

ARE YOU LIVING WITH HEPATITIS B?

FIND OUT. GET TESTED.

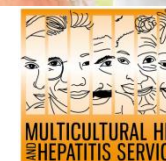


MULTILINGUAL COMMUNICATION TOOLKIT

Order resources | Download digital resources

Multicultural HIV and Hepatitis Service (MHAHS)

www.mhahs.org.au | [@TheMHAHS](https://twitter.com/TheMHAHS)



Support the campaign

Reach our communities

- **Are you living with hepatitis B? Find out. Get tested** campaign encourages people from Chinese-speaking, Arabic-speaking, Korean, and sub-Saharan African communities in NSW to get tested for hepatitis B.
- One in three people living with chronic hepatitis B in Australia don't know they have the virus. Many were born in countries where hepatitis B is common.
- Without treatment, chronic hepatitis B can cause liver damage and liver cancer.

Campaign messages

Through community consultation and co-design, messages have been tailored for each community.

Primary messaging and call to action:

Are you living with hepatitis B? Find out. Get tested.

Secondary messaging:

Hepatitis B can cause liver cancer, but has no symptoms.

For more information:

Talk to your doctor | www.mhahs.org.au

Campaign resources

Campaign resources are available in five languages:

- English: for cross-cultural use
- English: for African communities
- Arabic
- Chinese (Simplified)
- Korean
- Vietnamese

All resources can be downloaded from the **MHAHS website**.

Printed-based resources

[Posters \(A4\)](#) | [Brochures](#) | [Booklets](#)

Order free copies of the posters and brochures by completing the **order form** and emailing it to info@mhahs.org.au

Digital resources

[Signature block](#) | [Website banner](#) | [Stills](#) | [Animations](#)

Share the campaign on social media platforms, websites and electronic publications. Download the digital resources and follow the *social media guidelines* to create in-language posts and publications.

Hepatitis B testing options multilingual webpage

A new webpage outlining hepatitis B testing options and services is available in the five languages on the **MHAHS website**.

POSTERS

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

English: cross-cultural



English: African communities



Arabic



Chinese (Simplified)

乙肝
没有症状
但可致肝癌

NSW
GOVERNMENT

你是否**有乙肝**?
想知道. 化验一下.

请咨询家庭医生
www.mhahs.org.au/index.php/zh/hepatitis/hepatitis-b-testing

乙肝
化验即知

Korean

B형 간염
아무런 증세도 없이 간염을 유발할 수
있습니다.

NSW
GOVERNMENT

당신도 B형 간염의 감염자일
수 있습니다.
문의하시고 검사 받으세요.

의사 선생님과 상담하세요
www.mhahs.org.au/index.php/ko/hepatitis/hepatitis-b-testing

B형 간염
검사받으십시오

Vietnamese

VIÊM GAN B
Có thể gây ra ung thư gan
mà không có triệu chứng

NSW
GOVERNMENT

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

NÓI CHUYỆN VỚI BÁC SĨ
www.mhahs.org.au/In dex.php/vi/hepatitis/hepatitis-b-testing

