

2016-2017

# HNSW SERVICES

## & ANNUAL REPORT

Working towards a world free of viral hepatitis



**Hepatitis**  
NSW

## WELCOME BY WARREN AND STUART

Welcome to our Hepatitis NSW Services and Annual Report 2016-17.

The opportunities and optimism generated by the availability of the new high-cure-rate, easy-to-take, minimal-side-effects, short-duration treatments for people with hepatitis C continued to grow in 2016/17.

Hepatitis NSW worked proactively with GPs and pharmacists to build an extensive online NSW-wide directory of services where people with hep C could access HCV treatment local to them and where people with hep B could visit a GP close to them for testing and ongoing HBV management.

We played the leading role in developing NSW's major hep B and hep C Awareness Campaign, launched on World Hepatitis Day 28 July 2017.

For the first time, thanks to funding provided by the Commonwealth Department of Health via Hepatitis Australia, we worked with Chinese, Korean and Australian Aboriginal people living with hepatitis B to help support them into HBV testing, liver health monitoring and, if needed, hep B treatment.

We continued to work closely in partnership with people living with viral hepatitis, key stakeholders and other partners in delivering our peer and other core services to people in NSW prisons and in the broader community.

Please take a few minutes to read about our achievements in 2016-17 and to get a snapshot of our current services.

**Warren Fahey**

*President November 2017*

**Stuart Loveday**

*Chief Executive Officer*



**Hepatitis Infoline**  
1800 803 990  
[www.hep.org.au](http://www.hep.org.au)

PO Box 432  
Darlinghurst, NSW 1300  
[info@hep.org.au](mailto:info@hep.org.au)

Hepatitis NSW is proud to acknowledge Aboriginal people as the traditional owners and custodians of our lands and waters.

## LIVE HEP C FREE TESTING AND TREATMENT ACCESS

Our health information and treatment access program, *Live Hep C Free* is run by people who have experience of living with hepatitis C. Previously known as *Living Well, Live Hep C Free* was adapted to be more focused on offering people in residential rehabilitation centres and homelessness services easy access to liver health advice, testing and treatment.

Everyone who attends the *Live Hep C Free* program is offered hep C blood testing, a FibroScan, and hep C treatment on site.

The sessions are run in partnership with local health services – meeting the people who need support, where they are.

**172 LIVE HEP C FREE PARTICIPANTS**

## LET'S TALK COUNSELLING

Our counselling service, *Let's Talk* offers support to people in NSW affected by hepatitis B or C or related liver disease, including family and carers of people living with hepatitis. Counselling is free and delivered face-to-face at our office, online or via telephone across NSW.

*Let's Talk* clients report feeling that their sessions positively impact on their sense of wellbeing, that they are treated with respect and that their sessions make them feel less isolated. Each of our 9 counsellors are trained with specialised knowledge of hep B and C. This year our counsellors delivered 388 sessions to 42 clients.

**388 SESSIONS TO 42 CLIENTS**



**“I’ve done it - after 30 years since my diagnosis, my body is free of hep C virus! Thank you for being my counsellor, my rock, my witness, my ongoing support...”** LET'S TALK CLIENT

## YOUTH AT RISK HEP C PREVENTION PROGRAM

*Youth at Risk* is our youth-focused hepatitis C transmission prevention program. The project involves education workshops delivered by Hepatitis NSW staff in partnership with LHDs and harm reduction services.

*Youth at Risk* builds the knowledge, skills, and confidence of youth workers and health staff to engage young people around issues of injecting drug use and hep C. This year we trained 144 workers from more than 20 organisations, across five LHDs and many state-wide services.

The project also has a small grants component – offering funds to community based organisations and youth services to engage in activities to raise awareness of and prevent hep C within local communities. A total of \$30,000 was awarded in grants to engage young people directly. Funding for this highly successful program ended on 30 June 2017.

**144 WORKERS TRAINED BY YOUTH AT RISK PARTNERSHIP**

## HEPATITIS INFOLINE FREE FROM LANDLINES AND NSW PRISONS

Our *Hepatitis Infoline* offers confidential info, support, and referrals across NSW. In 2016-17 our *Infoline* received 3,162 calls, including 1,626 calls from within NSW prisons. Our *Infoline* is used by people living with hep B or C, family and friends, health care professionals, as well as the wider community. *Infoline* services are available via telephone, on-line chat, website, email and within every NSW prison through the auto-dial freecall telephone system. 31% of calls originated from outside of Sydney, demonstrating state-wide coverage.

Our callers discuss many topics including transmission, prevention, testing and treatment, access to support services such as legal assistance to address discrimination, as well as internal referrals to our counselling and peer-support programs such as *Live Hep C Free* and *Hep Connect*.

