

centre for population genomics



Garvan Institute
of Medical Research



OurDNA Program Co-Design with Vietnamese Community Members in Melbourne

7 Sep 2024

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Introduction

OurDNA is the flagship program of the Centre for Population Genomics (CPG), an initiative of the Garvan Institute for Medical Research in Sydney and the Murdoch Children's Research Institute in Melbourne. Through OurDNA, CPG aims to address the underrepresentation of Australians of Vietnamese ancestry and other groups in genomics research. More information about CPG and the OurDNA program can be found in the presentation slides in [Appendix 1](#).

This document describes a codesign event with Melbourne Vietnamese community members on **7 September 2024**, held at Sunshine Library and organised in partnership with the **Australian Vietnamese Women's Association**. The community engagement team worked closely with lead collaborators from AVWA, community engagement manager **Thao Ha** and staff member **Jessica Thai**, to plan, organise, and run the workshop.

Before this workshop with the Melbourne community, CPG also conducted co-design with Vietnamese community members in [Sydney](#). In early 2023, we held a focus group with Sydney Vietnamese community members to gather feedback on genomic research participant information materials in English and Vietnamese. This focus group meeting has informed the development of OurDNA participant information and consent materials. We also conducted two co-design workshops in May 2024 to explore recruitment strategies and outreach for the Vietnamese community in Sydney as well as the development of a promotional video for the Vietnamese community in general.

Workshop attendees

AVWA and CPG team

- Thao Ha, AVWA
- Jessica Thai, AVWA
- Zuong Dang, CPG Equity and Advocacy Lead
- Samantha Croy, OurDNA Community Engagement Manager, CPG
- Rafal Shouly, OurDNA Community Engagement Organiser, CPG

Rachel Thorpe from OurDNA partner organisation, Lifeblood, also attended the event.

AVWA staff who assisted in the organisation of the event included:

- Thu (Angie) Tran
- Han Le

One staff member chose to remain anonymous.

Workshop participants

Twenty-eight Melbourne Vietnamese community members participated in the co-design workshop. Eleven participants asked to remain anonymous. The participants who wished to be acknowledged were:

An
Katina
Mai Bui
Yen Bui
Hien Chau
Quynh Cottrell
Lana Le
Truc Le
Van Mai
Hong Nguyen
Sanh Thi Nguyen
Phuong Pham
Dung Tran
Khue Tran
Tam Tran
Thi Thu Ha Tran
Lan Vy

Overview

The purpose of the workshop was to gather feedback about the OurDNA participant journey and community members' ideas for OurDNA recruitment in the Vietnamese community in Melbourne. Participants signed a consent form acknowledging that they understood the purpose of the codesign project and voluntarily consented to participate. We also informed participants that we would be taking photos for use in our reports and other materials and they were able to indicate if they preferred not to be photographed.

Agenda of the workshop

Introductions and overview of the OurDNA program

CPG Equity and Advocacy Lead, Zuong Dang, speaking in Vietnamese, opened the session by welcoming participants. Zuong then gave participants an introduction to CPG and the OurDNA program. Zuong explained the problem



of the underrepresentation of many multicultural communities in genomic data and the importance of addressing this problem. Participants asked questions as Zuong presented, facilitated by our co-lead Thao who provided additional interpreting assistance where needed.

The presentation slides can be found in [Appendix 1](#).

Workshop Part 1: The OurDNA Participant Journey

In the first part of the workshop, OurDNA community engagement manager, Samantha Croy, described what would be involved in taking part. This included:

OurDNA eligibility criteria

- Having Vietnamese ancestry
- Being 18 years old and older
- Being eligible for Medicare
- Not having a severe genetic condition such as muscular dystrophy or cystic fibrosis

The process of taking part in OurDNA

- Finding out about OurDNA (e.g. encountering promotional materials online or attending a community information session)
- Signing up and consenting through the OurDNA web or phone app
- Donating a 30 ml blood sample
- Receiving a \$100 voucher
- Being able to opt in to receiving results related to their genetics and health
- Requesting to receive updates about the study

Blood sample donation options

- The walk-in pathway where participants consent independently and then visit a Melbourne pathology lab to donate
- Our 'one-stop shop' pathway: a community event where participants can learn about the program, receive assistance to consent, and donate, all in one go

We asked participants if there was anything we described that would prevent community members from taking part. We also asked how the OurDNA program could make it easier for people to take part.

We placed 3 large pieces of flipchart paper on the walls with each of the questions in Vietnamese and English. Participants were given Post-It notes to write down their suggestions, writing in both Vietnamese and English. Thao and Zuong then facilitated a discussion of the Post-It notes in Vietnamese and added any additional comments to the flipchart sheet. After a short break for refreshments, we moved on to the second and third parts of the workshop.

Workshop Part 2: Recruitment Strategies

The second set of activities involved identifying how OurDNA could reach the Melbourne Vietnamese community. We asked about communication channels, prominent community members we should speak to, community locations, festivals and other events. Once again,

participants wrote their suggestions on Post-It notes or called out their suggestions to Zuong and Thao who helped write their ideas onto Post-It notes.

