

centre for population genomics



Garvan Institute
of Medical Research



OurDNA Program Co-Design with Vietnamese Community Members in Sydney

May 2024

4 May 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](#).

These co-design workshops took place in May 2024. Prior to these workshops, Community Engagement Organiser, Rafal Shouly, gave a short presentation to representatives of Vietnamese community groups at Core Community Centre's interagency meeting. The OurDNA Community Engagement team then met with our Vietnamese community co-design co-leads Van Trinh and Tracey Tran to plan the co-design workshops.

CPG also conducted a focus group with Vietnamese community members at Cabramatta community centre and hall Cabramatta in February 2023 to gather feedback about generic genomic research participant information materials in English and Vietnamese. The focus group, along with nine other focus groups with members of other communities, has informed the development of the OurDNA participant information and consent materials.

This document reports on two codesign events with Vietnamese community members, one held in-person and one online. This co-design work has been carried out with two lead collaborators from the Vietnamese community.

Names of people present at co-design workshops

In this section, we name the facilitators and the participants who indicated on their consent form that they would like to be named in documents resulting from the workshop.

Both workshops were facilitated:

- 1) by the members of the OurDNA Community Engagement Team:
Samantha Croy, OurDNA Community Engagement Manager
Shenei Penaia, OurDNA Community Engagement Organiser
Rafal Shouly, OurDNA Community Engagement Organiser

- 2) by the Lead Collaborators from the Vietnamese community:
Van Trinh
Tracey Tran

Workshop 1 participants

Twenty-four community members participated in the first co-design workshop that was held in person. Eleven participants asked to remain anonymous. The participants who wished to be acknowledged were:

Tue Linh Banh
Thi Kim Huong Dinh
Binh Lam
Helen Mach
Jennifer Mcfarland
Jenny Nguyen
Ngoc Dung Nguyen
Amy Anh My Nguyen
Ngoc Chau Pham
Anh Linh Pham
Kiet Man Tran
Thien Kim Vuong
Elsa Wong

Workshop 2 participants

Six community members took part in Workshop 2, held on Zoom. Four participants asked to remain anonymous. The participants who wished to be acknowledged were:

Jenny Nguyen
Anh Linh Pham



WORKSHOP 1: Participant journey and recruitment strategies

Overview

We held the first OurDNA workshop on Saturday 4 May, from 10 am-1 pm. Twenty-four Vietnamese community members, as well as our two co-design co-leads, attended the workshop. Anh Linh Pham, the President of the Vietnamese Women's Association, kindly allowed us to hold the workshop at VWA's premises in Bonnyrigg, NSW.

The purpose of this workshop was to gather participant feedback about the OurDNA participant journey and to gather community members' ideas for recruitment approaches to invite Vietnamese community members to be part of OurDNA.

Agenda of the workshop

1. *Refreshments & signing consent forms*

The event began at 10:15 am with hot drinks, biscuits, and informal conversations. Participants signed a consent form acknowledging that they understood the purpose of the co-design project and that they voluntarily consented to participate. Participants were asked if they would like to be acknowledged by name in co-design reports and presentations about the project.

2. *Introductions and Project Overview*

OurDNA Community Engagement Manager, Samantha Croy, and co-lead, Van Trinh, gave a short presentation with Van presenting in Vietnamese. The presentation covered:

- An introduction to CPG and the OurDNA program
- An explanation of the problem of underrepresentation and the need to include multicultural communities in genomics research
- A brief overview of the OurDNA program's goals
- The OurDNA co-design of outreach, communication and recruitment strategies

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

3. *Part 1: Participant journey*

The first exercise involved the participants considering the four steps in an OurDNA participant's journey. We asked participants: **What should we consider to make OurDNA more suitable for the Vietnamese community?** Participants considered 4 steps in the participant journey:



- Learning about OurDNA
- Signing up & Consenting
- Donate a blood sample (30ml)
- Receive (After donation)

We placed 4 large pieces of flipchart paper on the walls with headings for each of the stages. Participants were given post-it notes (See [Appendix 2](#)) to write down their suggestions as they considered each of these, the co-leads then placed these post-it notes on flipchart paper. The co-leads led the discussion of suggestions at each station.