VIÊM GAN B
HÃY XÉT NGHIỆM

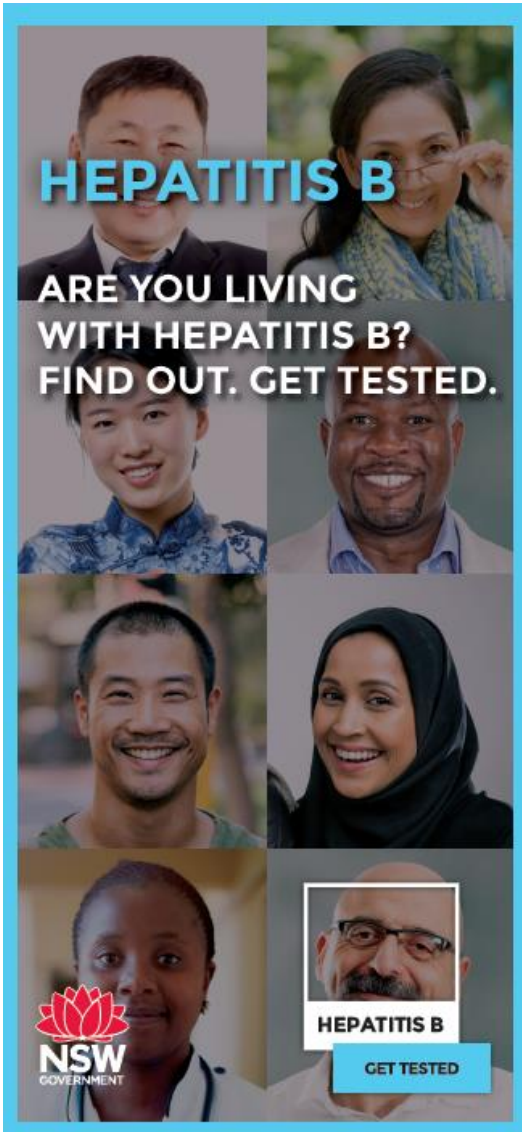
BROCHURES

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

Download

Order

English: cross-cultural & African



Arabic



Chinese (Simplified)



Korean

B형 간염

당신도 B형 간염의 감염자일 수 있습니다. 문의하시고 검사 받으세요.

B형 간염

검사 받으십시오.

NSW GOVERNMENT

Detailed description: This is a vertical poster for B-type hepatitis testing in Korean. It features a 3x2 grid of diverse people's faces. At the top left, the text 'B형 간염' (B-type hepatitis) is written in large blue letters. Below it, a message in white text says '당신도 B형 간염의 감염자일 수 있습니다. 문의하시고 검사 받으세요.' (You may also be a B-type hepatitis carrier. Please inquire and get tested). At the bottom left is the NSW Government logo. At the bottom right, a small white box contains the text 'B형 간염' and a blue box below it says '검사 받으십시오.' (Get tested).

