

NSW HEP B & HEP C COMMUNICATIONS STRATEGY

NSW Hepatitis Awareness Week 2016

NSW Hepatitis Awareness Week 2016 ran from 25 July to 31 July with World Hepatitis Day falling on Thursday 28 July.

This year's global, and Australian, theme was 'NOhep'. By taking advantage of new hep C treatments, and by improving our collective response to hep B, a 'NOhep' future is now a potential reality.

State-wide viral hepatitis communications strategy

During an event held on World Hepatitis Day at Hepatitis NSW, NSW Health launched a new state-wide viral hepatitis communications strategy focused on two key messages:

- Hep B. Could it be me?
- Hep C. Live hep free

The strategy was commenced and led by NSW Health. Working with a number of government agencies, LHD HARPs and community organisations and NGOs (including Hepatitis NSW, NUAA, AHMRC and ASHM), NSW Health produced messaging and developed posters and other communications collateral developed for distribution prior to 28 July.

Phase 2

Hepatitis NSW and the Multicultural HIV and Hepatitis Service (MHAHS) - in collaboration with an advisory committee comprising of community organisations, NSW Health, LHD HARPs and relevant government agencies - will further develop and implement the strategy. The focus will be on addressing two key challenges:

- **To increase testing for hep B:** 44% of people living with chronic hep B are undiagnosed and are missing out on the monitoring and, where necessary, treatment which could save their life
- **To increase treatment for hep C:** while thousands of people living with chronic hepatitis C in NSW have accessed treatment following the PBS listing of new drugs in early 2016, there are still tens of thousands more who can benefit from taking advantage of this treatment revolution.

Community consultation and development is already underway and the full strategy is expected to be put into action during the lead up to World Hepatitis Day 2017.



HEP B - Could it be me? [Messaging Matrix]

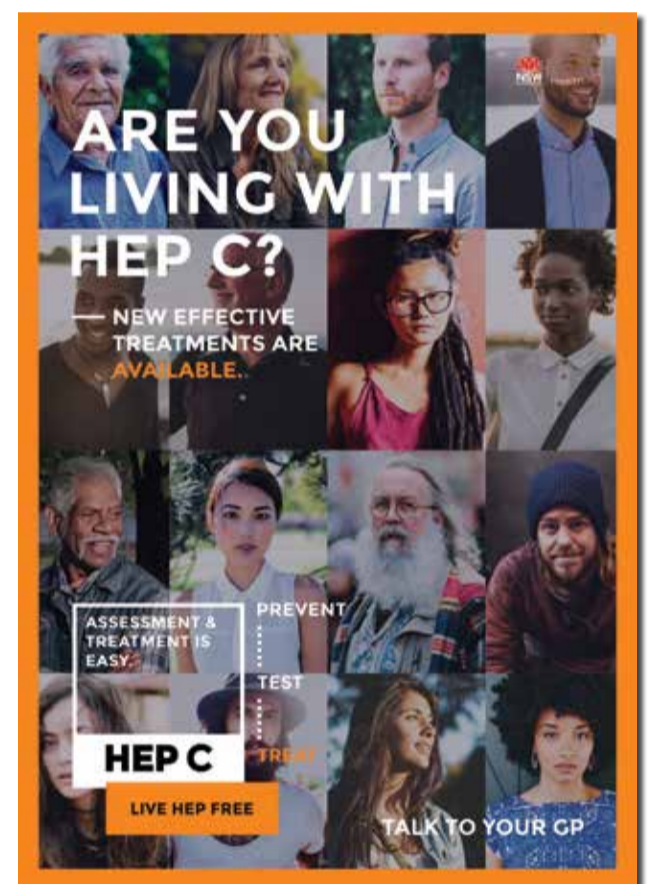
	OVERALL	ASK	TEST	TREAT
Heading	Hep B. Could it be me?	Hep B. Could it be me?	Hep B. A major cause of liver cancer.	Are you living with hep B?
Sub-Heading	Ask. Test. Monitor. Treat.	Have you been vaccinated for hep B?	Could you be at risk?	A major cause of liver cancer.
Variation	Get tested. Know your status.	Could you be at risk?	Get tested. Know your status.	Regular liver check-ups are important and easy.
Action	Talk to your GP	Talk to your GP	Talk to your GP	Talk to your doctor

HEP B - COULD IT BE ME? [ASK | TEST | TREAT]

Above: The HEP B poster, launched on World Hepatitis Day, plus three possible poster variations that focus on different stages and messages as per the Messaging Matrix.

HEP C - LIVE HEP FREE [PREVENT | TEST | TREAT]

Below: The HEP C poster, launched on World Hepatitis Day, plus three possible poster variations that focus on different stages and messages as per the Messaging Matrix.



HEP C - Live hep free [Messaging Matrix]

	OVERALL	PREVENT	TEST	TREAT
Heading	Are you living with hep C?	Do you inject drugs?	Could you be at risk of hep C?	Are you living with hep C?
Sub-Heading	New effective treatments are available.	Use sterile equipment every time.	Have you ever injected drugs or had a home tattoo?	New effective treatments are available.
Variation	Assessment & treatment is easy.	Sterile fits are available across NSW.	Get tested. Know your status.	Assessment & treatment is easy.
Action	Talk to your GP	Visit NSP website	Talk to your GP	Talk to your GP

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