

## Background

- Primary liver cancers are a leading cause of cancer deaths worldwide
  - Incidence has doubled in the US in the last 30 years
- Chronic Hepatitis B & C infections are responsible for 80% of hepatocellular cancers
- Viral hepatitis is endemic to 8-20% of the African continent
- Members of the African immigrant community are often unaware of their status, lack insurance, and suffer from language barriers and cultural differences with health practitioners

## Goals and Objectives

- CHIPO-NYC and African Services Committee (ASC) with support from the Prevent Cancer Foundation aimed to increase liver cancer prevention awareness through viral Hepatitis B and C education, early screening, and vaccination within the underserved African-born population of New York City
- Project DELIVER aimed to coordinate at least 5 community awareness and screening events in each borough of New York City

## Methods

- Hosting community awareness and screening events in each borough of New York City with participants receiving Hepatitis B and C screening and education
  - To promote these events, ASC and CHIPO-NYC conducted outreach to African-born community members using radio ads on African stations and collaborating with community leaders and faith-based organizations serving this population. ASC also developed promotional materials to increase engagement and decrease stigma at events
  - ASC staff reflecting the population, provided culturally competent education on viral Hepatitis in African immigrant languages, which also increased trust among clients
  - Venues for events included places of worship such as mosques and churches; community centers; and the ASC office in Harlem
- Hepatitis positive participants receive free navigation to care and medical evaluations. Hepatitis B susceptible participants receive a free two-dose Heplisav B vaccine at ASC.



ASC staff providing testing at the Senegalese Association

## Results

- Between August 1st, 2019 and January 1st, 2020 the results were as follows:
  - 8 total community events with 97 Hepatitis B and C tests conducted
  - 90 Hepatitis B and C tests conducted at the ASC office in Harlem
  - 21 total clients tested positive for Hepatitis B (10 at the offsite events and 11 within the office). All positive clients were linked to care.
  - 10 total clients received the Hepatitis B vaccine, with more scheduled to return for vaccination.
  - 0 clients tested positive for Hepatitis C RNA.



ASC staff providing testing at the ASC Office

## Limitations

- Most offsite testing events were in Manhattan and the Bronx and only at religious places of worship. To broaden our target audience to non-religious community members and the remainder of New York City, we will need to find other places to screen individuals in the remaining three boroughs: Brooklyn, Queens, and Staten Island
- Cultural and language barriers for some clients who are new to the US and do not speak English or languages common to ASC staff
- The majority of clients screened were men. Increasing outreach and screening for women in particular is extremely important



ASC Staff providing Hepatitis education at a local church

## Conclusion

- Community based outreach and education methods are powerful tools in engaging our target population in cancer prevention awareness
- Each of our events helped break down stigma surrounding Hepatitis B and C
- Our events also raised awareness regarding liver cancer risks and prevention
- ASC and CHIPO-NYC believe culturally competent education, screening, and navigation remain powerful and essential early prevention tools in protecting underserved immigrant populations from liver cancer

## Next Steps: Future Work

- Increase outreach and screening events in the remaining boroughs (Brooklyn, Queens, and Staten Island) and target more community organizations instead of places of worship
- Increase ASC staff skills/competencies in terms of languages commonly spoken by African immigrant populations
- Increase outreach and screening for women in particular
- Establish community partnerships/ties for future events on a consistent basis

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