Workshop Part 3: Describing the community

Finally, we briefly discussed terms the community members used to describe themselves. We explained that in the past, labels were applied to people that they might not have used for themselves and we wanted to check that we were using the appropriate terms.

At the end of the afternoon, we thanked participants for their time and contributions and they received a \$100 Visa gift card.

Summary of findings:

Part 1: Participant Journey

What could prevent community Melbourne Vietnamese members from taking part in OurDNA

Many participants identified **lack of information** as a key reason that community members might not take part. They noted that community members might not have heard about the program, not have understood the purpose of the program, or **how it would benefit** them or the community. One person noted that people might **not know about DNA** and hence not realise the significance of the program. Lack of information about **how to take part** was also raised. Many participants also highlighted **language** as a potential barrier to community members taking part.

Participants highlighted a range of **fears and concerns** that could prevent people from taking part. Some might have concerns about the process of blood donation whether this involved **fear of needles** or the **health impacts of donating blood**. Participants raised several possible **privacy concerns** such as their identities or health status being revealed. One person noted that people might **fear the results** of the genomic testing.

Participants also raised factors related to **convenience**. A number noted that people might **not have the time** to take part or might **not have transport** to blood collection sites. Finally, one person noted that people might be prevented from taking part if they did not have the



support of their family. A full list of the Post-It notes written in English and Vietnamese with translations can be found in Appendix 2 [here](#).

What would make it easier for Vietnamese community members to take part in OurDNA

As lack of information was a key barrier that participants identified, many of the suggestions that participants made when we asked how we could make it easier for people to take part were around how to **inform** Melbourne Vietnamese community members about the program. Participants suggested flyers, advertisements, and other informational materials, including materials in Vietnamese. These could be disseminated at **Vietnamese community locations** such as libraries, community centres, GP clinics, Vietnamese schools, churches and temples or on support or community groups' social media and other Vietnamese media. A number of people suggested holding **Vietnamese information sessions** to explain the program and its benefits to community members. Participants also noted that **Vietnamese festivals** such as Lunar New Year were good opportunities to spread the word about OurDNA and how it will benefit the community. Some participants noted that **word of mouth** amongst family and friends would be an important way for the community to hear about OurDNA.

Participants identified **community leaders and doctors**, as well as **community organisations like AVWA**, as important sources of information about OurDNA. They suggested **outreach to different groups** of people within the Vietnamese community such as university students, older people, mothers, carers groups, and sports clubs. One person suggested that couples seeking health information before marriage might have an interest in OurDNA.



Participants recommended making the process of taking part '**short and simple**' and as **convenient** as possible, and to support Vietnamese community members to take part. Suggestions included having **blood collection at community hubs**, **providing transport** to collection centres, or **having a van** that could go to peoples' homes, churches, temples, community groups, and shopping centres.

Another suggestion for making participation easier for participants was to provide an **incentive** for taking part, including **organising attractive community events** that would make up for the time that community members were taking to participate. The full list of Post-It notes on how to make participation easier for community members can be found [here](#).

Part 2: Recruitment Strategies

Communication Channels

The **communication channels** that participants identified included social media such as Facebook (including via Facebook ads and community group Facebook pages), TikTok, and YouTube as well as traditional channels such as Vietnamese radio, TV, and newspapers, as well as flyers in peoples' mailboxes. One participant noted that most Vietnamese community groups have a Facebook page where community leaders can disseminate information about OurDNA.

Specific suggestions of where OurDNA could be promoted to the Vietnamese community included:

- SBS (Radio)
- FM974
- Điểm báo úc châu (Australia News) on Viet TV and Vietface TV YouTube Channels
- Đài Radio Asia Media Enterprise P/L (Đài Hoàng Nam) (*Radio Chanel: Asia Media Enterprise P/L*)

There were also a couple of suggestions for creating an OurDNA Vietnamese Facebook group or YouTube channel.

Community Locations

Participants identified important community locations, especially in suburbs with large Vietnamese populations including **Sunshine, Footscray, Richmond, St Albans, and Springvale**. Important locations included:

- Places of worship such as temples and churches
- Libraries
- Nail and hair salons
- Bus and train stations
- The offices of Vietnamese organisations, including AVWA
- GP and pathology clinics
- Local council
- Vietnamese markets
- Vietnamese language schools (to promote to parents of children attending)
- Swimming pools



Community Events

Participants identified important Vietnamese festivals such as Lunar New Year and Moon Festival, religious festivals like Vesak Day, as well as Mother's and Father's Day celebrations. One participant identified the Melbourne International Flower & Garden Show as an opportunity to reach Vietnamese community members, and another person recommended that OurDNA avoid events involving police!

Community Supporters

Participants had a range of ideas about who they would like to see supporting the OurDNA program. These included:

- Vietnamese GPs and health practitioners
- Community health services such as Cohealth and IPC Health
- ADEC (Action on Disability within Ethnic Communities) and families with special needs
- Community organisations such as AVWA
- Vietnamese aged care centres
- Veterans associations
- Vietnamese carer groups
- Activity groups for older people
- Churches

The full list capturing participants' suggestions for how to reach the Melbourne Vietnamese community can be found [here](#).

