

## ***“It reminds me that I’m not a bad person for needing treatment” - findings from the evaluation of the *It’s Your Right* national hepatitis C health promotion campaign***

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**Background:** *It’s Your Right* was the first Australia-wide hepatitis C campaign co-designed and delivered by peer workers with lived experience of injecting drug use. *It’s Your Right* was designed in partnership between EC Australia, the Australian Injecting and Illicit Drug Users League and a national reference group. The campaign aimed to link people who inject drugs with peer workers and trusted services, and engage them in hepatitis C testing and treatment, through combining positive, rights-based street advertising, with peer-led engagement strategies tailored to local community needs. Engagement strategies included client outreach, cash incentives, point-of-care testing, and events. The campaign was implemented between April and December 2022.

**Methods:** A mixed methods evaluation collected process and outcomes data from each state/territory, including organisational service delivery data, advertising reach data, a survey of people who inject drugs ( $n = 165$ ) and interviews ( $n=18$ ) and focus groups ( $n=9$  groups, 23 participants) with campaign designers and implementers.

**Results:** During the campaign, the implementing partner organisations recorded 2,595 hepatitis C conversations with clients; 1,343 people were tested for hepatitis C; and 151 people were referred for treatment. Two-thirds of survey respondents were able to spontaneously recall the campaign. 39.8% of survey respondents reported speaking to peer worker, and 32.7% reported getting tested, after seeing the campaign.

**Conclusion:** *It’s Your Right* provided opportunities for community partner organisations to engage clients within an empowering health promotion framework. Evaluation findings indicate that the campaign succeeded in linking people who inject drugs to peer workers and engaging them in testing. Involvement in the campaign design led many implementing partners to feel ownership over *It’s Your Right*, increasing motivation to implement the campaign. The campaign also allowed organisations to increase peer worker hours and trial new models of care. However, implementing the campaign on top of usual workloads was a challenge.

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