

Title of Intervention: A Hepatitis-B immunization outreach intervention

Intervention Strategies: Campaigns and Promotions, Supportive Relationships

Purpose of the Intervention: To improve Vietnamese-American parents' awareness and knowledge about hepatitis B and their children's receipt of the series

Population: Primary Population: Parents of Vietnamese-American children ages 3-18

Setting: Metropolitan areas of Houston and Dallas, Texas and Washington, DC metropolitan; community-based

Partners: Vietnamese-American Community Health Network at Research and Development Institute, East Dallas Counseling Center (EDCC), Committee on Human Research at the University of California, San Francisco

Intervention Description:

- Campaigns and Promotions: The Media Education project (Houston) included Vietnamese-language print, mass electronic and outdoor media education that emphasized the need for hepatitis B catch-up immunizations. The print media included educational booklets about hepatitis B, calendars with incorporated hepatitis B messages, print ads and news articles published in local Vietnamese newspapers. The electronic media included radio advertisements, interviews with community health leaders and telephone "warm-line". The articles also reported where free immunizations could be obtained through the Center for Disease Control's Vaccines for Children Program. The Community Mobilization Strategy (Dallas/Fort Worth) included distribution of health education brochures and pamphlets about hepatitis B in Vietnamese and English. Referral lists were distributed to people at health fairs. The coalition and staff made oral presentations at the health fairs and at various Vietnamese community-based organizations. Staff made presentations to volunteers and children at Vietnamese language schools in Buddhist temples and churches. News articles and announcements were printed in Vietnamese-language newspapers. Announcements were broadcast days before health fairs and community events.
- Supportive Relationships: The Media Education project (Houston) established a "warm-line" where Vietnamese-American residents could telephone with questions. Callers were asked to leave their questions on an answering machine. Volunteers from Vietnamese-American Community Health Network returned the calls with answers to the questions. In the Community Mobilization project (Dallas/Fort Worth), staff conducted home visits to newly immigrated Vietnamese refugees in the area and worked weekly at community clinics to translate and help children receive immunizations.

Theory: None mentioned

Resources Required:

- Staff/Volunteers: Presenters, media experts, bilingual staff and volunteers
- Training: Not mentioned
- Technology: Media creation software
- Space: Place to hold health fairs
- Budget: Not mentioned
- Intervention: Mass media messages, health education brochures and pamphlets, incentives, call-in support number
- Evaluation: Interview protocol

Evaluation:

- Design: Randomized trial
- Methods and Measures:
 - Computer-assisted telephone interviews assessed parents' level of awareness and knowledge about Hepatitis B and immunization status of children

Outcomes:

- Short Term Impact: Awareness of Hepatitis B was significantly raised in both communities. In both the media education and community mobilization areas the number of parents who knew that free vaccines were available for children had increased greater than the control group.
- Long Term Impact: Immunization rates increased significantly in the community mobilization area and slightly in the media education area.

Maintenance: Not mentioned

Lessons Learned: The low immunization rate in a group at high risk for infection indicates a compelling need for continued efforts to reach these children. Catch-up hepatitis B immunization programs should merit the highest priority for these children.

Citation(s):

Jenkins, C. N., S. J. McPhee, et al. (2000). "Hepatitis B immunization coverage among Vietnamese-American children 3 to 18 years old." *Pediatrics* 106(6): E78.

McPhee, S. J., T. Nguyen, et al. (2003). "Successful promotion of hepatitis B immunizations among Vietnamese-American children ages 3 to 18: results of a controlled trial." *Pediatrics* 111(6 Pt 1): 1278-88.