Collaboration is a result of AANCART
5 Year Project Period: 2006-2011

Media intervention with Vietnamese (San Francisco)

Lay health worker intervention with Hmong (Sacramento)

Hepatitis B education in ESL classes for Chinese (Seattle/Vancouver)

Church based intervention with Koreans (Los Angeles)

Goal of all four studies is to increase hepatitis B testing
Target Populations

Projects focus on Vietnamese, Hmong, Koreans and Chinese given their high rates of hepatitis B and liver cancer.

Hep B Prevalence
- High
- Intermediate
- Low

Native Country:
- Vietnam
- Southeast Asia (Hmong)
- Korea
- China
The Health Behavior Framework

**INTERVENTIONS**

**Individual Factors**
- Knowledge
- Communication & rapport with provider
- Health Beliefs
- Social Support
- Cultural Factors

**Institutional Factors**
- Language differences
- Navigation problems

**Barriers/Supports**
- Demographics
- Medical History
- Insurance

**Interventions**

**Hepatitis B serologic testing**
Media Campaign for Vietnamese American Adults

Tung T. Nguyen, MD  Principal Investigator
Stephen J. McPhee, MD  Co-Investigator

University of California, San Francisco
Overview of Study Design

Pre-Intervention Survey

- **Intervention:** Northern California
- **Comparison:** Washington, D.C.
- **Media Campaign:** None

Post-Intervention Survey

- **Media campaign in DC**
Media Campaign

- **Print Media**
  - Educational booklet
  - Newspaper ads, articles
  - Calendars, info-cards

- **Electronic Media**
  - Radio, TV, theater ads
  - CDs, e-cards

- Linkage to local resources for free/low cost hepatitis B testing

- Duration of campaign: 3 years
Examples of media produced by team for a previous study
Culturally targeted graphics representing:

...the burden of Hepatitis B in the Vietnamese

...and the power of testing and vaccination over the disease
Lay Health Worker Intervention to Increase Hepatitis B Testing for Hmong

Moon S. Chen, Jr., PhD, MPH   Principal Investigator
Helen K. Chew, MD          Co-Investigator
May Ying Ly               Co-Investigator

University of California, Davis Cancer Center
Hmong Women's Heritage Association
Study Design

Identify Hmong households & collect baseline data

Intervention households
Hepatitis B education (n=125)

Comparison households
Nutrition education (n=125)

Follow-up survey
Lay Health Worker Intervention

- Lay health workers will visit Hmong families in their homes

- Information provided
  - hepatitis B routes of transmission
  - high risk of Hmong
  - benefits of testing & vaccination

- Practical assistance
  - making clinic appointments
  - arranging transportation
Hepatitis B Education in English as a Second Language Classes for Chinese

Vicky Taylor MD, MPH        Principal Investigator
Gregory Hislop MD, MSc      Co-Principal Investigator

Fred Hutchinson Cancer Research Center
Seattle, Washington

British Columbia Cancer Agency
Vancouver, Canada
Study Design

- Identify ESL classes and collect baseline information
- Intervention group: Hepatitis B ESL curriculum and pamphlet (n=300)
- Comparison group: Heart disease ESL curriculum and pamphlet (n=300)
- Follow-up survey
## Application of ESL Teaching Methods to Hepatitis B Curriculum

<table>
<thead>
<tr>
<th>Method</th>
<th>Example</th>
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<tr>
<td>Picture matching</td>
<td>Methods of hepatitis B transmission</td>
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<tr>
<td>True-false questions</td>
<td>Consequences of hepatitis B infection</td>
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<tr>
<td>Role playing</td>
<td>Doctor’s visit</td>
</tr>
</tbody>
</table>
Fill-in-the-Blank Exercise

Directions: Fill in the blanks with one of the following:
[blood test, Chinese, hepatitis B, shots, toothbrush]

Mr. Wong has chronic ________infection.

Mr. Wong’s son has had a ________ to see if he has the infection.

Mr. Wong’s granddaughter has had hepatitis B _________so she will never get the infection.

Mr. Wong makes sure he does not share a ________ with other people.

Mr. Wong tells his ________friends that they should get a hepatitis B test.
Increasing Hepatitis B Screening Among Korean Church Attendees

Roshan Bastani, PhD  Principal Investigator
Vicky Taylor, MD, MPH  Co-Principal Investigator
Beth Glenn, PhD  Co-Investigator
Annette Maxwell, DrPH  Co-Investigator
Angela Jo, MD, MPH  Co-Investigator
Weng Kee Wong, PhD  Co-Investigator

UCLA School of Public Health, Jonsson Comprehensive Cancer Center, Division of Cancer Prevention & Control Research
Results of Pilot Study in Korean Community

- 141 Korean Americans from churches and a clinic
- Only 56% ever had a hepatitis B test
- 34% did not know Koreans at higher risk for hepatitis B
- Only 36% knew hepatitis B infection can be lifelong

Common barriers to testing
- Fear of a bad diagnosis (75%)
- Cost of test (61%)
- Time (46%)

Church preferred site to receive health information vs. worksite, clinic, health fair
**Study Design**

Identification of Churches (n = 40)

- **Intervention Churches**
  - N = 20
  - In-Person Baseline Interview
    - N = 448
    - *Hepatitis B*
    - Small Group Session
  - 6-Month Telephone Follow-up Interview

- **Comparison Churches**
  - N = 20
  - In-Person Baseline Interview
    - N = 448
    - *Physical Activity/Nutrition*
    - Small Group Session
Rationale for Church-Based Small Group Intervention

- 80% of Koreans attend church regularly
- Consistent with church activities
- Group allows for interactive process
- Establishment of positive social norms
- Cost-efficient
- More likely to be sustained after grant
Group Intervention Session: **Process**

- **Blend of discussion group & educational presentation**
- **Information presented verbally, visually and in-print to enhance interest & retention**
- **Group format**
- **Social norms & Active participation**
- **Culturally competent intervention**
- **Assures acceptance & effectiveness**
Group Intervention Session: Content

Individual Factors
- Knowledge
- Communication & rapport with provider
- Health Beliefs
- Social Support/norms
- Cultural Factors

Facts about hepatitis B and liver cancer

Use of role-playing to promote discussion with provider

Increase perceptions of risk to motivate participants to be tested

Encourage discussion of Hepatitis B with family/friends

Frame testing & vaccination as another way to keep body healthy as in “han yak” or “bo yak”
왜 한국 사람들은 특히 B형 간염 바이러스에 대해서 더 많이 염려 해야 하는가?
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Overall Goal of Projects

- Evaluate four culturally targeted interventions to increase hepatitis B testing

- Collaboration across projects will allow for:
  - Sharing of complementary expertise and experiences
  - Understanding of similarities and differences between Asian subgroups

- If successful in increasing hepatitis B testing, interventions can be disseminated to the broader community

- Lessons learned can be used to design programs for other ethnic groups at risk for hepatitis B and liver cancer