4. *Short break*

There was a short break of 15 minutes before moving on to Part 2.

5. **Part 2: Recruitment Strategies**

The second set of activities involved identifying communication channels, community members who might be able to help promote OurDNA, and Community Events. The purpose of this activity was to identify locations and events where Vietnamese Australians could be reached for the purposes of sharing information about OurDNA' and to identify communication channels that are frequently used by the Vietnamese community in NSW. We again used 4 pieces of flipchart paper on the walls with headings and gave participants Post-It notes and marker pens to write down their ideas.

6. *Next Steps and Lunch!*

At the end, participants were thanked for their time and contributions, and then shared some lunch including fried chicken noodles, prawn rolls and spring rolls provided by K&H Kitchen Co. Participants confirmed their details with the community engagement team to have their \$100 vouchers emailed or mailed out to them.

Summary of findings: Participant Journey exercise

The first exercise involved the participants considering the four steps in an OurDNA participant's journey. We asked participants: **What should we consider to make OurDNA more suitable for the Vietnamese community?**

Step 1 - Learning about OurDNA

We explained that learning about the OurDNA program would likely involve attending an OurDNA information session, watching videos on the OurDNA website, social media, and other communication channels, or reading information on the OurDNA website. Participants highly favoured **face-to-face** engagement and in-person information sessions. They suggested these be held at community centres including **Bonnyrigg Community Centre**, the **Vietnamese Women's Association**, and the **Vietnamese Cultural Centre** in

Bonnyrigg. Online information sessions were also cited as a potential option for people living far away.

Social media platforms such as **Facebook** and **YouTube** were also among the most recommended methods of outreach. Other suggestions for OurDNA outreach included radio broadcasts on stations like **SBS Vietnamese** and **Vietnamese radio**. Participants noted that watching **Vietnamese video clips** would also serve as an avenue for learning about OurDNA.

Participants emphasised holding information sessions and producing materials in **Vietnamese** to make the program more accessible to the community. Information materials could be distributed in Vietnamese suburbs like **Bankstown**, **Bonnyrigg**, and **Marrickville**. Participants also emphasised the benefits of collaborations with organisations such as the Vietnamese Women's Association and participation in community events.

Step 2 - Signing up & Consenting

We explained that signing up and consenting to be part of OurDNA would include:

- Signing up on the OurDNA portal using a laptop or phone
- Reading participant information
- Providing consent to take part

We noted that in the pilot we conducted with Filipino community members, some people took five minutes to consent, while some took up to 40 minutes to read through the materials.

Participants requested a clear, simple process, with consent options in both **English** and **Vietnamese**. They recommended offering both **paper** and **online** options for registration and consent to make the process more accessible. There were several requests for in-person consent, with one person suggesting **pop-up sign-up events** at local community centres, shopping centres and events. Unsurprisingly, participants wanted the consent process to be '**as short as possible**'!

Step 3 - Donate a blood sample

We explained to participants that donating a blood sample to OurDNA would involve either visiting a Douglass Hanly Moir clinic or attending a community collection event. We also noted that a future option could be for community members who donate blood to Australian Red Cross Lifeblood to donate as part of their regular blood donation.

Participants liked having both the option of attending a clinic or a community collection event. They noted that being able to donate on weekends or after 5 pm would be ideal to accommodate working people.

Being able to donate 'in a group setting' such as the gathering that day was especially popular. They had many ideas for where we could hold community events. These should be held on **weekends** at local community centres in areas like **Cabramatta**, **Marrickville**, **Canely Heights**, **Bankstown**, and **Blacktown**. For example, the corner of John and Park

Streets in Cabramatta near the Multicultural gates, the Canley Heights main shopping strip, and Bankstown Freedom Plaza are popular for community events.

Additionally, participants suggested setting up information stalls at most frequented spots like **Cabramatta Plaza** and shopping centres on weekends would maximise community outreach.

