

NSW Hepatitis B Communication Strategy

ARE YOU LIVING WITH HEPATITIS B?

FIND OUT. GET TESTED.

Are you living with hepatitis B? Find out. Get tested campaign encourages people from Arabic-speaking, Chinese-speaking, Korean, Vietnamese and sub-Saharan African communities in NSW to get tested for hepatitis B.

MULTILINGUAL COMMUNICATION TOOLKIT

Download digital resources | Order resources



Multicultural HIV and Hepatitis Service (MHAHS), Diversity Programs and Strategy Hub
www.mhahs.org.au | @TheMHAHS





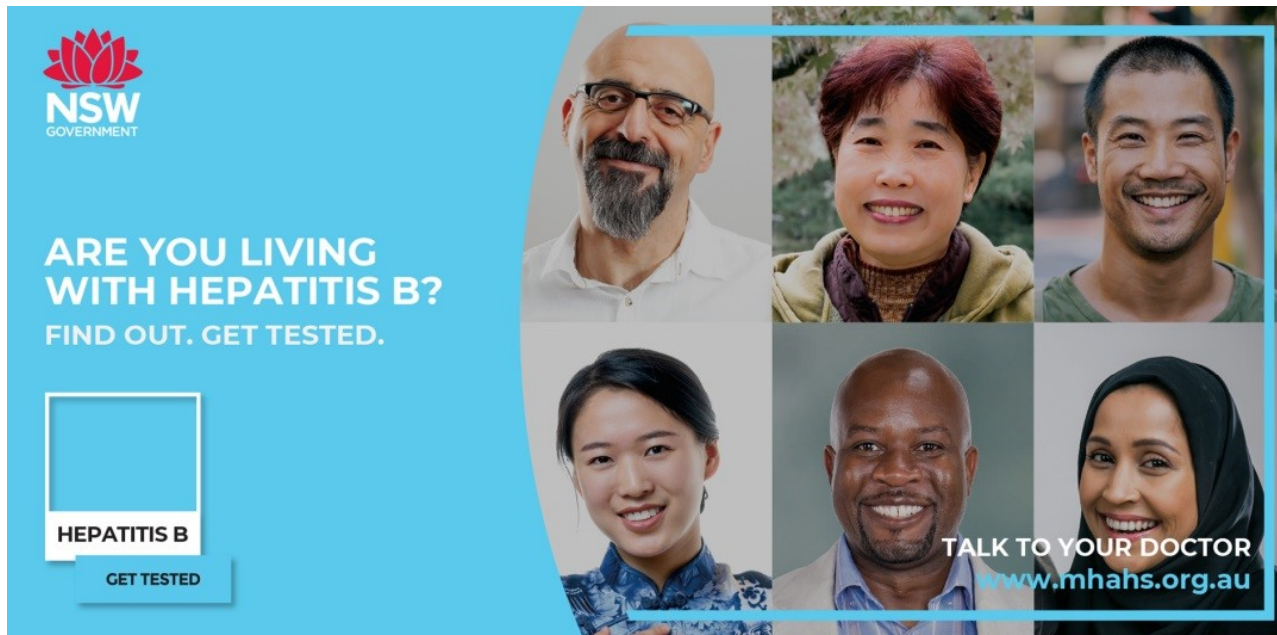
DIGITAL RESOURCES

Download the campaign signature block and website banner. Promote hepatitis B testing by using the cross-cultural assets in your email, website and digital publications.

Signature block



Website banner





POSTERS

A4 Posters feature the campaign key messaging, which has been tailored for each community.

English: cross-cultural



English: African communities



Arabic



Chinese (Simplified)



Korean



Vietnamese



BROCHURES



The brochure promotes testing and provides basic information about chronic hepatitis B, including modes of transmission, monitoring, treatment and prevention.

English

HEPATITIS B
ARE YOU LIVING WITH HEPATITIS B? FIND OUT. GET TESTED.

NSW GOVERNMENT
HEPATITIS B
GET TESTED

Arabic

التهاب الكبد ب
هل أنت مصاب بالتهاب الكبد ب؟ اعرف ذلك بإجراء الفحص

NSW GOVERNMENT
التهاب الكبد ب
إجري الفحص

Chinese (Simplified)

乙肝
你是否有乙肝？想知道。化验一下。

NSW GOVERNMENT
乙肝
化验即知

Korean

B형 간염
당신도 B형 간염의 감염자일 수 있습니다. 문의하시고 검사 받으세요.