Workshop Part 3: Describing the community

When we asked if there were other cultural terms that the community would use to describe themselves, participants confirmed that 'Vietnamese' or 'Vietnamese Australian' were appropriate terms to describe the community.

Conclusion

This report will inform OurDNA Vietnamese community recruitment in Melbourne. CPG will work closely with community partners to implement participants' recommendations with the aim of launching broad recruitment in the Vietnamese community in early 2025.

Acknowledgements

The OurDNA team at CPG would like to thank all the co-design workshop participants who generously gave their time to share their ideas and feedback on the OurDNA participant journey and recruitment. We especially thank our lead collaborators Thao Ha and Jessica

Thai and other AVWA staff for their hard work in organising and facilitating the workshop, and their support in writing up this report.

Appendix 1: presentation slides



Co-Designing OurDNA outreach & communication with the Melbourne Vietnamese Community

7 September 2024



Acknowledgement of Country



**Chào mừng và xin cảm ơn sự có mặt
của các anh/chị ngày hôm nay!**

Centre for Population Genomics

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- Jointly based at the **Garvan Institute of Medical Research** in Sydney and the **Murdoch Children's Research Institute** in Melbourne
- **40 team** members in Australia and New Zealand
- Funded through institutional support, government grants, and philanthropic donations

CPG's Purpose

- *To establish respectful partnerships with diverse communities*
- *Collect and analyse genomic data to ensure equitable genomic medicine in Australia*

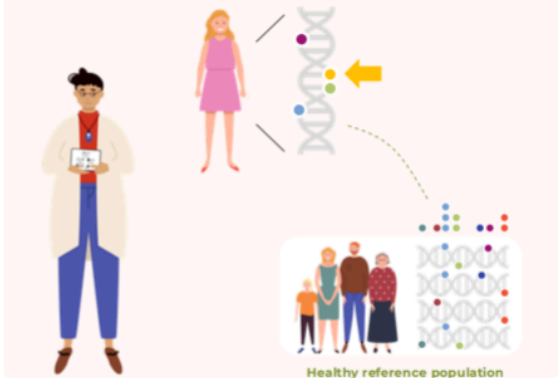


What is genomic medicine?

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To diagnose a **genetic disease**, we look for genetic variants in the patient that are rare or absent in **healthy people**



- It is a field that is rapidly advancing and improving healthcare
- Genomic medicine uses information in a person's genes to diagnose, predict, prevent, and treat diseases
- Genomic medicine relies on knowing about the genetics of healthy people
- We need information about the genetics of healthy people from all ancestries

What are the benefits of genomic medicine?

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Improve medical **diagnosis**



Improve **prediction and prevention** of illness



Improve disease **treatment**

So...what's the issue?

A problem for Australia: underrepresentation of multicultural communities in genomic data

- Existing global resources of genetic variation, mainly built in the US and UK, **don't include many large Australian communities**, spanning several million Australians, including people from:
 - East African, Middle-Eastern & North African, Oceanian, and South-East Asian
- This gap has consequences for healthcare. If not addressed:
 - underrepresented communities will be **less likely to access and benefit** from genomic medicine
 - this will exacerbate existing **health inequities**.

*Addressing the gap in data is crucial for **ALL** Australian communities to benefit equally.*

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The global availability of genetic data by ancestry group origin



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The OurDNA program is an Australian health research program. It will build resources to ensure multicultural communities benefit from genomic medicine.

Our plan:

- to understand multicultural communities' needs and views about communications and outreach.
- to recruit thousands of individuals from underrepresented communities to create a more representative resource.
- to make data available in a way that improves diagnosis of patients from these communities while respecting individual privacy.

What will participation in the OurDNA program mean for the Vietnamese community?

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Provide an **immediate improvement** in the diagnosis of families affected by rare disease



Provide a foundation for **future, larger projects** that will **improve the prediction of risk** for common diseases such as heart disease or diabetes

Will be used to **identify genes** that might be important for the **development of new therapies**

