

GOING VIRAL

Preventing hepatitis C
among young people

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Health
South Eastern Sydney
Local Health District

What's the health issue?

- Hepatitis C is a serious threat to public health in 2012 –13, there were 374 hepatitis C notifications in NSW, between the ages of 15 – 24 (*NSW Ministry of Health Data*)
- Recent research carried out at the Big Day Out music festival has found that 26% of respondents report exposure to injecting drug use via a friend or partner or by being offered drugs to inject
- Existing hepatitis C prevention services, such as needle & syringe programs, have low levels of contact with youth populations

Goal

To increase knowledge of hepatitis prevention among young people who inject drugs or who are at risk of hepatitis C

Objectives

- To increase the capacity of youth services to engage young people around hepatitis C
- To build partnerships between youth services and hepatitis C prevention programs
- To enable youth services to incorporate hepatitis C prevention activities, including the provision of needle and syringe programs, into their existing service delivery models

Project Overview

1. A one-day intensive viral hepatitis workshop
2. 'Amazing race' activity to experience first-hand what it's like to locate and access hepatitis C prevention services
3. Support with planning a hepatitis C prevention project with funding support.

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Project Partners

- Harm Min & Hep C Program (HARP Unit)
- Health Promotion Team (HARP Unit)
- The First Step Program
- Kirketon Road Centre
- Hepatitis NSW
- Central Access Service
- Y Foundation

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Assertive engagement

1. Selected youth services identified through mapping exercise
2. Targeted youth services engaged through personalised phone calls and follow up visits
3. Participant numbers were limited to maximise support
4. Project promoted as a three part package
5. Additional promotional materials developed, including fact sheets and dedicated project website

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A 3-part initiative for youth workers aimed at preventing new hepatitis C infections among young people

you will have access to:

1. A one-day hepatitis workshop
2. Site visits to experience first-hand your local hepatitis C prevention services
3. Support with planning your own hepatitis prevention project with up to \$750 funding

WORKSHOP DATE
DARLINGHURST
MARCH 27 @ 180 VICTORIA ST

www.moourl.com/goingviral

For more information contact
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First Step Program
Hepatitis NSW
Foundations
Health NSW South Eastern Sydney Local Health District
HIV/AIDS and Related Programs Unit



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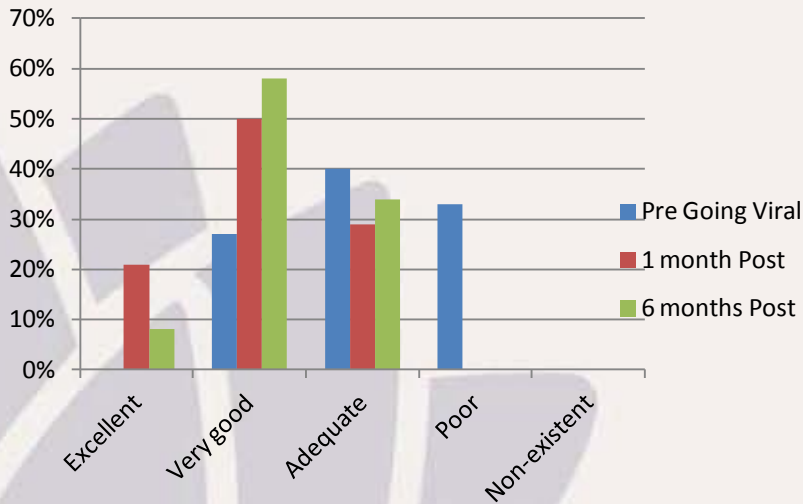
Evaluation methods:

- Structured questionnaires :
 - Pre workshop
 - 1 month post workshop
- Debriefing and qualitative feedback following the 'Amazing Race' activity
- 6 month follow up questionnaires to assess knowledge retention and changes to workplace practices
- Mapping of local projects funded through Going Viral