As participants raised ideas for community events, we explained how we had recently held a ‘**one-stop-shop**’ for the Filipino community where community members were able to learn about the program, consent, and donate at one go. Participants thought that this was a very good idea.

They suggested working with organisations like the **Vietnamese Women’s Association**, **Vietnamese Australian Welfare Association**, and **Vietnamese Community in Australia - NSW Chapter** to organise such events. They also suggested reaching out to the **Vietnamese Students Association** to engage a younger demographic.

Step 4 - Post-donation

We described what participants would receive following their donation, including the \$100 voucher, updates about the program and what was happening to the samples and data, and information about other studies, if they wished. We asked what else community members might like to receive if they took part in OurDNA. A small number of people responded to this question. A few participants asked about the possibility of **receiving results** about their genetic samples and whether diseases could be detected. They expressed a desire to be notified of any **future health risks** identified through the OurDNA program and seek information on genetic disease detection. We emphasised that this was not a clinical test and that only a small number of people would receive a result if anything was detected. We noted that, as the Community Engagement team, we were not equipped to answer medical questions and that we could organise an information session where they could ask questions. Participants were interested in such an information session, requesting that this be conducted in Vietnamese.

Summary of findings: Recruitment Strategies

In this part of the workshop, the central question we asked participants was: **What are the best ways for us to reach Vietnamese community members?**

What communication channels were popular with the Vietnamese community

We asked participants to consider:

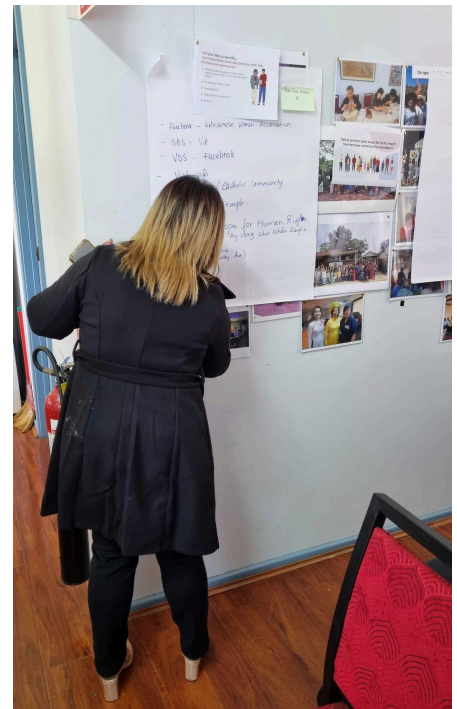
- Facebook pages and other social media accounts that community members follow
- TV shows on SBS or ABC that community members watch
- Newspapers they read
- Radio shows or podcasts that they listen to

Participants suggested the Facebook pages and social media of community organisations and groups including the Vietnamese Women’s Association, the Vietnamese Community in Australia, and other Vietnamese-led organisations.

Additionally, they suggested working with community-specific media outlets such as SBS Vietnamese, Viet Info, and Người Việt Sydney News. OurDNA can also tap into community networks like the Christian/Catholic community, Pho Minh Temple, and Torch of Hope for Human Rights to circulate information and recruit participants. They suggested that live stream interviews and video content can be created and shared via community YouTube channels such as Vietface TV or Dai Hoai Dang TV, as well as TikTok, to provide engaging and accessible information about the project.

Events that community members attend

Participants noted that Lunar New Year and Moon Festival celebrations in Cabramatta were popular with the community. Other community festivals and events that participants thought we should be aware of included Giỗ Tổ Hùng Vương (Hùng Kings' Festival) at Trung Tâm Sinh Hoạt Cộng Đồng and the Hai Bà Trưng (Trưng sisters festival) in Bonnyrigg, as well as Mother's Day, and Harmony Day celebrations.