Agenda – co-design session

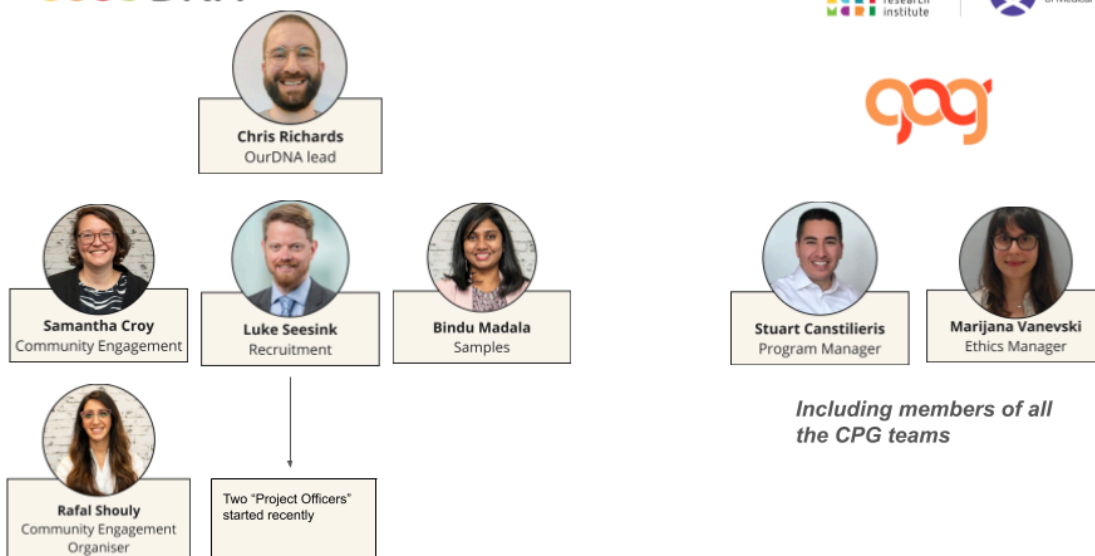
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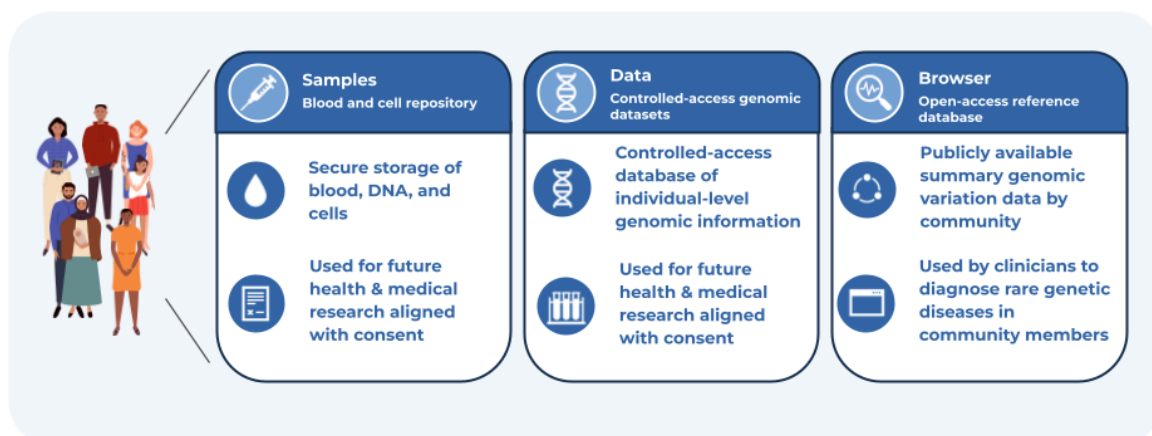
- Introductions and project overview
- **Part 1: Participant journey**
- Short break
- **Part 2: Recruitment strategies**
- **Part 3: Describing your community**



OUR DNA Study team



OurDNA: building representative resources



OurDNA Community Engagement

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Co-design with community members

- To ensure multicultural communities can participate in our research
 - Working with community collaborators and partners to plan recruitment

Multicultural sector consultation and oversight

- To ensure multicultural communities' interests are central to OurDNA
 - Partnership with the Federation of Ethnic Communities Council of Australia (FECCA)



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Part 1: The Participant Journey



Who can take part in OurDNA?

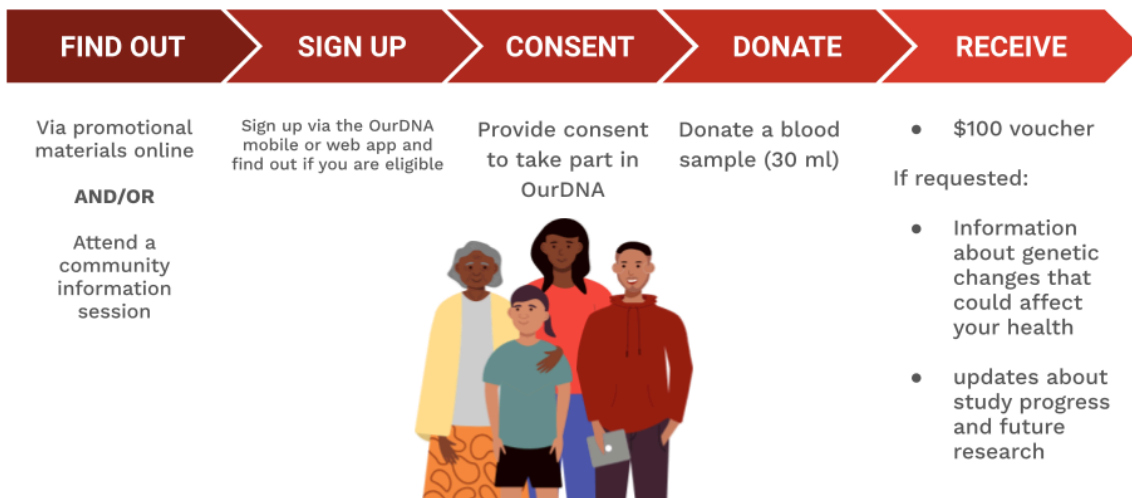
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- Have Vietnamese ancestry
- 18+
- Eligible for Medicare
- Do not have severe genetic condition (e.g. muscular dystrophy or cystic fibrosis)

Part 1: OurDNA Participant Journey

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Participant pathways Con đường tham gia

