

# National Hispanic Hepatitis Awareness Day (NHHAD): Adapting a highly effective community mobilization model and social marketing campaign



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## Introduction

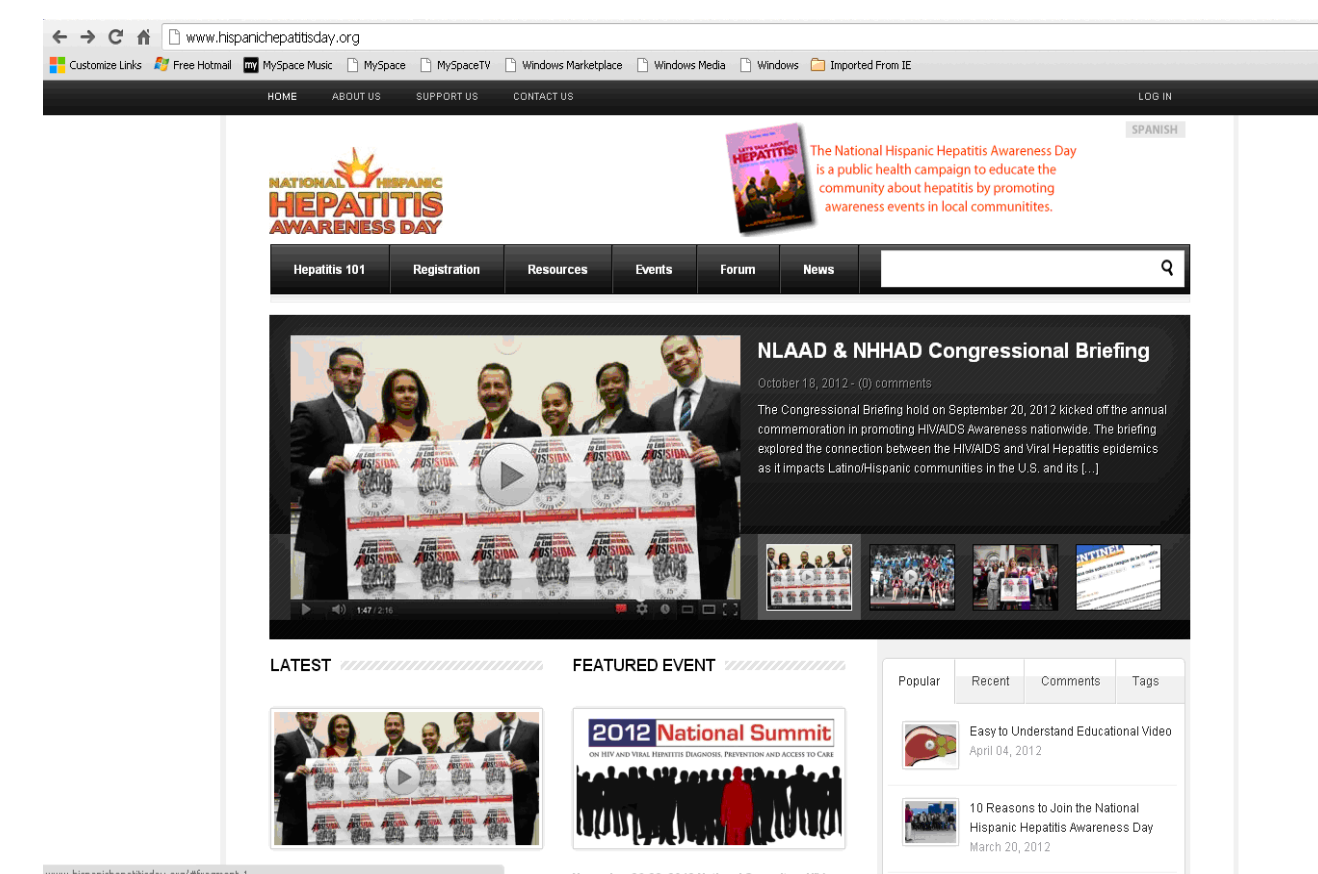
As the largest minority group in the U.S., Latinos are disproportionately affected by Hepatitis C (HCV). Latinos have a 40% increased chance of being infected with HCV as compared to whites and progress to cirrhosis faster than any other group.

Given the connection between HIV and HCV, NHHAD was initiated to work in synergy with National Latino AIDS Awareness Day (NLAAD), to improve the ability of community based-organizations and non-traditional partners to raise HCV awareness, provide testing, prevention and education services. Since 2003, NLAAD has demonstrated its success by solidifying support from over 800 organizations in over 45 states across the United States, Puerto Rico and the U.S. Virgin Islands. Through these efforts, tens of thousands have been tested and enabled access to care.

**The goal of NHHAD is to build on the success of NLAAD and integrate HCV awareness, services and policies into the community and national conversations.**

## Method

- The first NHHAD took place on May 15, 2012 and was evaluated to assess the reach and initial outcomes of the community-level intervention.
- All organizations that registered as NHHAD sites (n=14) were asked to complete an online survey on their specific activities and outcomes, as well as their experience being a part of the first year of this new intervention.