Vietnamese

VIÊM GAN B

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

VIÊM GAN B

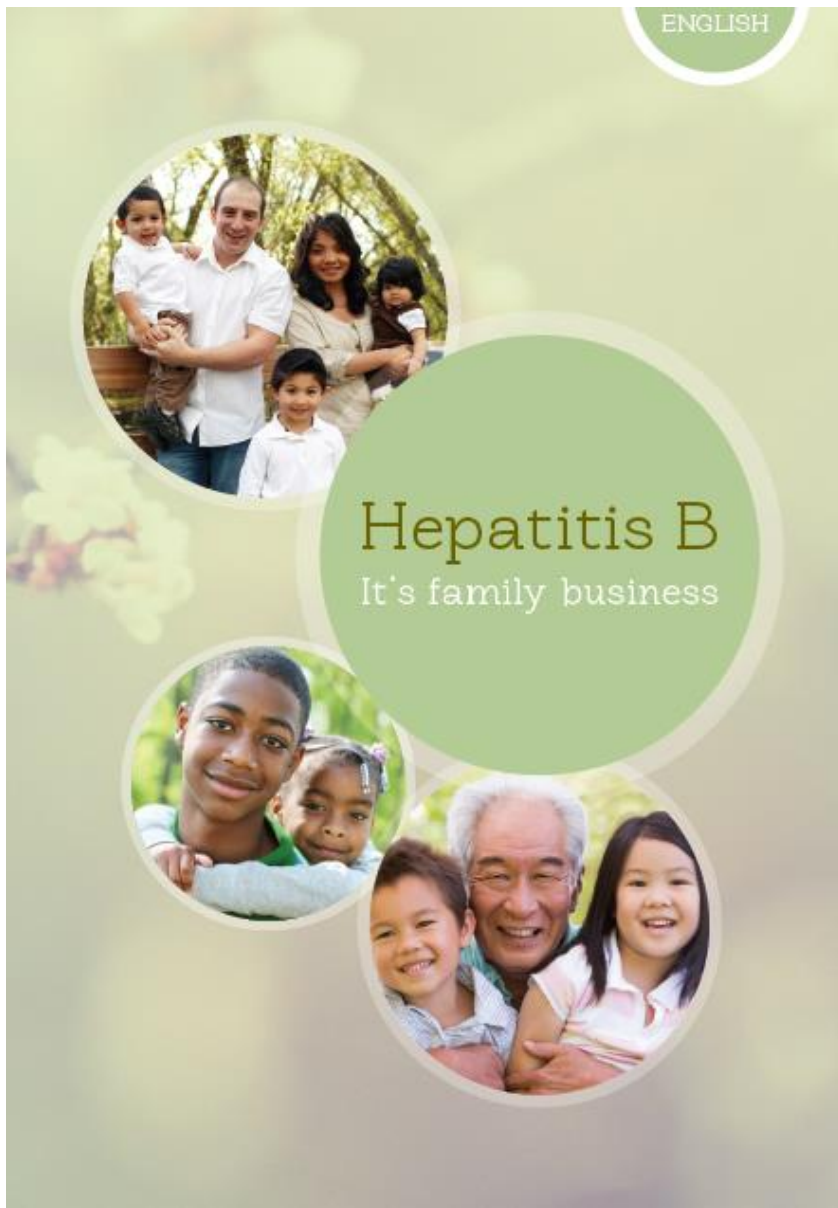
HÃY XÉT NGHIỆM

NSW GOVERNMENT

Detailed description: This is a vertical poster for B-type hepatitis testing in Vietnamese. It features a 3x2 grid of diverse people's faces. At the top left, the text 'VIÊM GAN B' (B-type hepatitis) is written in large blue letters. Below it, a message in white text says 'BẠN CÓ VIÊM GAN B HAY KHÔNG? MUỐN BIẾT RÕ. HÃY XÉT NGHIỆM.' (Do you have B-type hepatitis or not? Want to know for sure. Please get tested). At the bottom left is the NSW Government logo. At the bottom right, a small white box contains the text 'VIÊM GAN B' and a blue box below it says 'HÃY XÉT NGHIỆM' (Please get tested).

BOOKLETS

Order



'Hepatitis B. It's family business' is a comprehensive resource developed specifically for people from culturally and linguistically diverse communities.

Available in **English, Arabic, Chinese (Simplified), Indonesian, Khmer, Korean, Thai, and Vietnamese**, the booklet covers simple information about hepatitis B, consequences of chronic infection, transmission, testing, treatment, prevention, as well as information on support services in NSW.

To order free copies of the booklet, please complete the **order form** and email to info@mhahs.org.au

Hepatitis B e-factsheets are also available in the eight languages for downloading from the MHAHS website.

