

Creativity in Action: LiverWELL's StreetShot Youth Engagement Program

Authors:

Palines A^{1,2}, Hubble A¹,

¹LiverWELL, North Melbourne, Australia

²NEWGENs, Sunshine, Australia

Background/Approach: Young people are adversely impacted by limited awareness of transmission risks and prevention of hepatitis B and C. LiverWELL's StreetShot program addresses these gaps through a unique, creativity-driven approach. Delivered as an interactive and engaging health promotion initiative, the program incorporates workshops, an activity pack, and an arts exhibition to educate young people and empower youth organisations around viral hepatitis. A 2023-2024 redesign of the program employed a Continuous Quality Improvement methodology, ensuring evidence-based strategies and participant feedback informed program enhancements.

Analysis/Argument: StreetShot's three-tiered structure maximises outreach and engagement:

- Workshops provide education on hepatitis, risk behaviours, and stigma reduction incorporating youth co-design principles
- Activity packs reinforce learning with youth participants, ensuring sustained engagement.
- Art exhibitions foster peer-led awareness using creativity to normalise conversations about hepatitis.

The integrated design addresses stigma, literacy, and accessibility barriers, offering a scalable model for youth-focused health promotion. Strong partnerships with schools and community organisations amplify reach and support long-term engagement.

Outcome/Results: StreetShot has achieved measurable success within 2023-2024:

- Approximately 125 young people engaged in workshops, with 84% reporting increased knowledge and 93% feeling more confident to find help from health and community services.
- 4 in 5 of participants found the workshop 'fun' and 'engaging', and 89% felt well-supported with resources.
- 2024 art exhibitions:
 - 50+ artworks showcased
 - 850+ attendees and 105 online viewers.
- Teacher and youth workers highlighted the program's safe, non-threatening environment for discussing health topics.

Conclusions/Applications: StreetShot demonstrates the power of creativity in health education, offering novel approaches to addressing viral hepatitis among young people. The program's adaptability and focus on stakeholder collaboration make it a model for engaging priority populations in public health initiatives.

Next Steps:

- Expansion into regional Victoria
- Teacher and organisation led program delivery to extend reach
- Assess longitudinal impact
- Policy and funding support to achieve elimination targets by 2030

Disclosure of Interest Statement: LiverWELL acknowledges funding support from the Department of Health, Victoria, which underpins our work in viral hepatitis advocacy, prevention, and support. Our initiatives are informed by the invaluable contributions of community members, dedicated volunteers, and individuals with lived experiences of viral hepatitis. LiverWELL operates as an independent, not-for-profit organisation committed to improving the health and wellbeing of people impacted by or at risk of liver disease. We maintain strict governance and accountability measures to uphold transparency and integrity in all our activities. We declare no conflicts of interest that would unduly influence the content or conclusions of this submission.