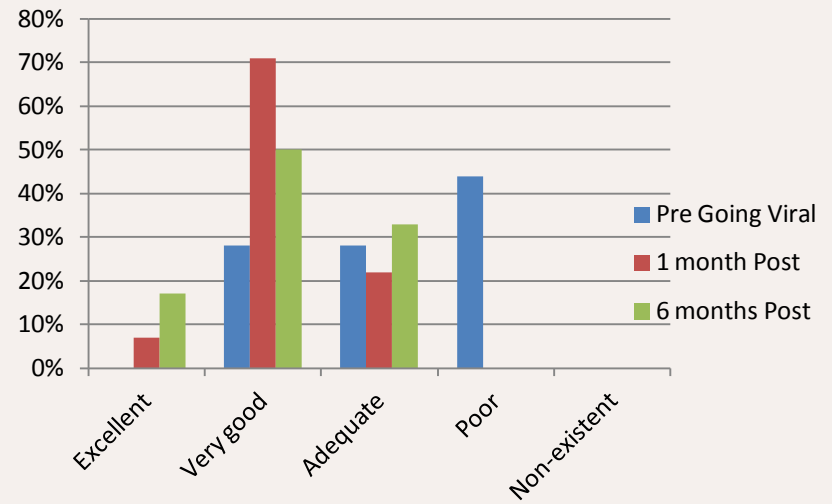
Outcomes:

Did we increase the capacity of youth services to engage young people on issues relating to hepatitis C?

My knowledge and skills to manage hep C related issues is:



In terms of talking about hep C to my clients my level of competence is:



Outcomes: Experiences and Reflections on the Amazing Race

'... it was overwhelming for me because I did not want to be asking for needles....(but) I felt really comfortable'

Louisa accessing a secondary NSP service

very nice, very non judgemental and actually gave us additional information....'

Jane and Kev accessing a secondary NSP service

'... I felt I was very looked down on for doing that... I feel sad for people having to do that every day'

Mirabelle accessing a Pharmacy

'Fairly disappointing...we stood around banging and kicking it to get the money out'

Eric and Ernie accessing a malfunctioning ADM

'a reminder of how invasive and judgemental accessing services can be for clients especially young people. Seeing things from another perspective and having a greater understanding of that target groups needs'

Outcomes: Youth service based hepatitis C prevention projects

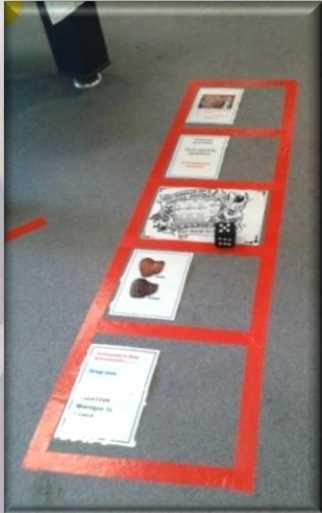
- nine distinct hepatitis C related projects across participating youth services, including art programs, safe tattooing sessions and education workshops
- two youth services applied to participate in the NSW Needle & Syringe Program



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Critical Success factors

- Active participation of project partners
- Assertive recruitment strategy
- Dedicated funding pool to support a grants program
- Suitable mix of NSP outlets/hepatitis C prevention services within a defined geographical area to support an Amazing Race activity
- Availability of on-going support and mentoring in the development of local hepatitis C projects within the youth services
- Capacity to support youth services in developing appropriate models of NSP service provision

What now?

- We've shown that the Going Viral concept works at the local level
- five Local Health Districts have now committed to supporting a three year scaled up roll-out of Going Viral with pooled funding
- The increased funding pool allows for larger scale programs in addition to local level projects
- Hepatitis NSW has committed to taking a coordinating role for the scaled up project

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Acknowledgements

Going Viral Working Group

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- David Martin
- Tracey Brown
- SESLHD Hepatitis C Health Promotion and Prevention Advisory Group

Participating Youth Services

The Shack, Maroubra
Ted Noffs Foundation, Randwick
St George Youth Service
Access Community Group Corrimal
Access Community Group Nowra
The Bridge Youth Refuge, Sutherland
Nowra Youth Centre,
City of Sydney Youth Services
Southern Youth and Family Services, Wollongong
Oasis, Surry Hills
The Wayside Chapel, Kings Cross
Anglicare, Parramatta