**3,162 HEPATITIS INFOLINE CALLS**

## C-EEN & HEARD SPEAKER SESSIONS

Our speaker service program, *C-een & Heard*, lets you share first-hand in someone's personal account of living with hepatitis C.

Our *C-een & Heard* speakers challenge stereotypes and address the stigma associated with living with hep B or hep C. The opportunity to hear personal accounts from people with lived experience of viral hepatitis develops understanding of how issues such as stigma and discrimination impact on access to support and services. This has been shown to be the most effective strategy in improving attitudes and values.

Our speakers are trained in public speaking and share their stories with participants as part of our broader hep B and hep C education sessions, and at community workshops and events.

**51 C-EEN & HEARD SPEAKER SESSIONS**

## PROFESSIONAL EDUCATION TRAINING SESSIONS

The Education Program delivers free hepatitis training for the non-clinical workforce across NSW.

Our range of interactive workshops and packages aims to inform, inspire and build on skills for individuals and teams within organisations. By building on a confident and knowledgeable workforce with diverse skills, we will achieve better long term outcomes for all people affected by viral hepatitis.

913 metropolitan-based and 293 regionally-based professionals from a range of organisations that work with people affected by viral hepatitis were educated.

**1,206 PROFESSIONALS EDUCATED**

## HEP CONNECT TELEPHONE SUPPORT

Our telephone support service, *Hep Connect*, puts you in touch with someone who has been through hepatitis C treatment. *Hep Connect* is for people living with hep C, their partners and carers, and particularly for people who are thinking about starting hep C treatment, or are going through it.

All our *Hep Connect* staff are trained and have experience of living with hepatitis and undergoing hep C treatment.

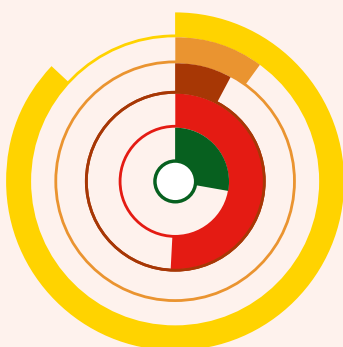
147 calls were made by our *Hep Connect* workers to 81 people who were either considering or currently going through hep C treatment.

**147 HEP CONNECT CALLS**

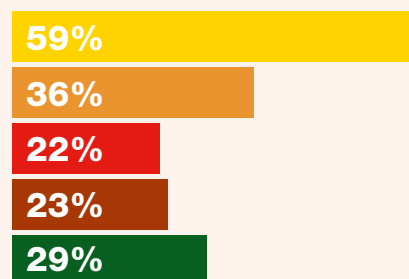
**3,162 HEPATITIS  
INFOLINE  
CALLS**

### ABOUT OUR CALLERS

- CALLED ABOUT HEP C
- CALLED ABOUT HEP B
- PEOPLE WITH CALD BACKGROUNDS
- CALLED FROM A PRISON SETTING
- PEOPLE WHO ARE ABORIGINAL OR TORRES STRAIT ISLANDER



### WHAT DID PEOPLE DO AFTER CALLING FROM A PRISON SETTING?



- I PUT A FORM IN TO SEE THE PUBLIC HEALTH NURSE TO GET BLOOD TESTS
- I PUT A FORM IN TO SEE THE PUBLIC HEALTH NURSE ABOUT HEP C TREATMENTS
- I STARTED TREATMENT FOR HEP C
- I HAVE COMPLETED HEP C TREATMENT
- I KNOW HOW TO LESSEN THE RISK OF PASSING ON HEP C

## CHINESE AND KOREAN COMMUNITIES HEPATITIS B PROGRAMS

Our Hepatitis B programs raise awareness of hep B, aiming to increase testing, vaccination and treatment across Sydney's Chinese and Korean communities.

Our bi-lingual educators work with multicultural community organisations to deliver in-language workshops covering hep B transmission, prevention, vaccination, and treatment.

The programs offer grants to community organisations who are interested in hosting activities that raise hep B awareness in their communities.

The programs also run the *Digital Storytelling Project*, which recruits young people to produce short videos on the personal experiences of people living with hep B, in order to address stigma and discrimination.

**2,221 CHINESE AND KOREAN COMMUNITY MEMBERS REACHED**

## RESOURCES ABOUT HEP B AND C

We take pride in developing innovative resources that respond to peoples' needs. We produce many resources, all developed in partnership with affected communities and relevant health specialists. Over **213,000 resources were distributed during the year.** **Close to 97% of our readers surveyed said they were more knowledgeable after reading our resources.**

These include "easy read" resources such as our various infographics. These contain key messages in a visual format (rather than text) and are very helpful for people with lower literacy skills. Our staff continue to attend health literacy training events. They also attend communications technology training events, helping ensure that we continue to develop cutting-edge resources.

