

# Process and outcomes of co-designing campaign messaging for a national Aboriginal and Torres Strait Islander Hepatitis C health promotion campaign

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on behalf of the Every Yarn Counts National Reference Group

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## What is Every Yarn Counts?

The *Every Yarn Counts* health promotion campaign aims to reach and engage Aboriginal and Torres Strait Islander people into hepatitis C care through their local Aboriginal Community Controlled Health Organisations (ACCHOs).

The aims of the campaign are to:

- Reduce stigma and shame around hepatitis C in Aboriginal and Torres Strait Islander communities
- Reduce hepatitis C infection in the Aboriginal and Torres Strait Islander communities

The campaign objectives are to:

- Increase open conversations in the community about hepatitis C;
- Increase in prompted and self-directed testing and treatment in the community;
- Increase capacity of services to test and treat and to yarn about hepatitis C in a culturally safe way.

## Campaign audience

We want to reach clients of ACCHOs, including people who inject, people who have been incarcerated, people at risk of reinfection and people accessing AOD services; and ACCHO staff.

## Campaign strategy

**Reach and raise awareness** in community with destigmatizing campaign messages and link to local ACCHOs

**Normalise** hepatitis C and strengthen connections in ACCHOs

**Support** ACCHOs to engage people, test and treat people

## Every Yarn Counts co-design process

*Every Yarn Counts* is an adaptation of *It's Your Right*, an Australia-wide hepatitis C health promotion campaign that was co-designed with peer workers with living and lived experience of injecting drug use.

A National Reference Group (NRG), comprising of representatives from 12 ACCHOs and peak bodies across Australia, came together to guide the design, implementation and evaluation of the campaign.

Through a series of online workshops, the NRG came together to determine the key audience, aims, and objectives of the campaign.

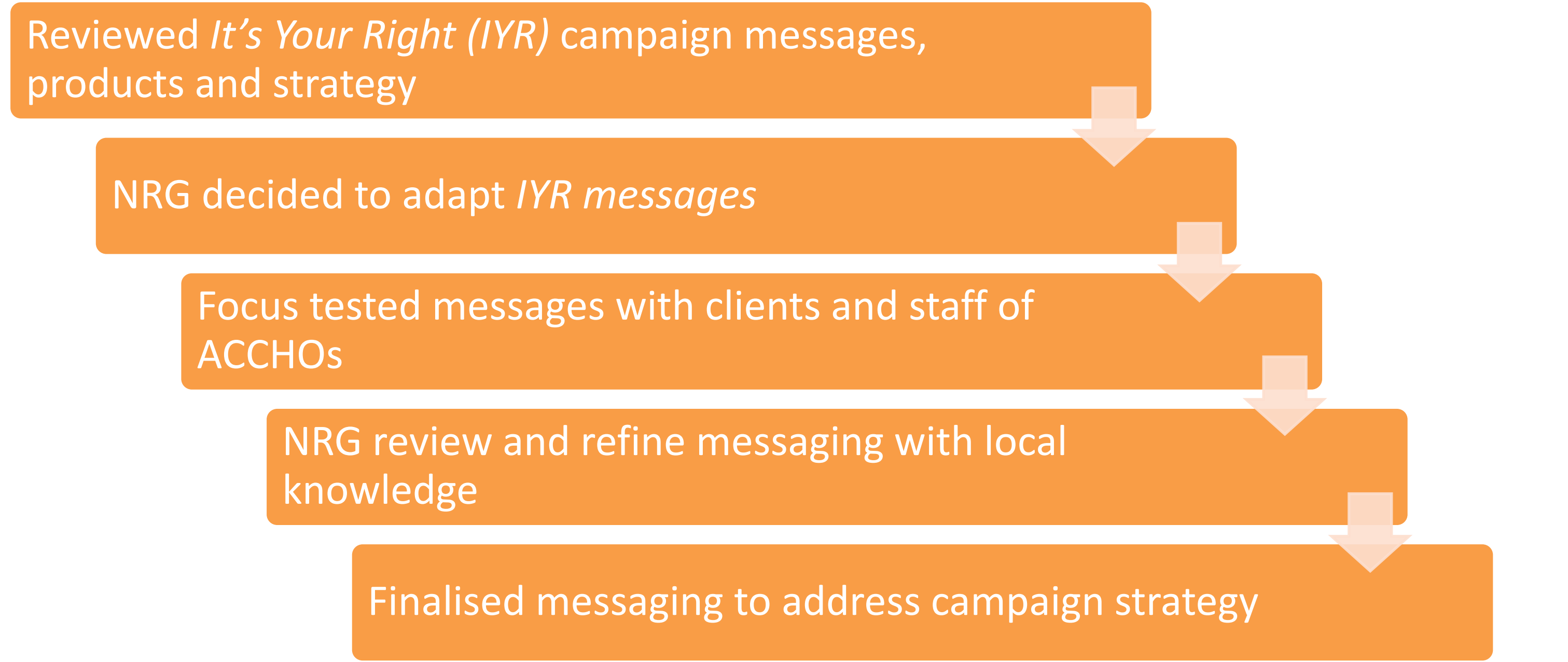


Figure 1. Every Yarn Counts co-design process

## Each message was considered against 4 domains:

Address stigma	Address knowledge gaps	Appeal to broad community	Align with campaign objectives

## Results: Final message selection process

**Shared decision making**

Consensus that *Every Yarn Counts* would serve best as the campaign title and theme.

Consensus amongst NRG that Live Free of Hep C was the weakest message – was eliminated from message set

**Harnessing local expertise**

Consensus that this was most important to use in conversations to promote testing in the community.

‘715’ checks were not used universally across all services so was removed for the final message

**Ensuring messaging was culturally acceptable to community**

Consensus that these messages had broad appeal and would engage the whole community

Address stigma  
Address knowledge gaps

## Conclusions

The co-design process created a way for Aboriginal cultural knowledge to shape the campaign messaging and engagement strategies.

This process also helped to foster a sense of self-determination of the *Every Yarn Counts* campaign among staff and clients of ACCHOs.

## Acknowledgements

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