Prominent organisations and community members that OurDNA should engage

Participants suggested that the **Vietnamese Community In Australia NSW Chapter** (as well as their VIC, QLD, and WA chapters) was an important organisation to engage with. As well as the **Vietnamese Women's Association (VWA)** who supported the workshop, they suggested that other organisations we might reach out to included:

- Indo-Chinese Friendship Group
- Vietnamese Australian Welfare Association (VAWA)
- Hội Cao Niên (Elderly Association)

Some influential **health professionals** that participants suggested we reach out to included Dr Brian Cung and Dr Lieu Vinh Binh from the Vietnamese-Australian Medical Association. They also noted that Dai Le was a prominent Vietnamese politician in Sydney.

Other trusted organisations that were not specific to the Vietnamese community included NSW Health and the genetic health division at Westmead. There was a suggestion that GPs might be a trusted source of information about the OurDNA program.

WORKSHOP 2: Co-design promotional videos

On Tuesday, 7 May 2024, we held an online workshop with six community members and our two co-leads to design a live-action promotional video and gather feedback about an

animated video. We provided draft storyboards that we used as the basis of discussion. These are attached in [Appendix 3](#) (live-action video) and [Appendix 4](#) (animated video).

Live Action video recommendations

Participants emphasised that we needed to make the benefits of participating in OurDNA more tangible to community members so that it would be clearer to them what their blood sample was going towards. They suggested providing a picture of what a community member's participation would mean in real life for themselves and the community. The video could convey the benefit of participating in OurDNA to future generations, for example, by showing children and older people. One participant noted that Vietnamese community members value family and that the video might depict several generations of a family. One suggestion was to start the video with parents and show how their children would benefit.

Participants suggested removing a couple of things from the storyboard. They told us not to mention that the blood sample required was equivalent to two tablespoons of blood and thought that 30ml of blood would be more palatable. They told us to get rid of the frame depicting participants receiving a voucher after their donation. They felt that this would take away from the narrative of the donation being about the benefit to the community and that it could even send the message that they were selling their blood.

We asked if it would be helpful, if possible, to include a health professional in the video. Participants thought that this would be helpful in establishing trust. There was some discussion about whether it could be a real community member or an actor. One participant recommended Harry Doan from Fairfield Hospital while another suggested an actor would be better. Participants also discussed possible medical settings for the video.

Suggestions for making the video appealing and accessible to community members included having the video in Vietnamese, playing traditional Vietnamese music, and filming in familiar places like Cabramatta in Sydney with a crowd of Vietnamese people in the background. Participants also offered suggestions for Vietnamese Australians who they would enjoy seeing in the promotional videos including Tommy Pham from Masterchef Australia, Thanh Truong 'The Fruit Nerd', and the writer, artist, and comedian Anh Do.

Animated video feedback

We asked participants for feedback on our general animated video which will be the same for all communities. Participants liked that the storyboard stated the benefits of genomic medicine clearly and they appreciated the medical representation. One participant suggested that the benefits to the community could still be stated more explicitly e.g. what diseases can be cured? what difference does my donation make?

Participants recommended that we ensure that the style of animation is not too cartoonish as this could come across as childish. They suggested a clearer call to action was needed and perhaps a reference to blood donation through the representation of a drop of blood.

They noted that some complex phrases might not translate so well into Vietnamese and suggested using simpler, more down-to-earth language. Several participants noted that the script might appeal to younger Vietnamese Australians.

Conclusion

This report will inform the decisions about the design of OurDNA communication for the Vietnamese community and recruitment strategies for the community in Sydney. The draft report was sent to everyone who participated in the co-design workshops and participants suggested amendments to it.

CPG will work closely with community partners to implement participants' recommendations. CPG is working towards beginning recruitment for the OurDNA project in the Vietnamese community in the second half of 2024.

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 give us feedback on the OurDNA processes and materials.

We especially thank our lead collaborators Van Trinh and Tracey Tran for all the work they put into helping to organise, facilitate, and write up the co-design workshops.

We thank the Vietnamese Women's Association in NSW for their support in hosting us in their venue.

