

HEPATITIS B CHINESE CAMPAIGN

Toolkit

July 2025

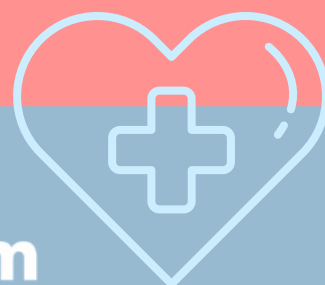


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The campaign

The Hepatitis B Chinese Campaign aims to promote hepatitis B prevention strategies and reduce stigma among the Chinese population in NSW.

Studies suggest that there is a high prevalence of hepatitis B virus (HBV) in people born overseas (1.9%) compared to the people born in Australia (0.4%).

We developed this toolkit to support health professionals and community organisations in raising awareness and promoting hepatitis B testing, vaccination, treatment and care among Chinese communities.

Background

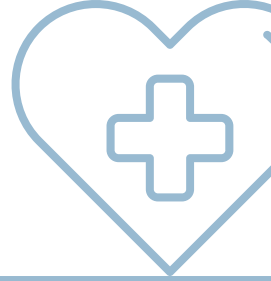
This campaign, a collaborative effort with the Chinese communities, was co-designed from 2023 to 2024 in the South Eastern Sydney Local Health District (SESLHD).

ASHM's *Viral Hepatitis Mapping Project* showed almost 45% of people living with chronic hepatitis B were from Chinese backgrounds in 2020 in SESLHD.[1] This higher prevalence may be attributed to the high prevalence of hepatitis B in China, as well as limited awareness, vaccination, testing, stigma, and barriers to accessing healthcare services.

This campaign was co-designed with Chinese communities and is a collaboration between the Sexual Health and Blood Borne Virus Services and the Equity and Prevention Service in SESLHD, Advance Diversity Services, Central and Eastern Sydney Primary Health Network, Chinese Australian Service Society, Hepatitis NSW, NSW Multicultural HIV and Hepatitis Service, and St George Hospital Liver Clinic.

[1] National Viral Hepatitis Mapping Project. Estimates of hepatitis B prevalence, treatment, and care in NSW by Local Health District, Summary Report 2020. ASHM; 2022.

Campaign resources



Posters - simplified Chinese

Four A4 posters in simplified Chinese have been designed to raise awareness of transmission, prevention strategies, treatment and care, reducing stigma within Chinese communities.



