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& support service



# Transmission

A creative hepatitis C awareness project targeting culturally diverse and marginalised groups

Presented by Naomi Ngo - Manager

Multicultural Health & Support Service  
A Program of the Centre for Culture, Ethnicity & Health  
81-85 Barry Street, Carlton Victoria 3053  
Telephone: (03) 9342 9700 Facsimile: (03) 9342 9799  
Website: [www.ceh.org.au/mhss.aspx](http://www.ceh.org.au/mhss.aspx)

# Transmission project

- **What:**  
A creative hepatitis C health promotions strategy
- **Aim:**  
To work through a collaborative and consultative process
- **Who:**  
Government, community agencies, artists & target groups
  - CALD young people at risk
  - Young people in custody
  - Vietnamese prisoners
  - Vietnamese IDUs



# Transmission partners

- North Richmond Community Health Centre
  - MHSS
  - Arts & Culture Program
  - Drug Safety Program
- Vietnamese Community in Australia (Vic Chapter)
- Australian Vietnamese Women's Welfare Association
- Fulham Correctional Centre
- Hepatitis C Victoria
- Department of Human Services
- Department of Justice



# Transmission principles



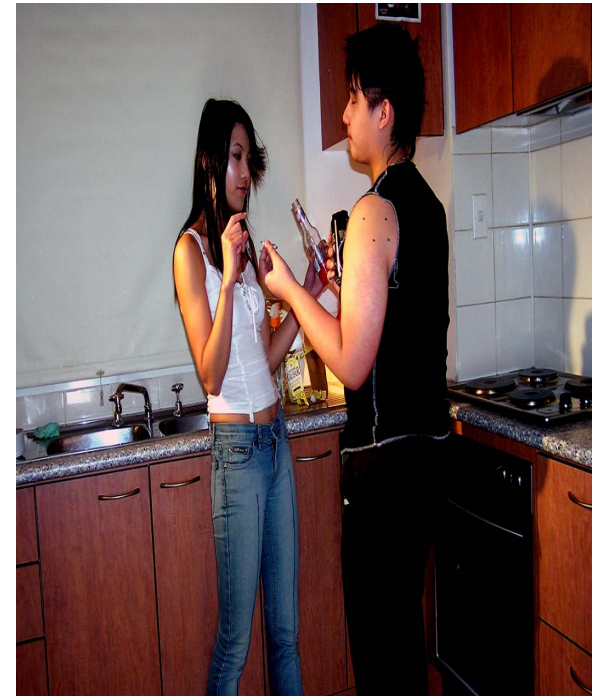
- Support for target groups
- Respect for culture, families & community
- Empowerment model



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# Transmission methodology

- Steering Group:
  - advise on cultural and health issues
  - recruitment of target group
  - advise and assist with promotion, dissemination and evaluation
  - plan further stages
- Working Group:
  - design and produce health promotion materials on HCV for peers
  - promote and distribute completed product

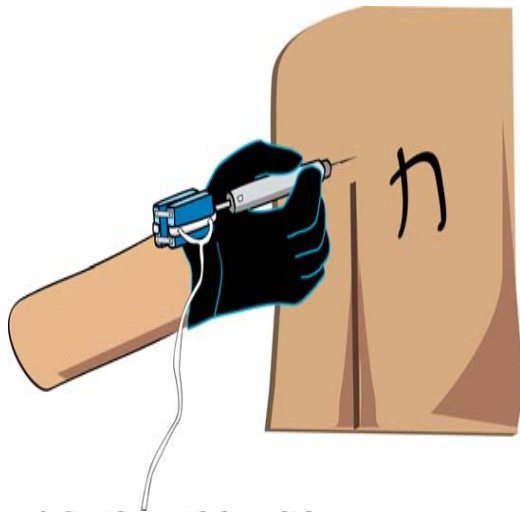


# Young people @ risk



## LaLa Land (2min)

Four young women are yanked out of 'LaLa Land' into the real world to learn the facts about hepatitis C



## Tattoo (2min)

Every tattoo tells a tale in this short film created by CALD young people living in public housing in inner city Melbourne



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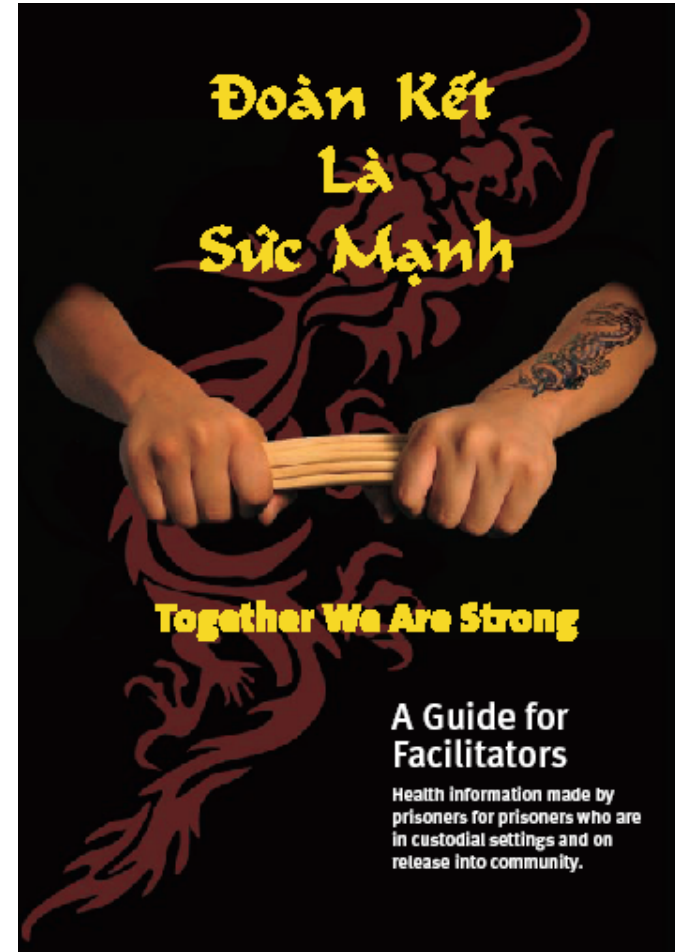
# Vietnamese prisoners

## Together We Are Strong (6min)

Made for prisoners by prisoners, this film travels from a remote Vietnamese village to the streets of Melbourne, into prison and out again



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# Young men in custody



## You Don't Wanna Mess with Me (4min)

MC Hep C lets you in on his plans to get into your bloodstream and what he's going to do when he gets there.



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# Transmission website

- View films
- Download facilitator's resources
- <http://www.ceh.org.au/mhss.aspx>



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