Appendix 1: presentation slides



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Co-Designing OurDNA outreach & communication with the Vietnamese Community

Introduction

4 May 2024
Samantha Croy, OurDNA Community Engagement Manager
samantha.croy@populationgenomics.org.au

Agenda – co-design session

- Introductions and project overview
- **Part 1: Participant journey**
- Short break
- **Part 2: Recruitment strategies**
- Lunch!



Centre for Population Genomics



- 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

OurDNA Community Engagement Team



Samantha Croy
Community Engagement
Manager

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Rafal Shouly
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Shenei Penala
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CPG's Purpose

To establish **respectful partnerships with diverse communities**,
collect and analyse **genomic data at transformative scale**,
and drive **genomic discovery and equitable genomic medicine in Australia**



What is genomic medicine



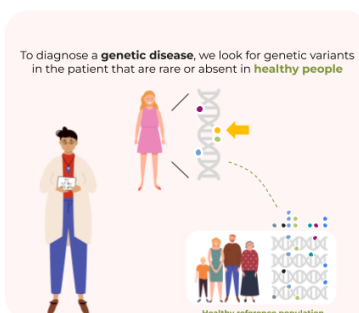
- **Genomic medicine** uses information in a person's genome to guide diagnosis, prediction, prevention, and treatment of disease.
- A person's **genome** is the complete set of their genetic information, containing all of their genes.
- **Genomics** is a field of medical science that studies the information contained in genomes. (compared with 'genetics' which studies single genes)
- A **genetic variant** is a change in a person's genetic information. Some genetic variants can affect a person's health or the way they respond to medicines or treatments.



How genomic medicine works



- Genomic medicine relies on knowing what genetic variants occur in healthy people.
- Clinicians and researchers make use of data on **healthy variation** in a population:
 - This allows them to identify variations in patients that might cause disease.
 - It can also help them to find new treatments.



Addressing underrepresentation of multicultural communities in genomic data

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- **Equitable** genomic medicine requires data from healthy people from **all ethnic backgrounds**
- Most available data comes from people of European background and a few other ancestries
- Many large Australian communities are missing from the data.
 - Communities of **Middle-Eastern & North African, Oceanian, South-East Asian, East African** backgrounds
- This has real consequences for healthcare. If not addressed,
 - Underrepresented communities will be less likely to benefit from genomic medicine
 - This will exacerbate existing health inequities



What are the benefits of genomic medicine?

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- ➔ Improve medical **diagnosis**
- ➔ Improve **prediction and prevention** of illness
- ➔ Improve disease **treatment**

*Addressing the gap in data is crucial for **ALL** Australian communities to be able to enjoy these benefits.*



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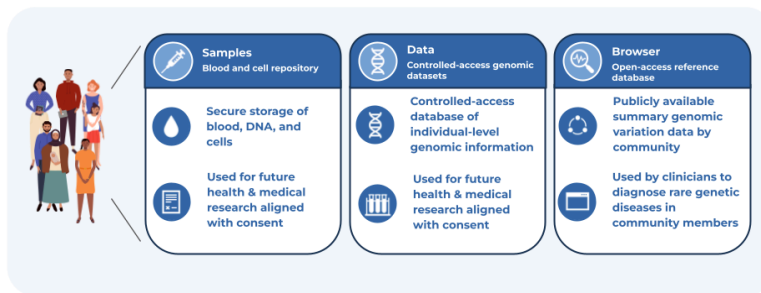
The OurDNA program is an Australian medical genomics research program. It will build genomic resources for multicultural communities currently unable to benefit fully from genomic medicine.

Our plan:

- to **engage underrepresented multicultural communities** to understand their needs and views with regard to communications and outreach.
- to **recruit thousands of individuals from these communities** and collect DNA and cells to create a new, more representative resource.
- to **make data available in a way that improves diagnosis** of patients from these communities while respecting individual privacy.

