



# HEPATITIS C OUTREACH, EDUCATION AND MEDIA FOR ETHNORACIAL COMMUNITIES IN ONTARIO

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## BACKGROUND

From 2011–2014 CATIE developed an Ethnocultural Hepatitis C Education and Outreach project that produced in-language hepatitis C resources and a media campaign for four major immigrant communities living in Ontario: Pakistani, Punjabi, Chinese and Filipino.

## PURPOSE

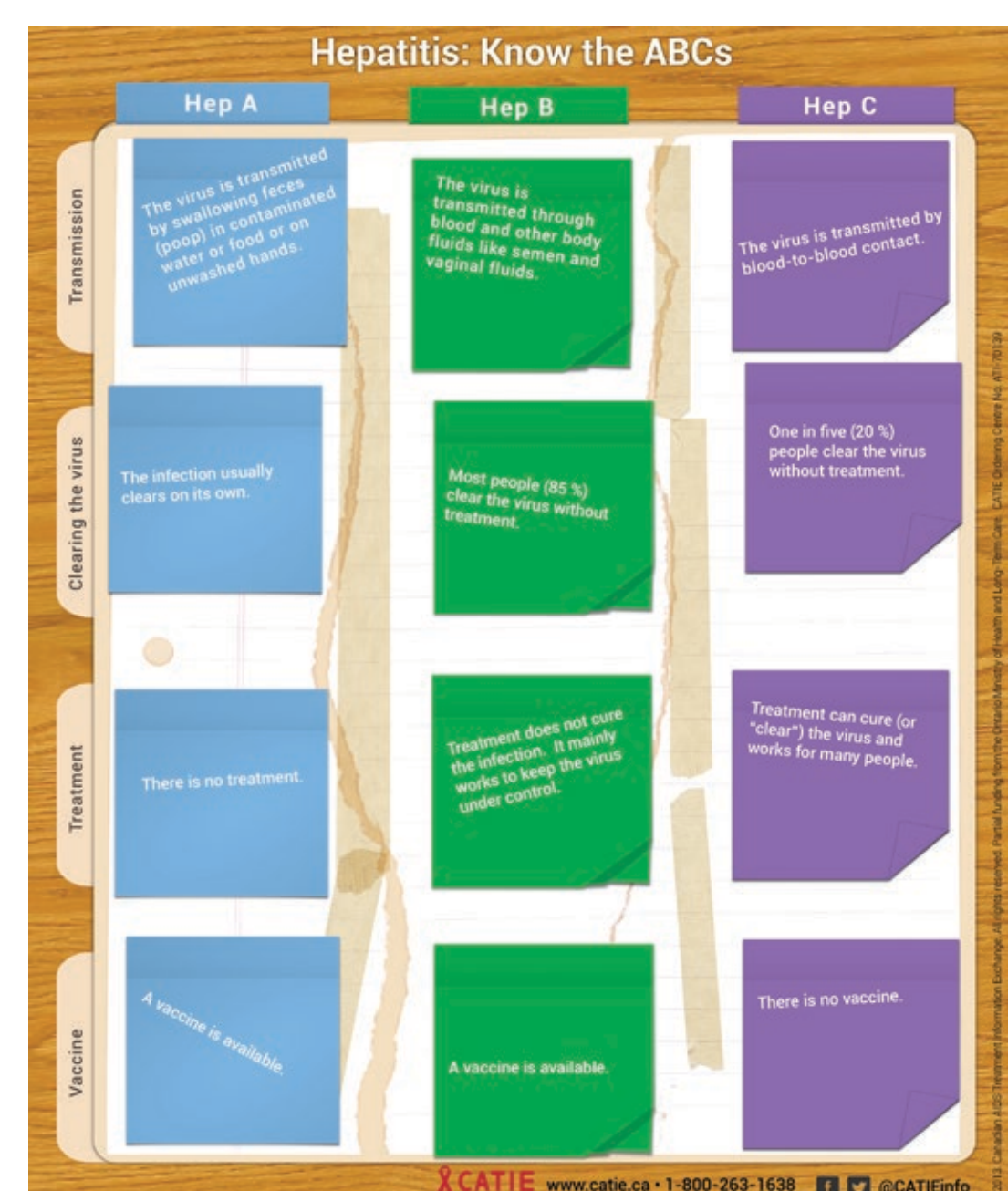
Of all the hepatitis C infections reported in Canada, 35 per cent are estimated to be among immigrants.<sup>1</sup> Immigrants often report better health than the general population upon arriving in Canada but their health is reported to decline over time: The Healthy Immigrant Effect. Studies report 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.<sup>2</sup>

In-language resources and community development are required to engage these communities in health issues.