NSW GOVERNMENT
B형 간염
검사 받으세요.

Vietnamese

VIÊM GAN B
BẠN CÓ VIÊM GAN B HAY KHÔNG? MUỐN BIẾT RÕ. HÃY XÉT NGHIỆM.

NSW GOVERNMENT
VIÊM GAN B
HÃY XÉT NGHIỆM

Social media

Social media stills (images) and 20-30 second animations feature key campaign messages and the call to action.



ENGLISH – CROSS CULTURAL

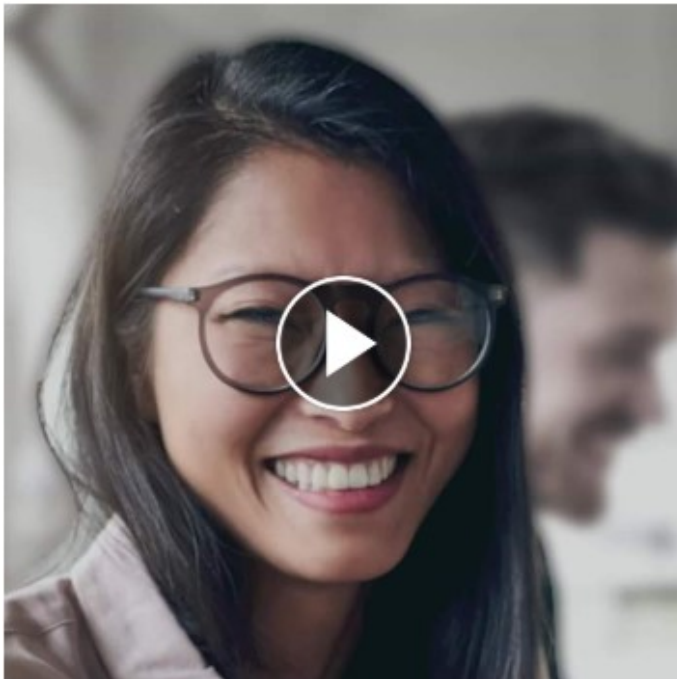


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The only way to know if you have chronic hepatitis B is by getting a hepatitis B blood test. It is quick and easy.



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Hepatitis B Testing

Where to get a hepatitis B test?

LEARN MORE

Suggested text 1	The only way to know if you have chronic hepatitis B is by getting a hepatitis B blood test. It is quick and easy.
Suggested text 2	Hepatitis B is common in our communities. Chronic (long-term) hepatitis B can lead to liver damage and liver cancer.
Suggested text 3	Most people living with chronic hepatitis B don't know they have it, because it can take several years for the symptoms to appear.
English webpage	www.mhahs.org.au/index.php/en/hepatitis/hepatitis-b-testing



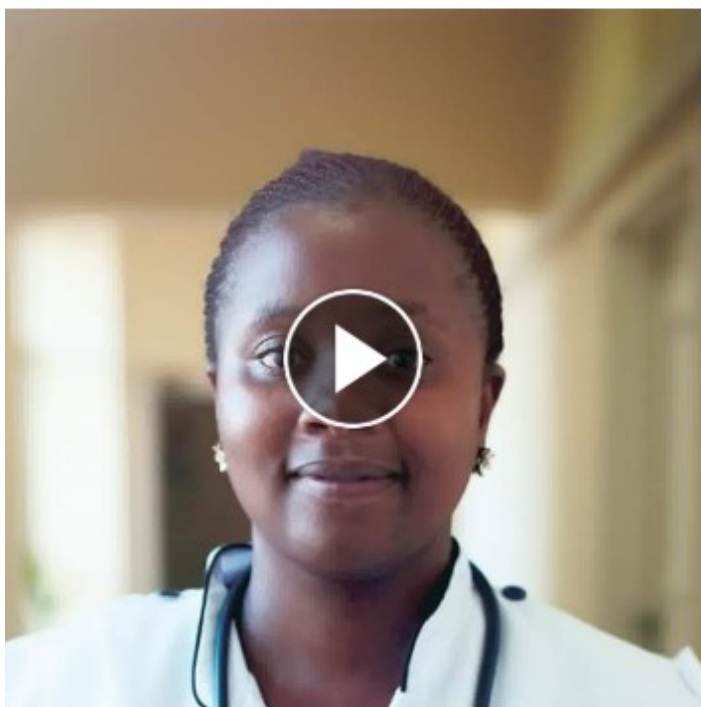


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Hepatitis B is common in our communities. Chronic (long-term) hepatitis B can lead to liver damage and liver cancer.