OurDNA: building representative resources

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

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OurDNA Community Engagement

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Co-design

- To ensure multicultural communities can participate in our research
 - Working with **lead collaborators** to plan and run co-design workshops
 - Holding multiple **co-design workshops and focus groups** on different aspects of OurDNA project design

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)
 - Consulting community health leaders on matters regarding access to data

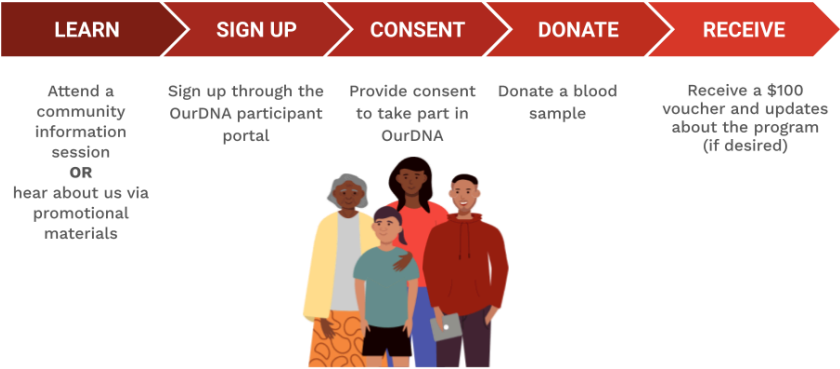




Part 1: The Participant Journey



Part 1: OurDNA Participant Journey



What should we consider to make OurDNA more suitable for the Vietnamese community?



Learning about OurDNA



- Attending an OurDNA information session
- Watching videos on OurDNA website, social media, and other communication channels
- Reading information about the project on the OurDNA website

Signing Up & Consenting

- Signing up on the OurDNA portal using a laptop or phone
- Reading participant information
- Providing consent to take part

NOTE: Some people take 5 min to consent, some take 40 min!



Donating a blood sample



Donate a small amount of blood (about 2 tablespoons)

Donation options

- Visit a Douglass Hanly Moir clinic
 - Mon-Thu, 9 am - 5 pm
- Attend a community collection event
 - **What would encourage community members to attend these events?**
 - **What days and times are suitable?**

Potential future option through Lifeblood partnership

- Community members who donate blood to Australian Red Cross Lifeblood could donate additional sample to OurDNA at same time

Receive (after donation)

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- A \$100 gift card
- Updates (if desired):
 - Study updates
 - What is happening to OurDNA samples and data
 - Opportunities to engage and join other future studies
- **What else would community members like to receive?**



Part 2: Recruitment Strategies



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



Can you help us identify...

Communication channels popular with the Vietnamese community?

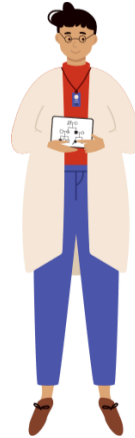
- What Facebook pages and other social media accounts do community members follow?
- TV shows on SBS or ABC?
- Newspapers?
- Radio shows or podcasts?
- Others?



Can you help us identify...

Community members who could promote the program?

- Social media influencers?
- Community leaders?
- Trusted health professionals in the community?
- Others?



Can you help us identify...

What events community members attend?



- Key Vietnamese community events throughout the year?
- Festivals?
- Other general community events that are popular with community members?

What other ideas do you have for how we can reach the Vietnamese community?



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 send you the \$100 voucher



Appendix 2: Workshop 1 post-its

Participant journey

Learning about OurDNA (1)

- Face to face
- Attending OurDNA session
- Facebook, Youtube, community centre
- For university students
- Radio, SBS, Vietnamese radio
- Attending DNA information session
- Vietnamese video clip (watching)
- Learning about OurDNA
- Face to face at Bonnyrigg community centre “need more space”
- Attending an ourDNA
- Face to face, talking with friendly own language
- internet , facebook
- Face to face at community centre
- Vietnamese cultural centre in Bonnyrigg
- Face to face
- Bonnyrigg community centre
- Attending an OurDNA information session
- Join the zoom link → easier to access for people living apart
- internet , explanation
- Attending an OurDNA information session
- Attending information session at community centre
- Run more information sessions in Vietnamese language → information in different ways like Youtube, tv, website in Vietnamese language
- Attending an OurDNA information session
- SBS radio, announcements, interviews
- Face to face groups in venues like: Vietnamese centre in Bonnyrigg, VWA
- Provide more information session in other Vietnamese suburbs, Bankstown, Marrickville, flyers with DNA, project to be given in Community centre
- Community event (translated by co-lead)
- Share info through Facebook (translated by co-lead)