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Walk-in pathway Đường “đi bộ”

- Consent independently on the OurDNA app
Đồng ý độc lập trên ứng dụng OurDNA
- Visit a Melbourne Pathology clinic close to you
Ghé thăm phòng khám Bệnh học Melbourne gần bạn
- Donate a blood sample any time Mon-Thu from 9am-5pm
Hiến mẫu máu bất kỳ lúc nào từ Thứ Hai đến Thứ Năm từ 9 giờ sáng đến 5 giờ chiều

‘One-stop shop’ pathway Đường ‘một cửa’

- Attend a community OurDNA event
Tham dự sự kiện cộng đồng OurDNA
- Learn more about OurDNA
Tìm hiểu thêm về OurDNA
- Consent on the OurDNA app (with assistance from staff)
Đồng ý sử dụng ứng dụng OurDNA (với sự hỗ trợ của nhân viên)
- Donate a blood sample on the spot
Hiến mẫu máu ngay tại chỗ

Qn 1: What could prevent community members from taking part in OurDNA?

Qn 1: Điều gì có thể ngăn cản các thành viên cộng đồng tham gia OurDNA?



Qn 2: How can we make it easier for community members to take part in OurDNA?

Qn 2: Làm thế nào chúng ta có thể giúp các thành viên cộng đồng dễ dàng tham gia vào chương trình OurDNA của chúng ta hơn?



Part 2: Recruitment Strategies



What are the best ways for us to reach the Melbourne Vietnamese community?

Những cách tốt nhất để chúng tôi tiếp cận cộng đồng người Việt tại Melbourne là gì?



Which communication channels are popular with the Melbourne Vietnamese community?

Những kênh truyền thông nào được cộng đồng người Việt ở Melbourne ưa chuộng?

- Social media platforms and accounts?
Tài khoản mạng xã hội?
- TV shows?
Chương trình truyền hình?
- Newspapers?
Báo chí?
- Radio shows or podcasts?
Chương trình phát thanh hoặc bản tin?
- Others?
Những cái khác?



Who would you like to see supporting the project? Bạn muốn ai hỗ trợ dự án này?

Can you help us identify people and organisations we should reach out to? E.g.

Bạn có thể giúp chúng tôi xác định những người và tổ chức mà chúng tôi nên liên hệ không? Ví dụ:

- Social media influencers? Người có sức ảnh hưởng trên mạng xã hội?
- Community leaders? Organisations? Những người lãnh đạo cộng đồng? Các tổ chức?
- Prominent & trusted health professionals in the community? Các chuyên gia y tế nổi tiếng và đáng tin cậy trong cộng đồng?
- Others? Những người khác?



Which community events should we be aware of? Chúng ta nên biết đến những sự kiện cộng đồng nào?



- Key Vietnamese community events throughout the year?
Các sự kiện cộng đồng quan trọng của người Việt trong suốt cả năm?
- Festivals?
Lễ hội?
- Other general community events that are popular with community members?
Các sự kiện cộng đồng chung khác được các thành viên cộng đồng ưa chuộng?

What are important locations for the community in Melbourne? Những địa điểm quan trọng đối với cộng đồng ở Melbourne là gì?



- Where should we set up OurDNA stalls?
Chúng ta nên thiết lập gian hàng OurDNA ở đâu?
- Where should we hold OurDNA outreach and recruitment events?
Chúng ta nên tổ chức các sự kiện tuyển dụng và tiếp cận OurDNA ở đâu?
- Where should we put up OurDNA posters and flyers?
Chúng ta nên dán áp phích và tờ rơi OurDNA ở đâu?



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Part 3: Describing your community



Describing your community

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- We want to make sure that we use the correct words to describe the data from your community
- In the past, labels have been applied to data that did not reflect how communities understood their own identity
- OurDNA wants to do things differently to make sure that the way we describe the data respects the way community members see themselves
- We would like your help to understand how community members would understand their cultural background



Are there cultural terms other than 'Vietnamese' that community members would use to describe themselves?

Có thuật ngữ văn hóa nào khác ngoài "Việt Nam" mà cộng đồng sử dụng để mô tả về mình không?



Next steps

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- We will review the information you have provided us with
- Summarise findings and share with you all
- Identify issues for further consultation



Thank you for your input!

Please make sure you have signed the consent form and returned it to us so that we can give you the \$100 voucher



Appendix 2: Post-It Notes

What could prevent community members from taking part in OurDNA?

Điều gì có thể ngăn cản các thành viên cộng đồng tham gia OurDNA?