**213,000 RESOURCES DISTRIBUTED**

## NSW VIRAL HEPATITIS AWARENESS CAMPAIGN

We played the leading role in developing and delivering a state-wide public awareness campaign on viral hepatitis B and C. This is our largest communication project at Hepatitis NSW. The campaign includes websites, social media, Google Adwords, chemist shop promotions, Sydney CBD street banners, train station billboards, bus posters, rural shopping centre promotions, rural newspaper advertising, and other assorted promotional material.

It has been a huge, exciting and rewarding challenge. The actual campaign ran in July/August 2017 although all the preparation took place in the preceding 8 months. We thank all those people who have helped with this very successful project, including the Ministry of Health and Multicultural HIV and Hepatitis Service.

**16 TRAIN STATION BILLBOARDS**  
**112 BUS ADVERTISEMENTS**  
**135,000 SOCIAL MEDIA ENGAGEMENTS**

## 2016-17 FINANCES

In 2016-2017 our income increased to \$2,311,230 from \$2,141,986 in the previous year. The majority was spent on front-line services for people living with or affected by viral hepatitis across NSW.

This enabled us to maintain our existing peer and other core services and also expand into new areas including targeted hepatitis B community mobilisation programs.

With total expenditure of \$2,310,240 a small operating surplus of just \$990 resulted from careful budget planning and management. This increased our equity to \$499,385 at year-end.

Our funding comes from a variety of sources. The majority is received from the NSW Ministry of Health in the form of a core grant. Other funding comes from private and public bodies.

We gratefully acknowledge and thank our funders: the NSW Ministry of Health, the Australian Government Department of Health's Hepatitis B Community Education Project administered by Hepatitis Australia, Western Sydney LHD, South Eastern Sydney LHD, Sydney LHD, Far West LHD, Nepean Blue Mountains LHD and AbbVie (Pty) Ltd.

We sincerely thank our members and donors for their continued support.

Our accounts were audited by Conroy Audit and Advisory, Chartered Accountants and are available to download in full from our website [www.hep.org.au](http://www.hep.org.au) or from our office: phone 02 9332 1853.

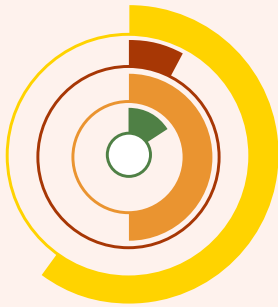
Expenses	Expenditure
ADVERTISING & PROMOTION	\$4,154.25
ACCREDITATION EXPENSE	\$7,067.00
RECRUITMENT	\$1,685.90
AUDITOR'S REMUNERATION	\$7,093.28
BANK CHARGES	\$1,499.06
INFORMATION TECHNOLOGY	\$58,542.96
CONSULTANCY FEES	\$35,114.73
DEPRECIATION	\$25,711.73
INFORMATION PRODUCTION COSTS	\$102,136.12
INSURANCE	\$18,697.98
CONFERENCES	\$6,908.85
MINOR OFFICE EXPENSES	\$1,522.75

POSTAGE AND COURIER	\$41,515.28
PRINTING AND STATIONERY	\$9,076.75
PROVISION FOR EMPLOYEE BENEFITS	\$29,674.57
RENT / ACCOMMODATION CHARGES	\$69,796.21
REPAIRS AND MAINTENANCE	\$3,174.22
SUBSCRIPTIONS AND PUBLICATIONS	\$3,926.71
SUPERANNUATION CONTRIBUTIONS	\$127,384.36
TELECOMMUNICATIONS	\$25,752.25
TRAVELLING EXPENSES	\$42,020.36
OTHER PROJECT EXPENSES	\$282,843.03
TRAINING	\$12,056.06
WAGES	\$1,392,886.11
<b>TOTAL</b>	<b>\$2,310,240.52</b>

# Tx! MAG

## WHO ARE OUR READERS?

**60%**  
LIVED  
EXPERIENCE  
OF HEP B OR C



**8%**  
CULTURALLY &  
LINGUISTICALLY  
DIVERSE

**50%**  
LIVED  
EXPERIENCE  
OF PRISON

**16%**  
ABORIGINAL OR  
TORRES STRAIT  
ISLANDER

## WHAT ARE OUR READERS SAYING?



**94% THINK THE MAGAZINE IS USEFUL TO THEM**



**96% NOW KNOW MORE ABOUT HEP TREATMENT SINCE READING TX! MAG**

## Tx! MAG EASY-READ MAGAZINE

*Tx! MAG* is our easy-read publication. Combining comics, puzzles and basic information about hepatitis C, it aims to connect with its readers on issues that relate to their real lives. We run workshops with groups of our community members to develop the themes and storylines for each issue.

