

THE HEP C U LATER ENGAGEMENT PROGRAMME – USING RESOURCES, EDUCATION AND MARKETING TO ENGAGE HEALTHCARE PROFESSIONALS IN HEAPTITIS C ELIMINATION

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Background:

The Hep C U Later Engagement Programme (EP) is an NHS England commissioned project hosted by Inclusion, MPFT. It delivers engagement and resources to primary care professionals, antenatal and emergency services across England. With approximately 70,000 people living with hepatitis C (HCV) in England it was recognised a national engagement, communications/marketing team would build interest of HCV amongst professionals. The EP improved awareness of HCV risks, HCV elimination, and the national HCV testing portal.

Description of model of care/intervention:

Bespoke digital and printed resources were created for each professional group including toolkits, factsheets, posters, leaflets and wallet sized cards, linking to the HCV testing portal. CPD accredited training was shared across England, with future modules under development.

Case studies (written, podcasts, videos) were created, building awareness of HCV innovations in specific professions. A communications and engagement plan ensured meaningful content was directed across social media, websites emails and newsletters, including sharing across external platforms reaching thousands of professionals. A social media toolkit was shared with organisations, assisting where they lacked resources to create content.

Stalls and attendance at UK conferences engaged professionals. Data analytics assessed progress and supported future focus.

Effectiveness:

A communications/engagement plan, updated website ([Home - HEP C U later](#)), and new social media page was implemented, with a reach high above the industry average. At one conference the team engaged 200 GPs, sharing resources and making further connections. Resources were distributed to ICBs, ODNs, over 250 dental practices, Local Dental Networks, Local Pharmaceutical Committees, general practices and local authorities. Online resources were downloaded 558 times in four months. CPD accredited training was completed by health, social care and criminal justice professionals.

Figure1. Linkedin, Resource and Website Analytics

Linkedin, Resource and Website Analytics:

- 27,457 Impressions
- 9.46% Engagement Rate
- 1,302 Re-Posts
- 558 Downloads (in 4 months)
- 360 QR Code Scans

Conclusion and next steps:

The programme's first year demonstrated national communications and engagement initiatives can create vast reach, helping thousands of healthcare professionals improve awareness of HCV amongst people who access services.

Disclosure of Interest Statement:

The Hep C U Later drug and alcohol focused programme was been supported through an Association of the British Pharmaceutical Industry (ABPI) 'Joint Working' initiative between Gilead Sciences Ltd. and Midlands Partnership NHS Foundation Trust, however, the Engagement Programme has not received funding from the pharmaceutical industry.