## METHOD

The project was developed through partnership and community consultation including community advisory councils. The project implemented a multi-level strategy including education, outreach, and social marketing.

The education component included facilitator training, a multilingual website, in-language workshops and brochures. Educational tools developed include puzzles, case studies, and workshop curriculum.



The outreach component included community partnerships and event outreach.

The social marketing component included a media campaign across four communities, in print, radio and online. The campaign was developed in part through media literacy workshops and review within the communities we were targeting.

Evaluation activities included collecting key performance indicators (to measure the type and quantity of work performed) and in-person evaluation forms for workshops.

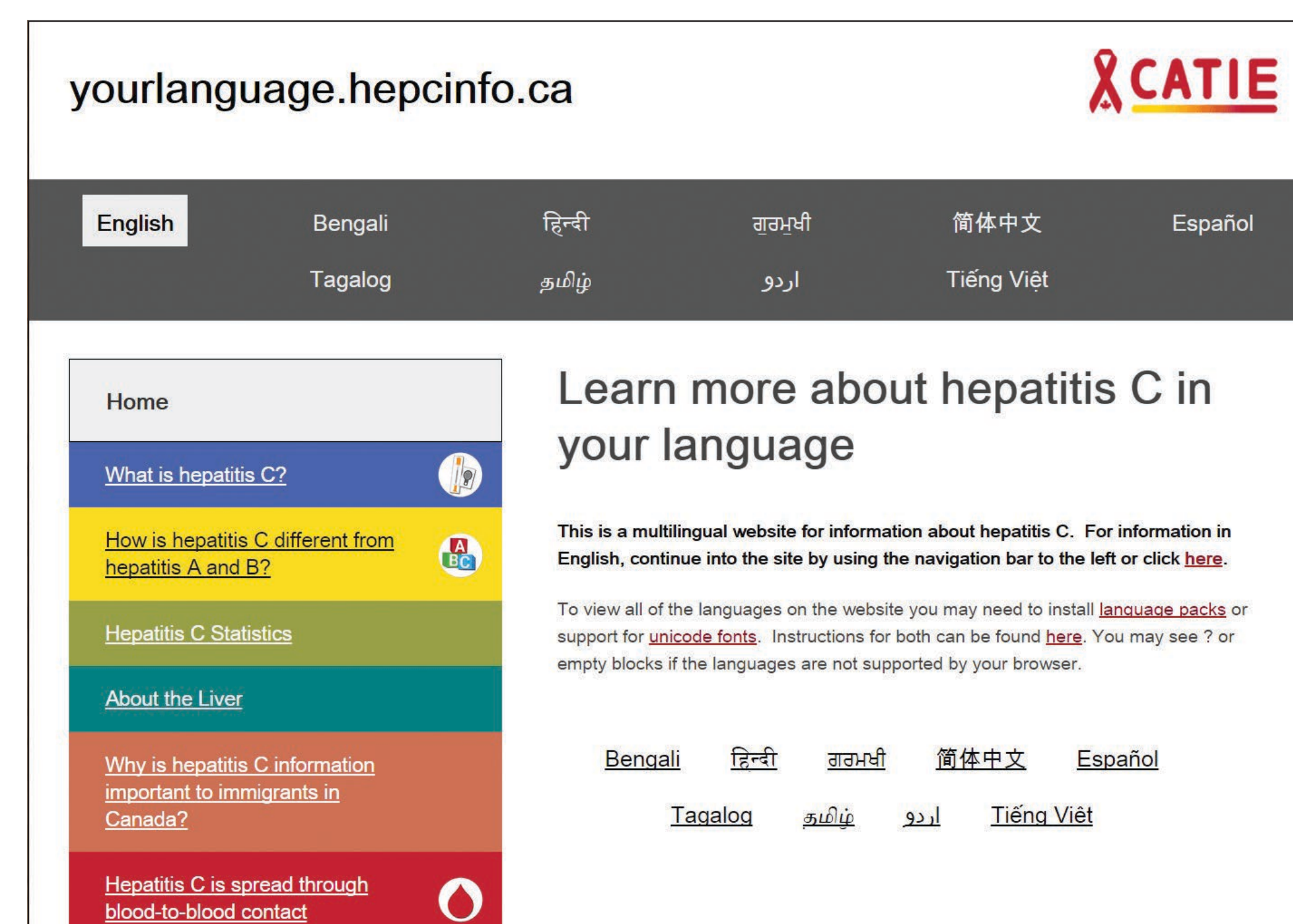
## CITATIONS

1. Trubnikov M, Yan P, Archibald C. Estimated prevalence of hepatitis C virus infection in Canada, 2011. Canada Communicable Disease Report: Volume 40-19, December 18, 2014.
2. Gushulak B, Pottie K, Roberts J et al. Migration and health in Canada: health in the global village. CMAJ. 2011 Sep; 183(12):E952-E958.

## RESULT(S)

### Education

The website [yourlanguage.hepcinfo.ca](http://yourlanguage.hepcinfo.ca) has basic hepatitis C information in 9 languages—Bengali, Hindi, English, Punjabi, Simplified Chinese, Spanish, Tagalog, Urdu, Vietnamese—and receives over 1000 visits monthly.



The project maintains a facilitator roster of 16 people able to deliver workshops in five languages: Mandarin, Tagalog, Urdu, Punjabi and Spanish. Between 2012–2014, 43 in-language workshops reached 877 people. We recruit annually and provide update training every January.

Our 2013–2014 evaluations show that our workshops increased knowledge (83%) were relevant (100%) and increased their capacity to respond to the issue of hepatitis C (97%).

Project facilitators were frequently new immigrants with credentials in social work and medicine. The project offers opportunities in health promotion with their communities for Canadian work experience, often while people are still undergoing examinations and struggling to have their credentials recognized.

“Working with the Hepatitis C Ethnocultural Project for CATIE has helped me realize the power of community education and the importance of knowledge in order for people to self-advocate for their health.”

—Dyan De Guzman, Filipino Community Facilitator, Toronto