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Hepatitis B Testing

Where to get a hepatitis B test?

LEARN MORE

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DO YOU HAVE HEPATITIS B?
FIND OUT. GET TESTED.

HEPATITIS B
GET TESTED

www.mhahs.org.au

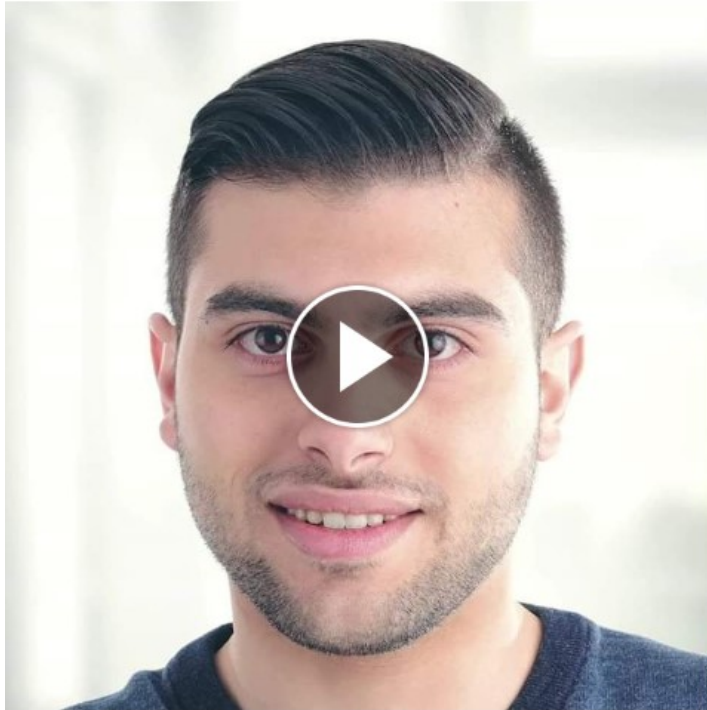


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الطريقة الوحيدة لمعرفة إذا كان لديك التهاب الكبد ب المزمن هي بإجراء فحص الدم الخاص بالتهاب الكبد ب. الفحص سريع وسهل.



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فحص التهاب الكبد ب

... أين يمكن الحصول على فحص التهاب الكبد ب

LEARN MORE

Suggested Text 1	الطريقة الوحيدة لمعرفة إذا كان لديك التهاب الكبد ب المزمن هي بإجراء فحص الدم الخاص بالتهاب الكبد ب. الفحص سريع وسهل.
Suggested text 2	إلتهاب الكبد ب شائع في جالياتنا. يمكن لالتهاب الكبد ب المزمن (طويل الأمد) أن يؤدي الى تلف الكبد و سرطان الكبد.
Suggested text 3	لا يعرف معظم الناس بإصابتهم بالتهاب الكبد ب المزمن، لأنه يمكن أن يستغرق عدّة سنوات لكي تظهر أعراضه.
Arabic webpage	www.mhahs.org.au/index.php/ar/hepatitis/hepatitis-b-testing

هل أنت مصاب
بالتهاب الكبد ب؟
إعرف ذلك بإجراء الفحص

التهاب الكبد ب
إجري الفحص

www.mhahs.org.au



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了解自己是否患有慢性乙肝的唯一途径是进行乙肝血液化验。化验过程简单快捷。



MHAHS.ORG.AU

乙肝测试

在哪里可以做乙肝测试？

LEARN MORE

Primary text 1	了解自己是否患有慢性乙肝的唯一途径是进行乙肝血液化验。化验过程简单快捷。
Primary text 2	乙肝在我们的社区很常见，慢性乙肝可导致肝损伤或肝癌。
Primary text 3	大多数慢性乙肝患者并不知情，因为乙肝症状有可能需要几年时间才会显现出来。
Chinese webpage	www.mhahs.org.au/index.php/zh/hepatitis/hepatitis-b-testing

