

## Background

- 230,000 people are estimated to be living with Hep B and 116,000 people are estimated to be living with Hep C in New York City (NYC);<sup>1</sup> many are unaware of their status and are not in care.
- According to the World Health Organization, Hep B and C account for 420,000 deaths annually in South Asia.
- NYC has a large and diverse South Asian-born and diaspora population who face barriers to health care including limited English language proficiency, limited materials in primary spoken language, difficulty navigating complex health care systems, and ineligibility for health insurance.

## Methods

- The NYC Health Department Viral Hepatitis Program formed a workgroup to plan a Hep Free NYC coalition based South Asian Hepatitis Initiative (SAHI) that would raise awareness, translate and develop educational materials, and develop community outreach and engagement plans.
- The workgroup developed goals for the South Asian Hepatitis Initiative, designed the logo and created a resources webpage.<sup>2</sup>

## South Asian Hepatitis Initiative Goals

- Raise awareness about Hep B and Hep C among South Asian-born and diaspora populations;
- Provide screening, immunization, referral services for Hep B, Hep C and liver disease in South Asian-born and diaspora populations;
- Build community and provider partnerships for Hep B and C prevention for South Asian-born and diaspora populations;
- Identify and reduce cultural and language barriers to immunization, screening, and treatment for Hep B, Hep C and liver disease

## Results

- SAHI developed a culturally appropriate stylistic and health literacy approach which was used to produce new awareness and education materials: Hep B and C focused post cards, a Hep B and C two-sided pocket card and a one-hour presentation to be delivered at organizations serving the South Asian community.
- NYC Health Department hepatitis booklets were translated into Bengali, Urdu, and Hindi.<sup>3</sup>
- Materials were distributed through the Hep Free NYC website and social media.

## South Asian Hepatitis Initiative Hep B Materials

**Our Health is in Our Hands**

**Hepatitis B: Get Tested. Get Vaccinated.**

Most people living with Hepatitis B (Hep B) do not have symptoms, and can still spread Hep B. Hep B can cause liver disease and cancer. Many South Asians living with Hep B got it when they were infants or children.

**Ask your Healthcare Provider about Hep B**

Protect yourself, your family, and your community. **Get Tested for Hep B.** Learn more and find testing: [nyc.gov/health/hepb](https://nyc.gov/health/hepb)

**When it comes to Hepatitis B Our Health is in Our Hands**

Hepatitis B (Hep B) is a virus that harms your liver. It can cause liver failure, cancer, and even death. There are usually no symptoms, the only way to know is to get tested. Hep B is preventable. There is no cure, but there is a vaccine!

People living with Hep B can live long and healthy lives. Hep B is spread through blood, semen or vaginal fluids that have the Hep B virus. Most South Asians living with Hep B got it during child birth or as a young child.

**Get Tested!** Know your Hep B status. Encourage people living in your household, and your loved ones to get tested.

**Get Vaccinated!** Then, get checked to make sure you have developed immunity.

Hep B is NOT spread by sharing food, water, food utensils or drinking cups, sneezing, coughing, kissing, hugging or shaking hands.

If you are living with Hep B, get check-ups and liver cancer screenings with your Hep B provider every 6 months.

**Protect yourself, your family, and your community. Ask your health care provider about Hep B.** Learn more, find testing and vaccination: [nyc.gov/health/hepb](https://nyc.gov/health/hepb)

## South Asian Hepatitis Initiative Hep C Materials

**Our Health is in Our Hands**

**Hepatitis C: Get Tested, Get Cured.**

Most people living with Hepatitis C (Hep C) do not have symptoms, and can still spread Hep C. Hep C can cause liver disease and cancer.

**You may have been exposed to Hep C from blood transfusions, medical procedures or used medical/injection equipment or needles.**

**Protect Your Loved Ones. Ask Your Healthcare Provider About Hep C.** Learn more or find testing: [nyc.gov/health/hepc](https://nyc.gov/health/hepc)

**When it comes to Hepatitis C Our Health is in Our Hands**

Hepatitis C (Hep C) is a virus that harms your liver. It can cause liver failure, cancer, and even death. There are usually no symptoms, the only way to know is to get tested. There is no Hep C vaccine, but there is a cure!

Hep C is spread through blood that has the Hep C virus. Most South Asians living with Hep C got it during a vaccination, medical procedure, or blood transfusion.

**Get Tested!** Know your Hep C status. Encourage the people living in your household and your loved ones to get tested.

Hep C is NOT spread by sharing food, water, food utensils or drinking cups, sneezing, coughing, kissing, hugging or shaking hands.

If you are living with Hep C, ask your provider about getting cured! Treatment is short and effective.

**Protect yourself, your family, and your community. Ask your health care provider about Hep C.** Learn more and find testing and care: [nyc.gov/health/hepc](https://nyc.gov/health/hepc)

## Translation of NYC Health Department Hep Materials

Booklets in Bengali, Urdu and Hindi	হেপাটাইটিস বি জন্মাবলী	হেপাটাইটিস সি এবং আপনার লিভার পরীক্ষা করুন। সূচ হতে উদ্ভূত।	ہیپاٹائٹس سی اور آپ کا جگر تھک کر آئی۔ علاج کریں اور آپ کا جگر تھک کر آئی۔ علاج کریں اور آپ کا جگر	हेपेटाइटिस सी और आपका लीवर अभी जांच करवा। स्वस्थ रहें।
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## Conclusions and Discussion

- SAHI intends build upon the infrastructure of Hep Free NYC to improve hepatitis awareness and access to care in the South Asian community in NYC.
- Identification of low-cost care, culturally and linguistically appropriate clinicians, additional resources, and awareness ambassadors are needed to provide needed health education, testing and care in the South Asian-born and diaspora community.

## Contact

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1 Moore M. (2018). Surveillance-based estimate of chronic hepatitis B prevalence, New York City, 2016.

2 South Asian Hepatitis Initiative Resource Page: <https://hepfreenyc.org/south-asian-initiative>.

3 Translation of NYC Health Department Hep B: The Facts Booklet in বাংলা (Bengali) and Hep C and Your Liver Booklet in বাংলা (Bengali), हिन्दी (Hindi), اردو (Urdu).