Hepatitis B Birth Dose Advocacy in Ghana
About the Presenter

**Key positions**
- Executive Director, Hepatitis Alliance of Ghana
- Chair, Faculty of Infectious Diseases, Ghana College of Nurses & Midwives
- Senior Lecturer, University of Ghana

**Education**
- PhD (Public Health, The Netherlands)
- Doctoral Research Scholar (Canada)
- MPhil. (Ghana)
- MPH (Public Health, The Netherlands)

**Research Area**
- Infectious Diseases (hepatitis)
Project goals

- Increasing political will
- Improving healthcare providers' knowledge on PMTCT of hepatitis B
- Increasing awareness of PMTCT of hepatitis B
Goal 1 & Activities

**Goal**
Increasing political will

**Activity**
Research Evidence
Facilitate dialogue with key stakeholders on the relevance of incorporating hepatitis B birth dose vaccine into the current EPI

**Channel**
Media Engagement
Documentary (using the pregnant women with hepatitis B voice)
Goal 2 & Activities

- Hybrid scientific seminar for Midwives across Ghana
- Creation and distribution of posters with accurate information on PMTCT of hepatitis B
- HepB-BD champions competition

Improving healthcare providers' knowledge on PMTCT of hepatitis B, particularly midwives
Goal 3 & Activities

- Increasing awareness of PMTCT of hepatitis B
  - Create a PMTCT message for hepatitis B using a 3-minute video animation in local language (Twi)
  - Sensitization campaign (schools and churches)
  - Poster distribution
Lessons Learnt

- Involving key stakeholders in the design and implementation of hepatitis-related programmes can foster a positive environment for success.

- Educating healthcare providers, particularly midwives, has the potential to increase their self-efficacy in PMTCT of Hepatitis B.

- The use of context-specific animation increases viewer interest, thereby dispelling negative notions about hepatitis B.

- The media can be an effective tool for PMTCT advocacy.