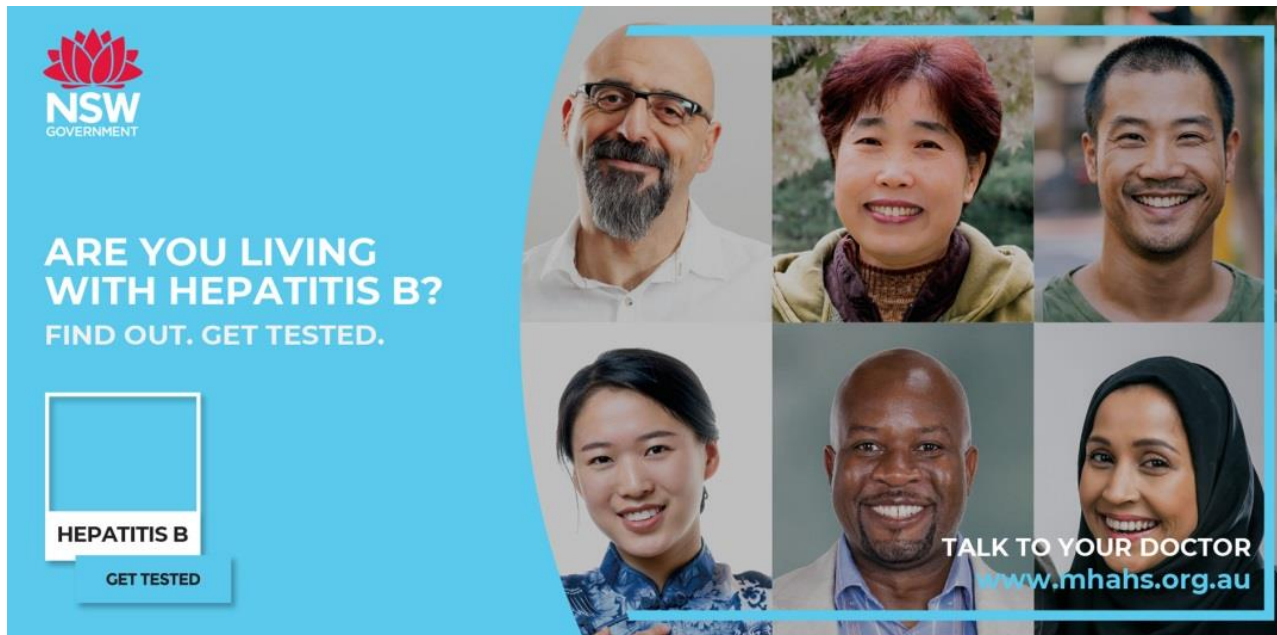
DIGITAL RESOURCES

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



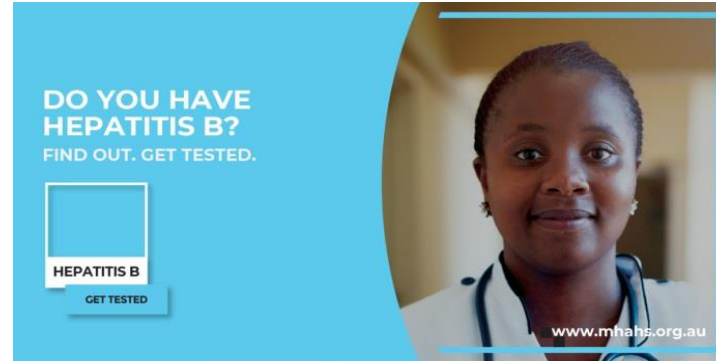
Social media stills

Social media stills (images) feature key campaign messages and the call to action.

English: cross-cultural



English: African communities



Arabic



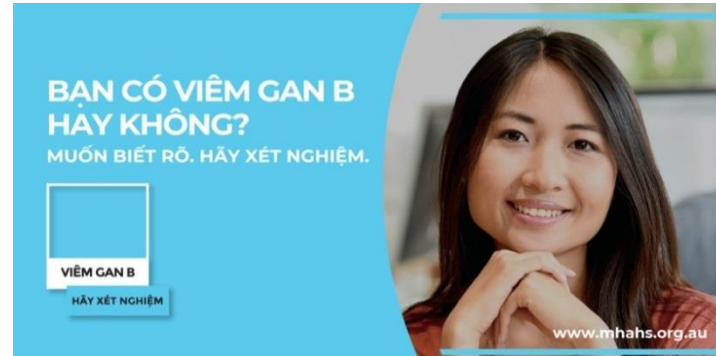
Chinese



Korean



Vietnamese



Social media animations

Download the 20-30 second animations and share on your social media platforms.

Animations are available in English for cross-cultural use, English for African communities, Arabic, Chinese (simplified), Korean and Vietnamese.

Posting guidelines

When sharing an animation on your social media platform e.g. Facebook, we recommend you post:

- A **key message** (primary text). There are three options per language.
- The link to the **hepatitis B testing options multilingual webpage** (MHAHS website). Links to each language page are provided.

(*) For paid adverts, headline and description are provided for each language.

The image shows a Facebook post from MHAHS (Sponsored) with the following text: "The only way to know if you have chronic hepatitis B is by getting a hepatitis B blood test. It is quick and easy." Below the text is a video thumbnail of a smiling woman with glasses. At the bottom of the post is a link to "MHAHS.ORG.AU Hepatitis B Testing" with the subtext "Where to get a hepatitis B test?" and a "LEARN MORE" button. The post has "Like", "Comment", and "Share" options at the bottom.