The bilingual NHHAD website served as a tool for registering with the campaign, accessing resources and information, and networking and creating partnerships.

- Achievement of goal was measured by assessing rate of collaboration and partnerships, use of campaign kit and resources, media sightings and reporting, development of educational briefings and materials, number of requests for technical assistance, number of events, participation of health departments and elected officials, and number website visitors among others.

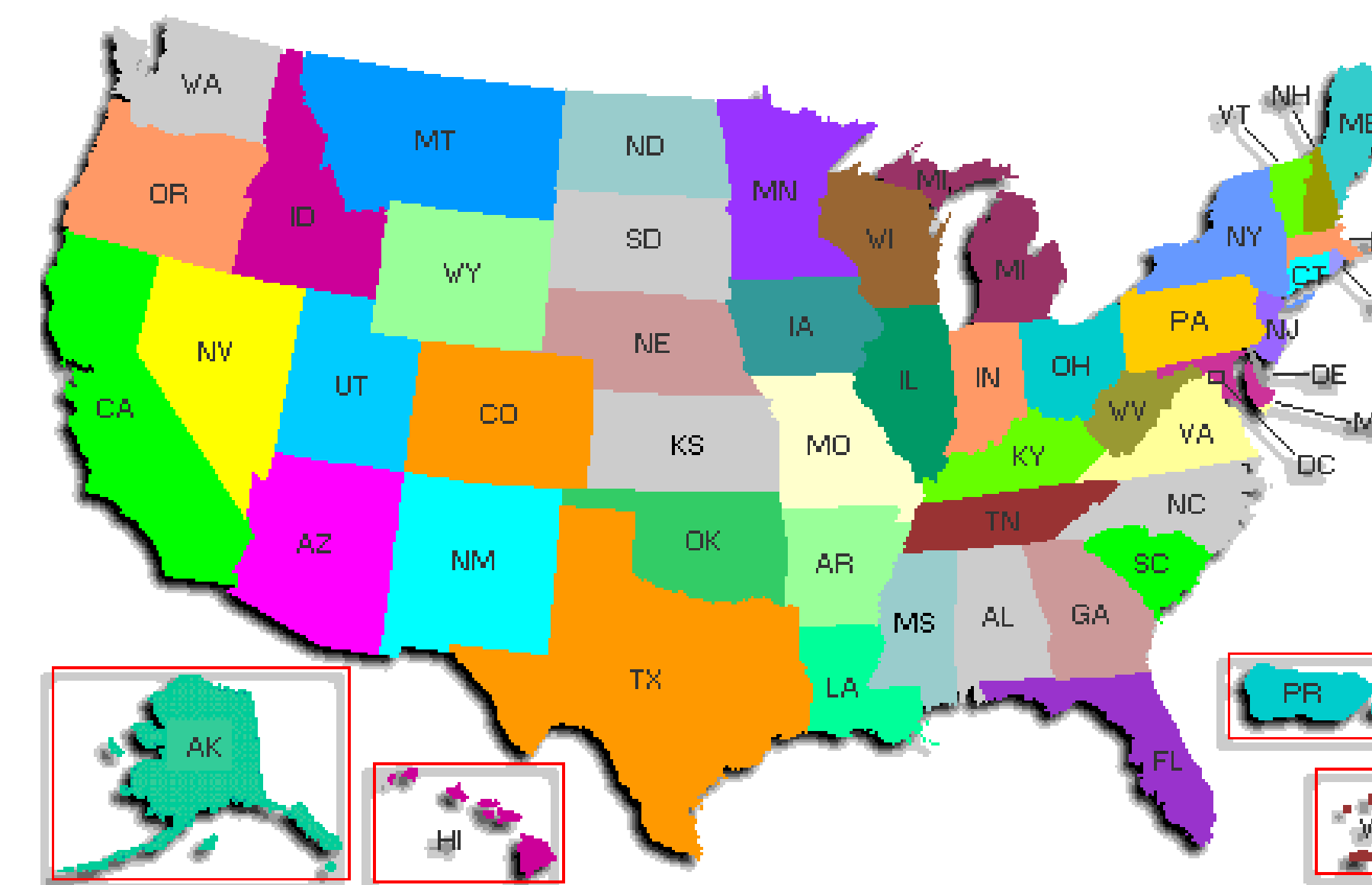
National Hispanic Hepatitis Awareness Day 2012 Campaign Kit