聚餐会导致乙肝传染吗？不会！



担心乙肝感染怎么办？有办法！

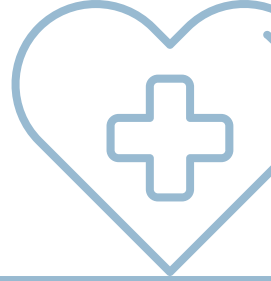


乙肝没有症状还需要定期检查吗？需要！



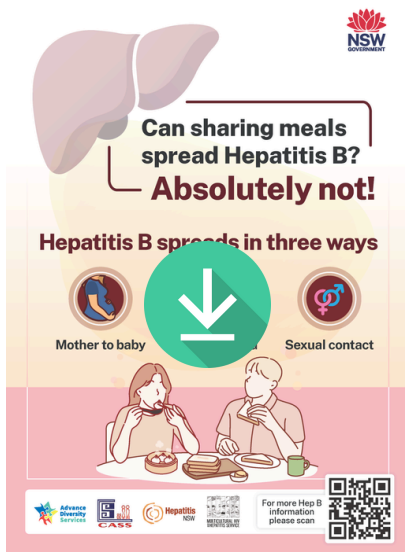
乙肝好委屈，愿你多多了解它。

Campaign resources

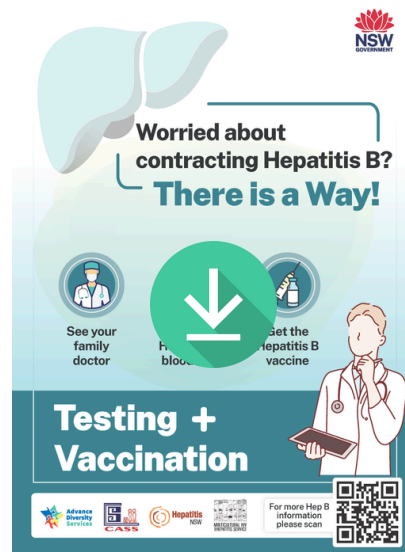


Posters - English

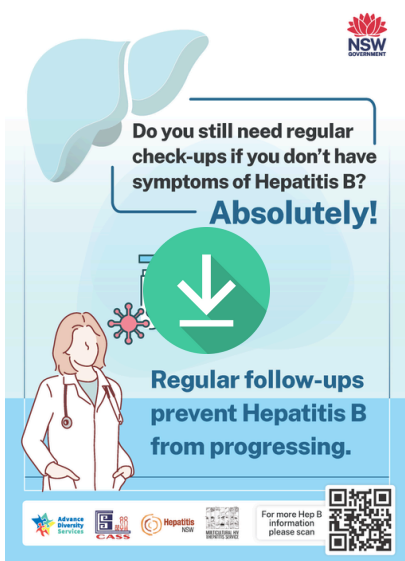
Four A4 posters in English have been designed to raise awareness of transmission, prevention strategies, treatment and care, reducing stigma within Chinese communities.



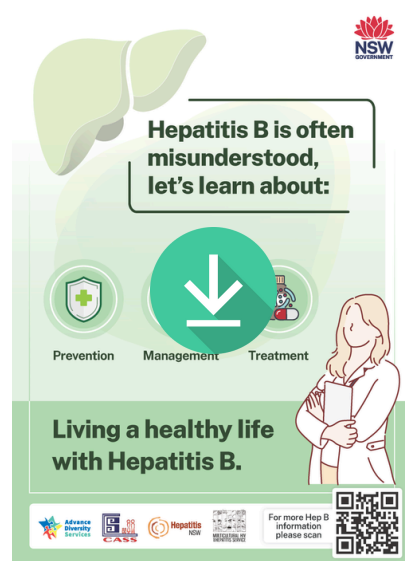
Poster 1: Can sharing meals spread Hepatitis B? Absolutely not!



Worried about contracting Hepatitis B? There is a way!



Do you still need regular check-ups if you don't have symptoms of Hepatitis B? Absolutely!



Hepatitis B is often misunderstood; let's learn about it.

Campaign resources

Videos

This video series helps build understanding around hepatitis B. Topics include privacy, transmission, relationships, and general knowledge. There are three short videos and one animation.

Video 1

Do I need to disclose hepatitis B at work?

我需要在工作中透露我的乙肝情况吗?



Video 2

Sharing meals does not spread hepatitis B

聚餐不会传播乙肝



Video 3

Preventable, controllable, live Well with hepatitis B

可防可控，健康生活伴乙肝

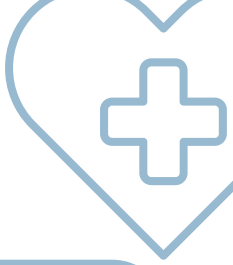


Animation

Hepatitis B: myths and facts — how much do you know?

乙肝的真相与误区，你知道多少?





Additional resources

Brochure - Are You Living With Hepatitis B?

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



Hepatitis B brochure

[Download](#)



Social media

Suggested copy text

中文乙肝宣传资料上线啦！海报、视频等资源等你来。欢迎转发。了解乙肝，远离误解，守护健康生活。

https://www.mhcs.health.nsw.gov.au/campaigns-and-projects/current-campaigns/chinese_simplified



聚餐会导致乙肝的传播吗？一起来了解乙肝传播三途径。欢迎转发。了解乙肝，远离误解，守护健康生活。

https://www.mhcs.health.nsw.gov.au/campaigns-and-projects/current-campaigns/chinese_simplified

更多乙肝资讯：

<https://www.mhahs.org.au/index.php/zh/hepatitis/hepatitis-b>



我需要在工作中透露我的乙肝情况吗？点击观看Lina的故事，了解你的权益。



Suggested hashtag

#乙肝 #乙肝传染 #乙肝歧视 #乙肝生孩子 #乙肝伴侣 #澳洲乙肝 #乙肝求职 #乙肝求职被拒 #反乙肝歧视 #肝脏健康 #肝炎 #澳洲肝炎 #hepb #澳洲生活

