

Hepatitis B Community Engagement Councils: Sustaining hepatitis B grassroots action

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Presenter Disclosures

Kim Nguyen

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

HBCW and ICHS Collaboration

Hepatitis B Coalition of WA state (HBCW):

Statewide coalition dedicated to preventing and reducing hepatitis B disease and its complications to the API and other high risk populations, through innovation, education, and community partnership.



International Community Health Services (ICHS):

Federally qualified health center, largest API-serving clinic in WA state, providing culturally and linguistically appropriate primary medical and dental care, and preventive health education services.

Mutual Goals, Shared Resources



Hepatitis B Community Engagement Project

Funding support for this project include:

Agency support, Office of Minority Health & the Association of Asian Pacific Community Health Organizations, the WA State Department of Health, and private foundations.

Community Engagement Project

- *Community based (current & new partnerships) = shared agenda = focus initially on “process” rather than “outcomes”*
- 26 Community “Conversations,” Fall 2009
 - 18 “Talking Circles” & 8 key informant interviews
 - 194 participants = 56% female, 44% male
 - Korean, Chinese, Vietnamese, Pacific Islander, Ethiopian, Somali, Kenyan/Tanzanian
 - high school students to senior citizens
 - service providers (14), clients/community members (12)
 - Seattle-King County and neighboring counties



Results from Community Conversations

- Knowledge, Barriers, Outreach Strategies, and Recommendations = Findings = Resources = Shared with Communities = *ENGAGEMENT* →
- Community *activation* of educational activities →
Ownership of individual, family, and community health →
Sustainability of knowledge, efforts



Photo courtesy of Alan Alabastro photography



Photo courtesy of Bob Hayes

Engagement in the Community

Vietnamese Engagement Council, Tacoma, WA

Nov 6 2010:

- Postcards/advertisements mailed to 800+ households
- 300 Vietnamese community members ; 121 tested for hepatitis B
- Partnership with Vietnamese Mutual Association of PC, Tacoma School District
- Never before done in Tacoma-Pierce County



Engagement in the Community

Vietnamese Youth, Seattle, WA – digital stories Winter-Spring 2011

- *Silent Killer*, Edison Tsui
- *Breaking Taboos**, Tony Vo
- *Sharing Knowledge**, Rosa Nguyen

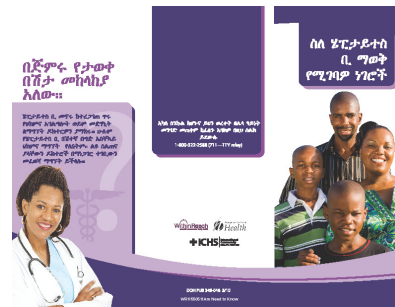
<http://www.youtube.com/user/withinreachwa#grid/user/3B98B51AEC9F2372>



* Translated into Vietnamese

East African Community Outreach

- Multimedia work
 - videos; TV; radio interviews



- Community Outreach

- Ethiopian, Kenyan Health Fairs, May & June 2011
- Elders Group Presentation, August 2011
- *Runta* (Somali) newspaper
- Stickers, suggestion boxes
- In-language resources
- Health workshop & Hollywood “Premiere”, Fall 2011 (upcoming)



Next Steps for Engagement Efforts

- Continue to strengthen community efforts and cultural learnings
- Engage business sector for sponsorships and partnerships
- Standardize and share clinical guidelines for managing Hepatitis B and C screening and treatment
- Link to county and state based medical associations, and other community clinics
- Policy development and change:
 - How do we effectively engage decision-makers in this economic climate? Who are these decision-makers?
 - What would their engagement look like?

Acknowledgements & Resources

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Contact Us

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Engagement resources found at
<http://www.ichs.com/index.php?page=HepB>