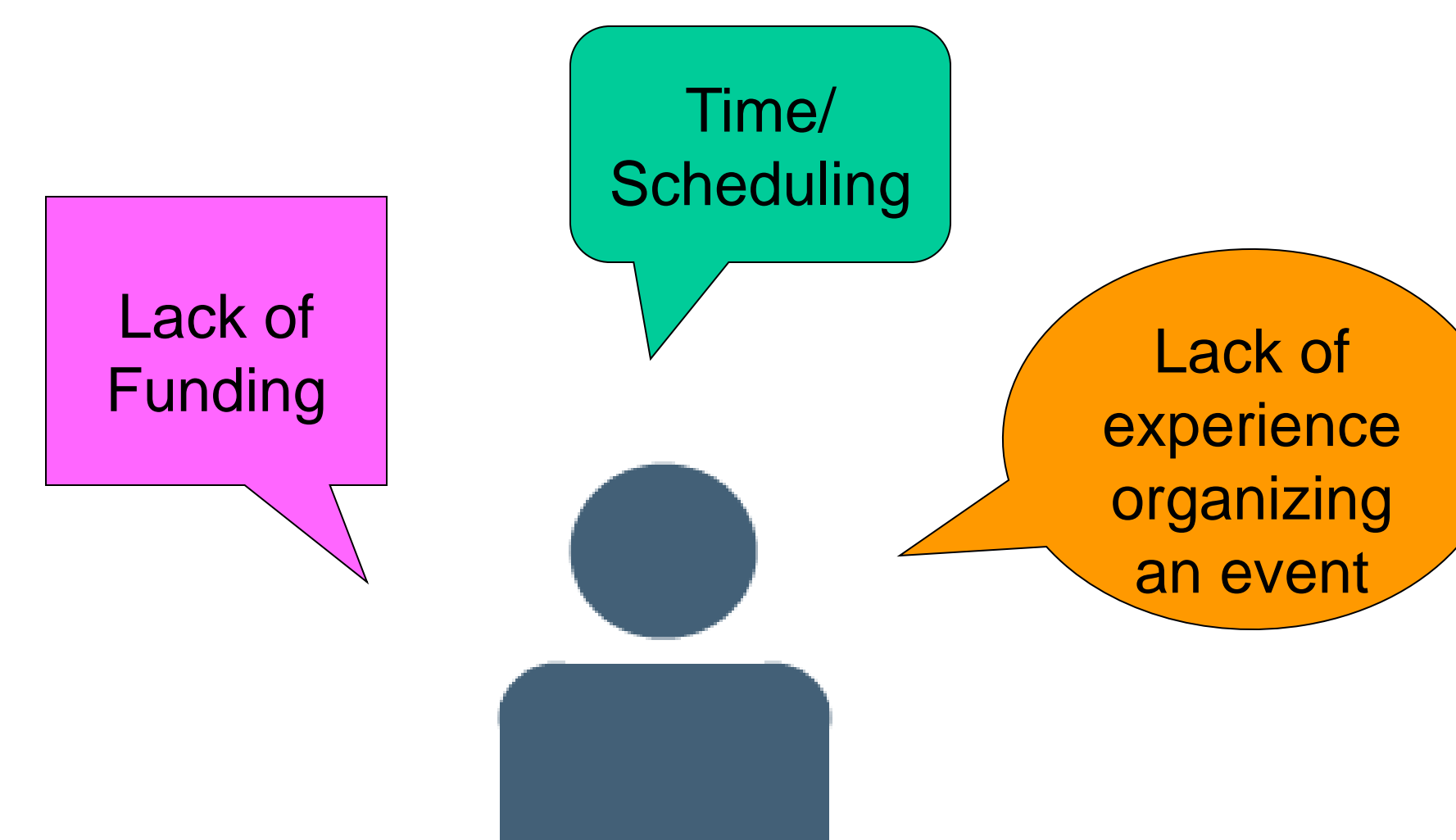
- Street intercepts surveys were also conducted with the general population in New York City, one and a half weeks before and after the campaign.

## Results

14 organizations held NHHAD events and represented states with the largest Hispanic populations, as well as states with emerging Hispanic populations.



- Of the 14 participating organizations, 10 completed the survey.
- 83% reported an increase in discussion and awareness in the local Latino community about viral hepatitis.
- 67% conducted testing for viral hepatitis and tested over 100 individuals.
- 4 of the participating organizations also provided testing and vaccinations for hepatitis A and B.
- Common barriers to hosting an NHHAD event were also collected.



- Over one hundred partnerships were created.

## Conclusion

There is an urgent need for a disease integrating, community-level intervention to address the need for testing and treatment using culturally-appropriate messages for the community and service providers.

As a community mobilization model and social marketing campaign, NHHAD is an innovative and promising approach to address this need. It is positioned through its evaluation efforts to build on these early successes to create long-term change in communities and the health systems that serve them. The model also serves as a vehicle to spark local conversations with health departments, elected officials and stakeholders, and affect policy.

To implement such a model:

- begin planning well in advance
- Seek technical assistance
- Integrate viral hepatitis into work plans
- Form partnerships to combine and enhance efforts

For more information on:

National Hispanic Hepatitis Awareness Day, National Latino AIDS Awareness Day, and/or community mobilization models.

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## References

Stevenson L, Faucher Y, Hewlett S, Klemm K, Nelson D. Chronic hepatitis C virus and the Hispanic community: cultural factors impacting care. *Gastroenterol Nurs*. 2004;27(5):230–238.

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