Post-It notes written in English (Vietnamese translation in brackets)

- Language barriers (Rào cản ngôn ngữ)
- Risk of donating blood (Rủi ro khi hiến máu)
- Not willing to commit time (Không muốn dành thời gian tham gia chương trình)
- Don't have support from their families (Không được sự hỗ trợ từ gia đình)
- Fears of needle/ outcomes (Sợ kim tiêm/kết quả)
- Lack of knowledge of DNA -they think that is not significant research (Thiếu kiến thức về DNA - họ nghĩ rằng đó không phải là nghiên cứu quan trọng)
- Don't have time to participate the research (Không có thời gian tham gia nghiên cứu)
- The fearness of losing a lot of blood - does this affect to health condition of the blood donator? (Sợ mất nhiều máu - Việc hiến máu có ảnh hưởng đến tình trạng sức khỏe của người hiến máu không)
- The traditional thought that the donator's secret illness will be released (Suy nghĩ truyền thống rằng thông tin của người hiến máu sẽ bị tiết lộ)
- Closed life of Asian people they don't want to reveal/disclose (Người Á châu không muốn bị tiết lộ đời tư cá nhân)
- Lack of knowledge of this (Thiếu hiểu biết về nghiên cứu này)
- Language barrier (Rào cản ngôn ngữ)
- Don't know this exist (không biết sự tồn tại của chương trình này)
- Afraid their identity will be exposed (Sợ danh tính của họ sẽ bị tiết lộ)
- Lack of understanding about the purpose of the OurDNA program (Không hiểu về mục đích của chương trình OurDNA)
- Can't see the benefits of the program to the participant themselves and the community (Không thấy được lợi ích của chương trình đối với bản thân người tham gia và đối với cộng đồng)
- The workshop is held in the areas that is inaccessible to the community (Hội thảo được tổ chức tại những khu vực mà cộng đồng không thể tiếp cận)
- Q1: scare to know the outcome of the test (Sợ biết kết quả xét nghiệm)
- Do not know the info of the program (Không biết thông tin về chương trình)
- Lack of information about the OurDNA program (Thiếu thông tin về chương trình OurDNA)
- Language barrier (Rào cản ngôn ngữ)
- Lack of understanding (Thiếu hiểu biết)
- Lack of time (Thiếu thời gian)

Post-It notes written in Vietnamese (English translation in brackets)

- Không hiểu hiến máu ra sao, không hiểu tiếng anh ảnh hưởng gì tới sức khỏe hay không (Zero knowledge of blood donation under DNA program, English language barrier, concern of any health impacts after the blood donation)
- Không hiểu nhiều việc hiến máu (Limited knowledge of blood donation)
- Không biết nơi nào để hiến máu (Zero knowledge of blood donor centres)
- Không hiểu tiếng anh (English language barrier)

- Không có phương tiện để đến nơi lấy máu (No vehicle access to blood donor centres)
- Không biết hiến máu làm gì (Zero knowledge of purposes of blood donation)
- Chưa hiểu hết dùng cho mục đích gì (Limited knowledge of purposes of blood donation)
- Sợ bị mất máu (Concern of heavy bleeding after blood donation)
- Sợ bị phát hiện ra nhiều bệnh, nam giới chiếm đa số (Concern of screening tests before blood donation, mostly from men)
- Không sẵn sàng trong cuộc thử nghiệm (Unreadiness for the trial)
- Bảo mật thông tin không an toàn (Concern of personal information leakage)
- Ảnh hưởng tới sức khỏe (Concern of health impact after the blood donation)

Qn 2: How can we make it easier for community members to take part in OurDNA?

Qn 2: Làm thế nào chúng ta có thể giúp các thành viên cộng đồng dễ dàng tham gia vào chương trình OurDNA của chúng ta hơn?

Post-It notes written in English (Vietnamese translation in brackets)

- Leaflets at libraries plus community centres, GPs, info sheets (Tờ rơi tại các thư viện cùng các trung tâm cộng đồng, bác sĩ gia đình)
- Make the process short and simple (concise) - more people would be willing to participate. (Làm cho quy trình ngắn gọn và đơn giản (ngắn gọn) - nhiều người sẽ sẵn lòng tham gia.)
- If it's not time-consuming (Nếu không tốn thời gian)
- Advertise in community groups (Quảng cáo trong các nhóm cộng đồng)
- Incentives (people really like getting guaranteed things) rewards in return (Các phần thưởng khuyến khích (mọi người thực sự thích nhận được các quà tặng kèm khi tham gia một chương trình)
- Give us more information about OurDNA, like public media ad (Facebook, Tiktok ...), Vietnamese school (AMEP, AVWA); Cung cấp cho chúng tôi nhiều thông tin hơn về chương trình OurDNA, như quảng cáo trên phương tiện truyền thông công cộng (Facebook, Tiktok...), và quảng cáo ở trường học tiếng Việt (AMEP, AVWA)
- Q2: the leaders of each Vietnamese group should inform to the members the important of DNA (Những người lãnh đạo của các hội nhóm người Việt nên thông báo cho thành viên của họ về chương trình OurDNA)
- Introduce the program to the uni focusing in Vietnamese people (Giới thiệu chương trình đến các trường đại học tập trung vào người Việt)
- More OurDNA info in the language (Thông tin về chương trình OurDNA nên được dịch bằng nhiều ngôn ngữ)
- Advertise more (Quảng cáo nhiều hơn)
- Run more information session (Tổ chức nhiều buổi hội thảo quảng bá thông tin hơn)
- Promote the benefits of the OurDNA program (Quảng bá lợi ích của chương trình OurDNA)
- Easy process (Quy trình dễ dàng)
- Support Vietnamese participants so that they can participate in the program (Hỗ trợ người Việt để họ có thể tham gia chương trình)
- Broadcasting - SBS (Quảng bá trên đài - SBS)