你是否有乙肝？
想知道，化验一下。

乙肝
化验即知

www.mhahs.org.au

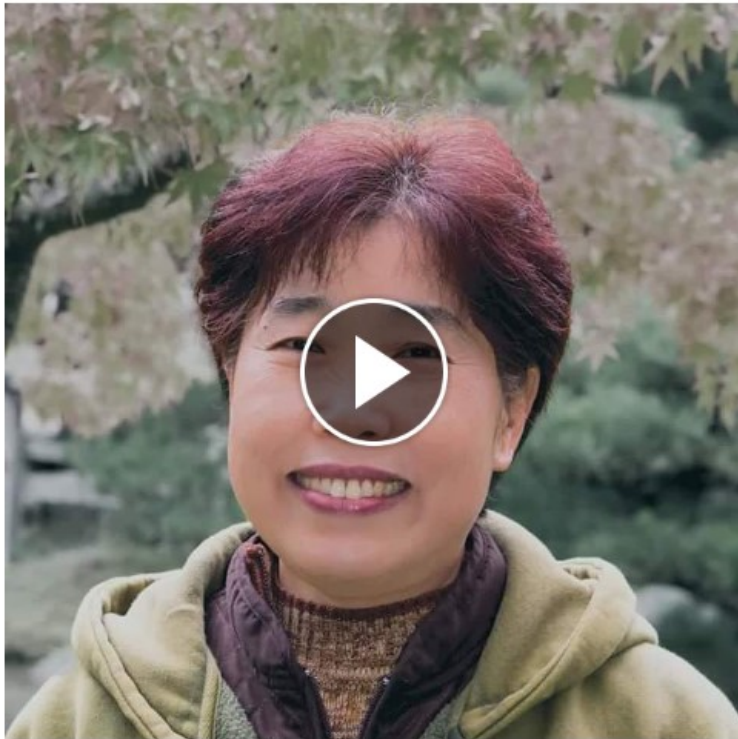


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만성 B형 간염에 걸렸는지 알아보는 유일한 방법은 정확한 혈액 검사를 하는 것입니다. 이것은 신속하고 쉬운 방법입니다.



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B형 간염 검사

B형 간염 검사는 어디서 받을 수 ...

LEARN MORE



Suggested text 1	만성 B형 간염에 걸렸는지 알아보는 유일한 방법은 정확한 혈액 검사를 하는 것입니다. 이것은 신속하고 쉬운 방법입니다.
Suggested text 2	B형 간염은 우리 지역 사회에서도 많이 볼 수 있습니다. 만성 B형 간염은 간 손상과 간암을 일으킬 수 있습니다.
Suggested text 3	병이 진행된 몇 년 후 증상이 나타날 수 있어 대부분의 만성 B형 간염을 가지고 있는 사람들은 자신이 B형 간염을 가지고 있다는 것을 모르는 경우가 많습니다.
Korean webpage	www.mhahs.org.au/index.php/ko/hepatitis/hepatitis-b-testing

당신도 B형 간염의 감염자일 수 있습니다
문의하시고 검사 받으세요.

B형 간염
검사받으십시오

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Cách duy nhất để bạn biết mình có bị viêm gan mãn tính là đi xét nghiệm máu cho viêm gan B. Rất nhanh và dễ dàng.



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Xét nghiệm viêm gan B

Xét nghiệm viêm gan B ở đâu?

LEARN MORE

Primary text 1	Cách duy nhất để bạn biết mình có bị viêm gan mãn tính là đi xét nghiệm máu cho viêm gan B. Rất nhanh và dễ dàng.
Primary text 2	Viêm gan B rất phổ biến trong cộng đồng chúng ta. Viêm gan B mãn tính (kéo dài) có thể dẫn đến tổn thương gan và ung thư gan.
Primary text 3	Hầu hết người bị viêm gan B mãn tính không biết họ có bệnh, bởi vì có thể mất vài năm triệu chứng mới xuất hiện.
Vietnamese webpage	www.mhahs.org.au/index.php/vi/hepatitis/hepatitis-b-testing

BẠN CÓ VIÊM GAN B HẸY KHÔNG?
 MUỐN BIẾT RÕ. HẸY XÉT NGHIỆM.

VIÊM GAN B
 HẸY XÉT NGHIỆM

www.mhahs.org.au

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