Signing up and consent (2)

- Paper Form
- Paper consent
- Online portal
- Vietnamese language form so easy for us to sign up
- Portal
- Paper
- Vietnamese form
- Paper form (simple and easy)
- Simple Vietnamese language forms
- Register manually in face to face groups
- Forms (Vietnamese)

- Short and clear consent
- Use portal to access
- On paper consent
- One group on paper, one group on internet (e.g. laptop, phone)
- Paper
- Translate into Vietnamese
- Message (consent form) in a phone, use free wifi, via paper
- Organise OurDNA portal "sign up" pop-up in local community centres in both Vietnamese and English - Either paper or online
- Need to translate into Vietnamese to ensure information is well-read and informed
- Consent can be in signature or initial or a short sentence to confirm consent
- Time taken: 5 minutes → as short as possible
- Make it short!
- Translate the form to Vietnamese
- Vietnamese form
- Fill the form → English (Vietnamese)
- Form in simple Vietnamese language (translated by co-lead)

Donating a blood sample (3)

- Attend a community collection event Saturday or Sunday
- Come to: community centre in Cabramatta - visit the info session
- Take blood at a group setting like today
- Organise conferences in local networks community in centre - weekend or after hour or school holiday time
- Visit Cabramatta plaza on weekend (easiest)
- Attend a community (Monday-Friday 10-4)
- Cabramatta - Canely heights - Marrickville - Bankstown - Blacktown
- Shopping centre at Cabramatta on the weekend - a lot of people go shopping
- Visit a Douglas
- Clinic near our home
- Info stall at Cabramatta plaza
- Visit a Douglass Hanly Moir clinic
- Douglass Hanly Moir clinic
- Doctor
- Visit Douglas - have copy form - print out - personal blood test - to do this as well
- One stop shop
- Attend to the close by communities - should be on weekends - day time as some people work 9 - 5 during weekdays
- Visit community centre, collective - weekend - after 5 pm
- Visit a clinic
- Paper pathology form
- Community member to attend - weekend - morning
- Get info from GP
- Community event at shopping centre → Cabramatta, Bankstown, Marrickville
- VWA + VSA (uni) can facilitate event
- Community/group event in Cabramatta (translated by co-lead)

Receive (after donation) (4)

- Brisbane - Adelaide
- Result of genetic samples
- Will they help me detect any possible disease that I am having after blood donation?
- Notify if there is any chance of future diseases - the result of the program
- Receive info about genetic disease detection
- More info sessions in language

Recruitment Strategies

Communication channels:

- Facebook, Vietnamese Women's Association
- SBS - Viet
- Viet info
- Christian/Catholic community
- Pho Minh Temple
- V5TV - Tin Tức Úc Việt
- Torch of Hope for Human Rights, 'Ngọn đuốc Hy vọng cho Nhân quyền
- VCA - Facebook Vietnamese community Aus)
- Nguoi Viet Sydney news
- Live stream interviews
- Videos
- Tiktok
- Youtube
- Viet face Australia

Community events:

- Moon's Festival event @ Cabramatta
- Lunar New Year @ Cabramatta
- Harmony Day
- Mother Day
- Giỗ Tổ Hùng Vương @ Trung Tâm Sinh Hoạt Cộng Đồng
- Hai Bà Trưng @ 6-8 Bibi's Place, Bonnyrigg

Community members who could promote the program:

- Ngọn Đuốc Hy Vọng (Torch of Hope)
- Indo Chinese Friendship Group
- Vietnamese Community Inc Australia - NSW Chapter (Vic - Qld - WA)
- Đại hội Đảng TV every Wednesday
- Người Việt Sydney News
- Brian Cung
- Dr Lieu Vinh Binh
- Vietnamese Australian Medical Association
- Community leaders:
- VCA (Vietnamese Community in Australia
- VWA (Vietnamese Women's Association)
- Dai Le - Viet politician
- VAWA

- Hoi Cao Hien (Elderly Association)
- NSW health
- Genetic health @ Westmead
- Torch of hope Facebook (translated by co-lead)

Other ideas:

- Event for student (university)
- Viet student association (local) VSA
- Catholic - pre marriage prep

Appendix 3: OurDNA Live-Action Promotional Video Base Storyboard and Script



"Did you know that our DNA can tell us important things about the health of our communities?"



"BUT, we have a problem in Australia. There is not enough information about the DNA of many of our communities, including the <INSERT COMMUNITY> community."



"This means that we won't benefit from advances in healthcare using this information."



(emphatically) "**Unless** we do something about it!"



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“The OurDNA program is working *with* communities to make sure **all** Australians get the best healthcare possible.”



“ OurDNA wants to increase <INSERT COMMUNITY> Australians' representation in genetic data so we don't miss out on medical improvements! “



“With your help, we can make sure that future generations of <INSERT COMMUNITY> Australians enjoy the same health benefits as everyone else.”





HOW-TO:



SIGN UP online & Give CONSENT



DONATE a small amount of blood
(just 2 tablespoons)





“ You can help us make sure that Australia's genetic data represents everyone, so that ALL Australians share in the future of genetic healthcare.”



Appendix 4: OurDNA General Animated Video

OurDNA Video Storyboard



Version 1.0, dated 30 April 2024

Frame 1: Opening Shot

- **Scene Description:** A vibrant, stylised globe spinning slowly, with animated figures of diverse backgrounds popping up around it.
- **Action:** The globe comes to a stop centred on Australia.
- **Voiceover/Text:** "Welcome to OurDNA! Where you complete the picture..."



Frame 2: Character Introduction

- **Scene Description:** Transition to a friendly young adult character, representative of the diverse Australian population, waving hello. Background showing text of “Hello” or “Join us” in targeted languages.
- **Action:** Character speaks directly to the audience.
- **Voiceover/Text:** "Join us on a journey of discovery and better health!"



Frame 3: Simplified Scientific Explanation

- **Scene Description:** Cut to a whimsical, animated laboratory setting with cartoon scientists examining DNA strands and blood samples.
- **Action:** Scientists display a friendly demeanour; one may be looking through a microscope while another shows a model of a DNA helix.
- **Voiceover/Text:** "At OurDNA, we're exploring the tiny building blocks that make you, well, you!"



Frame 4: Importance of Genetic Information

- **Scene Description:** Animated DNA strands and genes illustrated as puzzle pieces coming together to form a family tree.
- **Action:** Highlight the connection between genetic information and family traits.
- **Voiceover/Text:** "Your genetic info is a treasure trove – shaping everything from your health to your quirks!"



Frame 5: Health and Medical Research Benefits

- **Scene Description:** Transition to animated visuals of a healthy family and community, with icons of medical breakthroughs like a stethoscope, heart, and brain.
- **Action:** Symbols of health and treatment developments animate around happy family members.
- **Voiceover/Text:** "By sharing a little, you help us do a lot – from faster illness detection to new treatments!"



Frame 6: The Value of Diversity

- **Scene Description:** A sequence of diverse animated figures linking arms, with DNA strands flowing in the background, representing the sharing of genetic material.
- **Action:** Transition focuses on the diversity of participants and unity within the community.
- **Voiceover/Text:** "And your unique story adds to our vibrant tapestry, creating better health outcomes for your community and all Australians."



Frame 7: Call to Action and Closing

- **Scene Description:** The scene blurs and transitions to the OurDNA logo with a warm, inviting background.
- **Action:** Text for the website and participation details appear alongside the logo.
- **Voiceover/Text:** "So come on, be a part of something bigger! Visit our website and join the OurDNA project today!"

