations were very receptive to health programming and ongoing partnerships with community organizations have resulted in continuing education and outreach work.

Project facilitators were frequently new immigrants with credentials in social work and medicine and gained important Canadian work experience while also serving their community.

DISCUSSION/CONCLUSIONS

The project successfully built a media and education outreach campaign through community engagement and capacity building.

Strong response to the project's available resources online and in print highlights the need for more multilingual health work and information.

Targeted outreach work and campaigns are important for newcomer and immigrant communities that don't receive a lot of health promotion and prevention messaging.

While many focus groups and studies have identified stigma around illness, sexual health and drug use, information on these topics remains readily available in all of the project's resources after community review.

ACKNOWLEDGEMENTS

Funded by the Ministry of Health and Long Term Care, AIDS Bureau, Hepatitis C Secretariat.

Organizations:

- Access Alliance
- Alliance for South Asian AIDS Prevention
- Asian Community AIDS Services
- Canadian-Pakistan Association of the National Capital Region
- Catholic Crosscultural Services
- Filipino Canadian Medical Association
- Hong Fook Mental Health
- Human Endeavour
- Kababayan Community Centre Multicultural Services
- Magkaisa Centre
- Ontario Council of Agencies Serving Immigrants
- Philippine Immigrant Doctors reUnitedw
- Punjabi Community Health Services
- Toronto Public Health AIDS and Sexual Health Infoline



Canada's source for HIV and hepatitis C information

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Endnotes:
1. Berris, S. for the Public Health Agency of Canada. Modelling the Incident and Prevalence of Hepatitis C Infection and Its Sequelae in Canada, 2007. Unpublished data, 2009.
2. Gushkiak, S., Fortin, K., Roberts, J. et al. Migration and Health in Canada: Health in the Global Village. CMAJ 2011; 183(21):E2038.
3. World Health Organization. Hepatitis C – global prevalence updates. Weekly Epidemiol Rec 1999;74(42):427.
4. Greenway, C., Wong, D., Atayag, D., Dochow, M., Hui, C., Loffrey, J. et al. Evidence-Based Clinical Guidelines for Immigrants and Refugees: Hepatitis C Screening for Hepatitis C Infection: evidence review for newly arriving immigrants and refugees. CMAJ 2011; 183(2):114.