- Organising more events/ interesting meetings to spread the program (Tổ chức nhiều sự kiện/cuộc gặp gỡ thú vị hơn để truyền bá chương trình)
- Advertisement (Quảng cáo)
- Incentivised community events to compensate their time (Các sự kiện cộng đồng nên theo kèm các quà tặng để cảm ơn người tham gia đã dành thời gian tham dự)
- Place blood donation spots in community hubs (Đặt các trạm hiến máu tại các trung tâm cộng đồng)
- Advertise through community notice, WhatsApp, Facebook (Quảng cáo thông qua các thông cáo cộng đồng, WhatsApp, Facebook)
- Van go to the house (Xe van sẽ đi đến nhà người tham gia hiến máu)
- Van go to the church, temple, community group (Xe van đi đến nhà thờ, chùa, nhóm cộng đồng)
- Van stop at shopping centre (Xe van có trạm dừng tại các trung tâm mua sắm)

Post-It notes written in Vietnamese (English translation in brackets)

- Truyền thông mạng xã hội, thông báo trên các báo chí, TV (*Social media, newspapers, TV*)
- Đưa ra nhóm care trong nhóm gặp bạn cho thông tin người thân trong gia đình (*Carer groups, words of mouth amongst family members*)
- Sử dụng mạng xã hội (*Social media*)
- Phát tờ rơi (*Flyers*)
- Phổ biến trong cộng đồng (*Spreading information amongst the community*)
- Cho thông tin lên mạng xã hội (*Via social media*)
- Chở đi khám bệnh nhà thương (*Transporting to hospitals*)
- Bác sĩ (*Spreading information to the doctors*)
- Hội Tết (*Via Lunar New Year festivals*)
- Hội người già (*Reaching to groups of elderly people*)
- Liên lạc các cộng đồng, nhóm hội, chùa, nhà thờ, group carers (*In contact with community groups, pagodas, churches and carer groups*)
- Các sự kiện cộng đồng (*Reaching to community events*)
- Hội chợ Tết cộng đồng Việt Nam show video thông tin + phòng hiến máu tại hội chợ + ad cho facebook *target Vietnamese women (*Sharing videos of DNA program and its blood donor centres at Vietnamese Lunar New Year festivals. Facebook ads targeting Vietnamese women.*)
- Thông tin lan truyền, động viên từ các thành viên trong gia đình, họ hàng, bà con. (*Words of mouth amongst family members.*)
- Có thể quảng bá trong những dịp hội chợ tết (*Via Lunar New Year festivals*)
- Đưa những thông tin vào cộng đồng, đài, mạng xã hội hay tham gia vào những hội đoàn để biết thông tin (*Spreading information amongst community, TV, social media or community groups*)
- Tiếp cận những nhóm cộng đồng (*Reaching to community groups*)
- Nên phổ biến trên truyền thông, mạng xã hội (*Via TV, radio and social media*)
- Những sự kiện của cộng đồng (*Via community events*)
- Mở nhiều buổi hội thảo (*Running more workshops*)
- Lang truyền trong hội đoàn, mạng xã hội bằng chính ngôn ngữ của từng cộng đồng (*Spreading information amongst community groups and social media in the community's native language*)

- Có thể quảng bá trong những dịp hội chợ Tết (*Via Lunar New Year festival*)
- Thông tin lợi ích của chương trình nên chia sẻ rộng rãi trên nhiều nền tảng ví dụ như Facebook, radio, church, pagoda, hoạt động cộng đồng (*Spreading the benefits of DNA programs onto social media such as Facebook, radio, churches, pagodas and via community activities*)
- Đến các nhóm Vietnamese (*Reaching to Vietnamese groups*)
- Thông báo lên đài, lên báo Việt (*Via TV, Vietnamese newspapers*)
- Nhờ chùa, nhà thờ (*Via pagodas and churches*)
- Phổ biến trong các nhóm sinh hoạt cộng đồng (*Reaching to community groups*)
- Chia sẻ trong những phòng tập thể thao (*Reaching to sports centres*)
- Tiền hôn nhân cần biết thêm thông tin (*Sharing information amongst couples who seek premarital health information*)
- Chia sẻ với các bà mẹ (*Reaching to mothers*)
- Hỗ trợ vật chất (đi lại) (*Transportation support*)
- Quảng cáo trên mạng xã hội, TV, radio (*Via social media, TV, radio*)
- Quảng cáo trong các hội người Việt (AVWA), chùa, nhà thờ (*Reaching to Vietnamese groups such as AVWA, pagodas and churches*)
- Truyền miệng đến bạn bè và gia đình (*Word of mouth to friends and families*)
- Đưa các tài liệu bằng tiếng Việt đến người Việt để truyền tay nhau (*Flyers in Vietnamese language to Vietnamese communities*)

What are the best ways for us to reach the Melbourne Vietnamese community?

Những cách tốt nhất để chúng tôi tiếp cận cộng đồng người Việt tại Melbourne là gì?

Which communication channels are popular with the Melbourne Vietnamese community?

Những kênh truyền thông nào được cộng đồng người Việt ở Melbourne ưa chuộng?