Multilingual brochures are available in 6 languages: Hindi, Punjabi, Simplified Chinese, Spanish, Tagalog, and Urdu and 24270 have been distributed nationally through our Ordering Centre.



### Outreach

The project has partnered with over 20 organizations. Event outreach each year reaches over 2000 people.

### Social Marketing

Three waves of a hepatitis C awareness campaign have run in up to 26 ethnocultural print, radio and online outlets. Editorial content was also produced including articles, radio interviews and tv programs.



## FINDINGS

Meaningful partnership, community engagement and a strong interest to raise awareness of hepatitis C within immigrant communities facilitated the project's success and reach.

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 is available in the project's workshop curriculum and resources after community review.

## FUNDER

The Hepatitis C Secretariat, AIDS Bureau, Ontario Ministry of Health and Long Term Care.

## ORGANIZATIONS

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|--|---|
| Access Alliance  | Hong Fook Mental Health                               |
| Alliance for South Asian AIDS Prevention                     | Human Endeavour                                       |
| Anakbayan Ontario  | Kababayan Community Centre                            |
| Asian Community AIDS Services                                | Multicultural Services                                |
| Canadian-Pakistan Association of the National Capital Region | Magkaisa Centre                                       |
| Catholic Crosscultural Services                              | Migrante Canada                                       |
| Coalition of Progressive Pakistani Canadians                 | Ontario Council of Agencies Serving Immigrants        |
| Chinese Canadian National Council                            | Philippine Immigrant Doctors reUnited                 |
| Filipino Canadian Medical Association                        | Punjabi Community Health Services                     |
| Gabriela Ontario   | Toronto Public Health AIDS and Sexual Health Infoline |

**For more information about the findings, please contact:**  
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CATIE is Canada's source for up-to-date, unbiased information about HIV and hepatitis C. We connect people living with HIV or hepatitis C, at-risk communities, healthcare providers and community organizations with the knowledge, resources and expertise to reduce transmission and improve quality of life.

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