Annotations with arrows pointing to the post elements:

- PRIMARY TEXT** (Key message - 3 options) points to the main text of the post.
- ANIMATION** points to the video thumbnail.
- WEBPAGE** points to the URL "MHAHS.ORG.AU".
- HEADLINE*** points to the title "Hepatitis B Testing".
- DESCRIPTION*** points to the subtext "Where to get a hepatitis B test?".



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



MHAHS.ORG.AU

Hepatitis B Testing

Where to get a hepatitis B test?

LEARN MORE



Like



Comment



Share

[Download: cross-cultural animation](#)

[Download: African animation](#)

Primary 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.
Primary text 2	Hepatitis B is common in our communities. Chronic (long-term) hepatitis B can lead to liver damage and liver cancer.
Primary 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.
Headline	Hepatitis B Testing
Description	Where to get a hepatitis B test?
English webpage	www.mhahs.org.au/index.php/en/hepatitis/hepatitis-b-testing

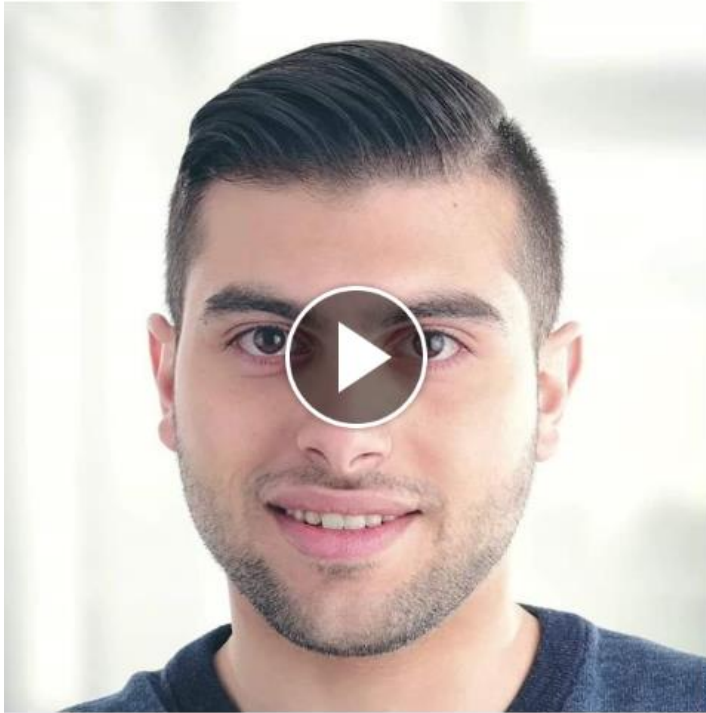


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الطريقة الوحيدة لمعرفة إذا كان لديك التهاب الكبد ب المزمن هي
باجراء فحص الدم الخاص بالتهاب الكبد ب. الفحص سريع وسهل