Almost all our surveyed readers said that *Tx!* content was relevant to their needs. More than 42,000 copies were distributed during the year. **More than 95% of our readers surveyed said they would take action that could lead them into treatment.**

What does “Tx” mean? It’s a medical abbreviation for “treatment” ... and hep C treatment is now the main focus for *Tx! MAG*. The magazine helps get people living with hep C into treatment and curing their hep C.

One edition per year focuses on hep B testing, monitoring and treatment. This edition generally targets Aboriginal communities across NSW. It aims to help *Close the Gap* on viral hepatitis care and treatment.

**42,000 COPIES DISTRIBUTED**



**236,000+** WEBSITE  
PAGE VIEWS

CHECK OUT [HEP.ORG.AU](http://HEP.ORG.AU) FOR:

<p>HEP INFO &amp; NEWS</p>	<p>SERVICES DIRECTORY</p>
<p>Tx! MAG</p>	<p>INDUSTRY EVENT CALENDAR</p>
<p>LIVE ONLINE CHAT SUPPORT</p>	<p>DOWNLOADABLE FACTSHEETS &amp; INFOGRAPHICS</p>
<p>READ &amp; ORDER RESOURCES</p>	<p>FOLLOW &amp; JOIN CAMPAIGNS</p>

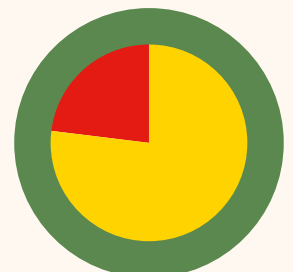
WE REPORT PUBLICLY ON OUR WORK PROGRESS AND ACHIEVEMENTS IN OUR RESULTS BASED ACCOUNTABILITY SCORECARD - [WWW.HEP.ORG.AU/PERFORMING](http://WWW.HEP.ORG.AU/PERFORMING)

## VISITS TO OUR SITE:

**8,810**  
AVERAGE VISITS PER MONTH

**80%**  
ARE NEW VISITORS

**20%**  
ARE RETURNING VISITORS



## CAMPAIGNS, MEDIA & POLICY

Hepatitis NSW worked on a number of campaigns this year, including *Change of Mind*, promoting the new hepatitis C treatments to people living with both hep C and mental health issues. We also ran our first hep B -related campaign, called *B in the Know*, encouraging testing in people born in countries of high prevalence.

These campaigns are delivered with support of our Community Mobilisation Volunteers who have lived experience of viral hepatitis and are trained to engaged with our communities, media and other health agencies.

In November 2016, Hepatitis NSW launched our new campaigns document, called *Hepatitis Matters*, setting out our policy priorities for the next four years.

In media, Hepatitis NSW secured significant coverage during the year, also expanding our coverage into Chinese-language publications, promoting hep B awareness messages directly to community members.

Our policy work addressed a range of different issues, including calling for more hep C direct acting anti-virals (DAAs) to be added to the PBS, for more harm reduction and health promotion content in NSW schools curriculum, as well as for the inclusion of hep B drugs with reduced side-effects.

**14 COMMUNITY MOBILISATION VOLUNTEERS**

## THE CHAMPION E-NEWSLETTER

*The Champion* is our monthly e-newsletter sent to our members and other subscribers. Over 47,000 copies are sent out annually. It is available in two editions: community and professional. They provide news on viral hepatitis and Hepatitis NSW's work. They also promote our various services and link people to our website and to other significant events within the NSW viral hepatitis community. *The Champion* also helps recruit community members to social and clinical research studies.

**47,000 COPIES EMAILED**

## VOLUNTEERS AT HNSW

We are extremely grateful for the invaluable support from our dedicated team of 154 volunteers. The extent of our work would not be possible without the ongoing support and help from our team of volunteers. Working as Community Mobilisation Volunteers, as counsellors, as Board Members or as our fantastic mail-out workers, volunteers are the foundation of our work and enhance the support we are able to provide.

**4,775 VOLUNTEERING HOURS**



*Tx! MAG* "is great ... very important and the links to help and doctor information ... I am into month 2 of the new treatment and I feel 100% that I will be cured this time around. Thank you"

SURVEY RESPONDENT

## COMMUNITY ENGAGEMENT & MOBILISATION

Hepatitis NSW continues to prioritise engagement with the community of people living with or affected by viral hepatitis, through membership as well as engagement via social media (Facebook & Twitter). Our community engagement grew during the year, from 3,201 to 3,428.

**3,428 OCCASIONS OF COMMUNITY ENGAGEMENT**

## WEBSITE HEP.ORG.AU

Check out [www.hep.org.au](http://www.hep.org.au) for cutting-edge innovative resources and information. Our website is also the best place 24/7 to find out about our education, support and advocacy projects.

**236,000+ PAGE VIEWS**