Ontario Hepatitis C education and outreach program with immigrants and newcomers

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Community Health Programming

Presentation overview

- The program
- Context
- Program Areas (Phase I)
- Program Expansion (Phase II)
- Acknowledgment
The program

• CATIE’s Ontario Hepatitis C Immigrant and Newcomer Program is the only provincial program mandated to raise the awareness of immigrants, newcomers and the front-line workers serving them on the core biomedical aspects of hepatitis C prevention, transmission, treatment and care.

• The program is funded by the Ontario Ministry of Health and Long-term Care

Why is hepatitis C important for immigrants in Canada?
Context

- 35% of all hepatitis C infections in Canada are estimated to be among foreign-born population
  (1)
- Canadian immigrants have a prevalence of ~2% which is higher than overall Canadian prevalence of about 1.0 % (2)
- Immigrants have 2-4 fold higher mortality from liver cancer and viral hepatitis vs. Canadian born
  (3)


Context

- On average it takes ten years after arriving in Canada before immigrants were diagnosed with hepatitis C (4)
- No mandatory screening for any kind of hepatitides as part of the immigration process.

Immigration to Canada

- About 22% of people in Canada are born outside the country

http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/hlt-fst/imm/Table.cfm?Lang=E&T=11&Geo=00

Immigration to Ontario

- About 30% of people in Ontario are born outside the country

http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/hlt-fst/imm/Table.cfm?Lang=E&T=11&Geo=00
Primary source countries of immigration in 2016

- Philippines: 41,785
- India: 39,790
- China: 26,850
- Pakistan: 11,340
- *Syria*: 34,925

Ontario Hepatitis C education and outreach program with immigrants and newcomers (2011-2016)

Program areas

1. Community education and outreach
   • Hep C basics workshop
   • Literature and information tables

2. Linguistically and culturally adapted hepatitis C resources
   • Print brochures
   • Multilingual Website

3. Ethnic media engagement
   • Editorials, advertising and media campaigns
   • Radio and television talkshows
   • Meetings and dialogues with media editors
Hepatitis C basics brochure
Ontario Hepatitis C education and outreach program with immigrants and newcomers

(2016 onwards)

Methodology for setting future priority directions

• An internal five-year *Program Evaluation of Hepatitis C Ethnocultural Education, Outreach and Social Marketing Program*

• An external *Environmental Scan and Situational Analysis of Health Services and Networks in Ontario to Address Hepatitis Screening and Treatment Needs in Recent Immigrants*
Impact and reach

• CATIE has directly reached 10,000 immigrant and newcomers through its workshops and literature tables
  – 89% of participants reported an increase in knowledge
  – the average knowledge score of participants increased from 3.5 to 7
  – More than 99% of the participants said they will use this knowledge in their daily life

Impact and reach (Cont’d)

• CATIE’s multilingual print resources have reached 61,165 people

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<tr>
<td>Chinese</td>
<td>11,897</td>
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<tr>
<td>Total</td>
<td>61,165</td>
</tr>
</tbody>
</table>
Impact and reach (Cont’d)

- CATIE has reached 148,684 people through its multilingual website
- CATIE’s Hep C awareness messages have reached 250,000 people
- CATIE has trained and employed 50 newcomers as community facilitators in this program

Situational analysis of hepatitis screening and treatment barriers

- Lack of awareness in frontline workers
- Difficult to use screening guidelines
- Lack of continuity in care
- Stigma
- Cost
Recommendations

- Continue to provide basic, up-to-date HCV prevention, testing and treatment information to immigrant communities in their own languages through online and print resources
- Expand community education and outreach work beyond the Greater Toronto Area
- Ensure continuous coverage of hepatitis C content in ethnic media outlets
- Provide education, capacity building, resources and knowledge exchange for frontline workers

Implementation of the recommendations

- Expanded the community education work to Ottawa in 2016
- **Blended Learning:** Six-week training course on foundational knowledge of Hep C and specialized knowledge on Hep C in immigrants
- Revamping of CATIE’s Multilingual Hepatitis C Website in process
Acknowledgement

Funder
The AIDS and Hepatitis C Programs, Ministry of Health and Long-Term Care

Partners
1. Toronto Public Health’s AIDS and Sexual Health InfoLine
2. Punjabi Community Health Services
3. Chinese Canadian National Council Toronto Chapter
4. Committee of Progressive Pakistani Canadians
5. Kababayan Multicultural Centre
6. Human Endeavour
7. Toronto South Local Immigration Partnership
8. Jewish Family Services, Ottawa
9. Toronto Chinese Health Education Committee

CATIE Team
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- Tim Rogers, Director, Knowledge Exchange
- Laurie Edmiston, Executive Director