MHAHS.ORG.AU

فحص التهاب الكبد ب

...أين يمكن الحصول على فحص التهاب الكبد ب

LEARN MORE



Like



Comment



Share

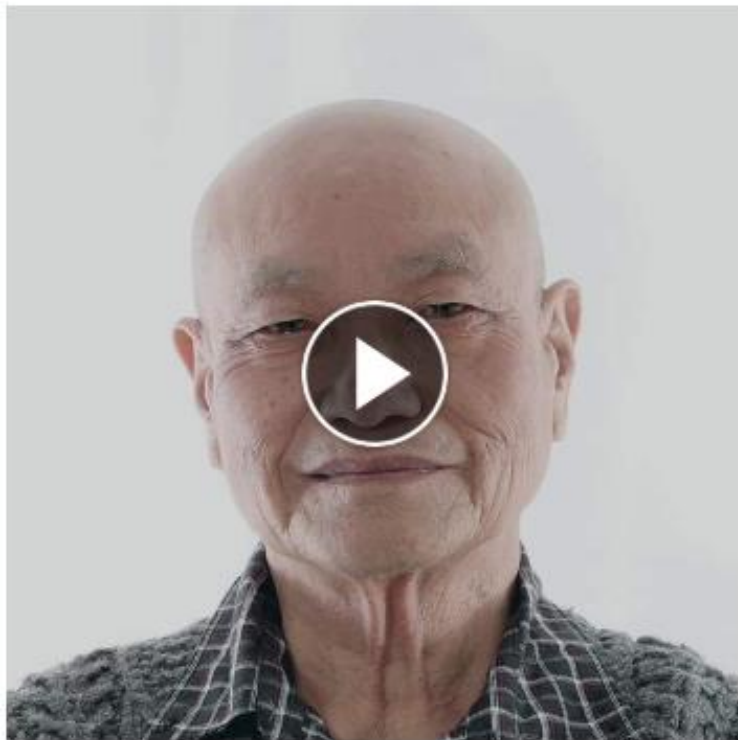
Download Arabic animation

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

[Download Chinese animation](#)



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](#)

Like Comment Share

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。
Headline	乙肝测试
Description	在哪里可以做乙肝测试？
Chinese webpage	www.mhahs.org.au/index.php/zh/hepatitis/hepatitis-b-testing

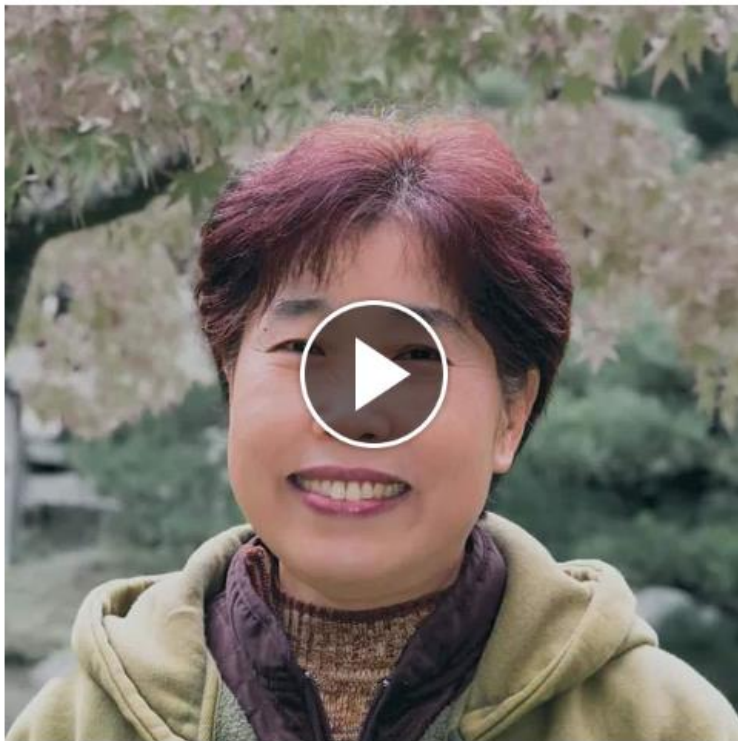


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만성 B형 간염에 걸렸는지 알아보는 유일한 방법은 정확한 혈액 검사를 하는 것입니다. 이것은 신속하고 쉬운 방법입니다.



MHAHS.ORG.AU

B형 간염 검사

B형 간염 검사는 어디서 받을 수 ...

LEARN MORE

Download Korean animation

Primary text 1	만성 B형 간염에 걸렸는지 알아보는 유일한 방법은 정확한 혈액 검사를 하는 것입니다. 이것은 신속하고 쉬운 방법입니다.
Primary text 2	B형 간염은 우리 지역 사회에서도 많이 볼 수 있습니다. 만성 B형 간염은 간 손상과 간암을 일으킬 수 있습니다.
Primary 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.
Headline	B형 간염 검사
Description	B형 간염 검사는 어디서 받을 수 있나요?
Korean webpage	www.mhahs.org.au/index.php/ko/hepatitis/hepatitis-b-testing

VIETNAMESE



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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.



MHAHS.ORG.AU

Xét nghiệm viêm gan B

Xét nghiệm viêm gan B ở đâu?

LEARN MORE

[Download Vietnamese animation](#)

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.
Headline	Xét nghiệm viêm gan B
Description	Xét nghiệm viêm gan B ở đâu?
Vietnamese webpage	www.mhahs.org.au/index.php/vi/hepatitis/hepatitis-b-testing