Asset



Social media

Suggested copy text

担心感染乙肝怎么办？一起来了解预防感染的方法。欢迎转发。了解乙肝，远离误解，守护健康生活。

https://www.mhcs.health.nsw.gov.au/campaigns-and-projects/current-campaigns/chinese_simplified

更多乙肝资讯

<https://www.mhahs.org.au/index.php/zh/hepatitis/hepatitis-b>



乙肝没有症状，还需要定期检查吗？一起来了解守护肝脏健康的方法。欢迎转发。了解乙肝，远离误解，守护健康生活。

更多乙肝资讯：

<https://www.mhahs.org.au/index.php/zh/hepatitis/hepatitis-b>



可防可控，健康生活伴乙肝。点击观看Lina的故事，了解知识，守护爱情与家庭。



Suggested hashtag

#乙肝 #乙肝传染 #乙肝歧视 #乙肝生孩子 #乙肝伴侣 #澳洲乙肝 #乙肝求职 #乙肝求职被拒 #反乙肝歧视 #肝脏健康 #肝炎 #澳洲肝炎 #hepb #澳洲生活

Asset



Social media

Suggested copy text

乙肝好委屈，愿你多多了解它。欢迎转发。了解乙肝，远离误解，守护健康生活。

https://www.mhcs.health.nsw.gov.au/campaigns-and-projects/current-campaigns/chinese_simplified

更多乙肝资讯

<https://www.mhahs.org.au/index.php/zh/hepatitis/hepatitis-b>



Asset



聚餐会导致乙肝的传播吗？点击观看Lina的故事，一起了解乙肝传播三途径。



乙肝的真相与误区，你知道多少？让我们一起了解乙肝，守护健康未来。



Suggested hashtag

#乙肝 #乙肝传染 #乙肝歧视 #乙肝生孩子 #乙肝伴侣 #澳洲乙肝 #乙肝求职 #乙肝求职被拒 #反乙肝歧视 #肝脏健康 #肝炎 #澳洲肝炎 #hepb #澳洲生活



Enhance your healthcare skills with ASHM's diverse training courses for health professionals working in HIV, blood-borne viruses, and sexual and reproductive health. Find a course by filtering trainings by health topic, profession, location, and delivery method.

Search ASHM's training library:

[Explore](#)



Education Library

Enhance your practice with ASHM's diverse training courses on HIV, blood-borne viruses, and sexual and reproductive health. Discover practical knowledge with our in-person, virtual, and online self-paced options.



Filter by

Hepatitis B



Profession



Delivery method



[Remove filters](#)

Search education library



NT Danila Dilba Health Services (DDHS) Face to Face Hepatitis B s100 Accredited Prescriber Course

In Person

23/07/2025

9:00 am

Complete this free training and case assessment to apply for s100 HBV prescribing authority via your state...



Clinical Foundations of Hepatitis B

On Demand

This eLearning course introduces the basics of hepatitis B in Australia. This module will introduce key concepts as ...



Hepatitis B and Culturally Responsive Care for Refugee, Migrant and Diverse Communities

Online

30/07/2025

6:30 pm

Join us to explore hepatitis B through the lens of trauma-informed, culturally responsive care for CALD, refugee, and...





Training



Hepatitis B online learning module

Hepatitis NSW's hepatitis B online learning module is a simple introduction to hepatitis B related topics. The module is available for anyone interested and very relevant for people working with communities at risk or affected by hepatitis B. This includes people who work in:

- Homelessness
- Harm reduction
- Alcohol and other drugs
- The criminal justice sector
- Immigration
- Non-clinical health services
- Mental health
- Community health
- Youth services
- Allied health
- Multicultural health

[Explore](#)



Hep B Online Learning Module

START COURSE

DETAILS ▼



Contacts and links



NSW Multicultural HIV and Hepatitis Service (MHAHS)

mhahs.org.au

02 95151234

info@mhahs.org.au



ASHM

ashm.org.au

Head office

02 8204 0700

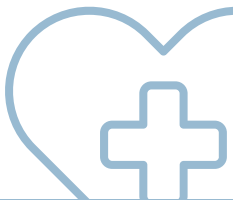


Hepatitis NSW

hep.org.au

Hepatitis NSW Infoline

1800 803 990



Project leads

[Bo Chen | South Eastern Sydney Local Health District](#)