- Facebook, SBS (Radio)
- Vietnamese TV (Truyền hình Việt Nam)
- Youtube
- Tiktok
- FM974
- Newspapers (Báo chí)
- Free channels for them (Các kênh truyền hình miễn phí)
- Info sheets in mail boxes (Gửi thông tin chương trình đến nhà qua đường bưu điện)
- Facebook groups about Vietnamese OurDNA (Nhóm Facebook về chương trình OurDNA bằng tiếng Việt)
- Libraries (Thư viện) Sunshine, Footscray, Richmond, St Albans, Springvale
- Vietnamese temples and church (Chùa và nhà thờ của người Việt)
- Create YouTube channel Vietnamese OurDNA (Tạo kênh youtube về chương trình OurDNA bằng tiếng Việt)
- Ad on Facebook target on specific group, area for info (Quảng cáo trên Facebook tập trung vào các nhóm người và khu vực cụ thể để quảng bá thông tin)
- Facebook - each Vietnamese group has their own Facebook so they can reach out to the leaders and share the information (Facebook - mỗi nhóm người Việt có trang

Facebook của riêng họ. Chương trình có thể tiếp cận người đứng đầu của mỗi nhóm để quảng bá thông tin)

- Facebook, SBS Radio, Viet Times & Viet Newspaper - Newspapers (Facebook, SBS Radio, Viet Times Time & Báo Việt - Báo)
- Social media: Facebook, TikTok (Truyền thông xã hội)
- FM974 Newspaper Điểm báo úc châu (FM974 Newspaper Australia News)

Who would you like to see supporting the project?

Bạn muốn ai hỗ trợ dự án này?

- AVWA
- Aged care centres for Vietnamese (Trung tâm chăm sóc người già cho người Việt)
- Vietnamese practitioners (y bác sĩ người Việt)
- Local community health services (Dịch vụ y tế cộng đồng địa phương)
- Vietnamese GP's reps (Bác sĩ đa khoa người Việt)
- Veterans associations (Hội cựu chiến binh)
- Carer Vietnamese groups (Nhóm chăm sóc người Việt)
- Vietnamese family with special needs (Gia đình Việt đang chăm sóc thân nhân có nhu cầu đặc biệt)
- ADEC
- Churches - lots of support (info only) (Nhà thờ - có rất nhiều sự hỗ trợ (chỉ hỗ trợ quảng bá thông tin)
- Cohealth IPC
- Hội người già nhóm sinh hoạt (Groups of elderly people, activity groups)

Which community events should we be aware of?

Chúng ta nên biết đến những sự kiện cộng đồng nào?

- Lunar New Year - Moon festival (Tết Nguyên Đán, Tết Trung Thu)
- AVWA - Lunar New Year Festival - Full Moon Festival - Temples (AVWA - Tết Nguyên Đán – Tết Trung Thu- Chùa- Nhà thờ)
- Mother's Day - Father's Day - Buddhist Day - Related events (Ngày của mẹ- Ngày của cha- Lễ hội Phật Đản- Các sự kiện liên quan)
- Avoid events with police please !!! (Vui lòng tránh các sự kiện có cảnh sát!!!)
- Thông báo trên Facebook là mọi người tìm hiểu và hội chợ tết, hội phụ nữ, hội trung thu. Cảm ơn nhiều (Facebook would draw the most attention of Vietnamese community. Others should be the Lunar New Year festivals, the AVWA, Full moon festival.)

What are important locations for the community in Melbourne?

Những địa điểm quan trọng đối với cộng đồng ở Melbourne là gì?

- Nail and hair salons (tiệm chăm sóc móng tay chân, Tiệm làm tóc)
- Community (Cộng đồng)
- Poster in bus / train stations (Áp phích ở trạm xe buýt/xe lửa)
- Swimming pools (Hồ bơi)

- At the festivals/ events (Tại các lễ hội/sự kiện)
- AVWA, Vietnamese community library in the Vietnamese area (AVWA, thư viện cộng đồng người Việt tại khu vực người Việt)
- Vietnamese organisation (Tổ chức người Việt)
- GP clinic, pathology clinic (Phòng khám đa khoa, phòng mạch bác sĩ)
- Local council with more Vietnamese population (Hội đồng địa phương ở nơi có nhiều người Việt)
- Vietnamese schools to promote the program to parents of children (Trường Việt Ngữ để quảng bá chương trình tới phụ huynh học sinh)
- Vietnamese markets (Chợ người Việt)
- Melbourne flower show (Lễ hội hoa ở Melbourne)
- Trường Việt Ngữ (*Vietnamese language schools*)
- Đài Radio Asia Media Enterprise P/L (Đài Hoàng Nam) (*Radio Chanel: Asia Media Enterprise P/L*)
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Are there cultural terms other than 'Vietnamese' that community members would use to describe themselves?

Có thuật ngữ văn hóa nào khác ngoài "Việt Nam" mà cộng đồng sử dụng để mô tả về mình không?

- Vietnamese (Người Việt)
- Vietnamese Australian (Viet people living in Australia) (Người Việt Nam tại Úc (Người Việt sống tại Úc)