

## ***“Good to see it out in the open, not hidden” - findings from the evaluation of a peer led national hepatitis C health promotion campaign.***

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### **Background:**

It's Your Right aimed to increase hepatitis C testing and treatment uptake in people who inject drugs. It's Your Right combined vibrant, rights-based messages in street advertising with tailored peer-led engagement strategies. Strategies included tailored messages for Aboriginal and Torres Strait Islander people, client outreach, financial incentives, and point-of-care testing. The campaign was implemented between April and December 2022.

### **Methods:**

A mixed methods evaluation collected process and outcomes data from each state/territory. This included advertising reach data, service delivery data (n=8), surveys of people who inject drugs to assess campaign exposure and responses (n=165) and focus groups with implementing services (n=23).

### **Results:**

Reach data shows that over 8.9 million people across Australia were estimated to have seen at least one It's Your Right product. Services recorded 2,595 hepatitis C client conversations, 1,343 people were tested, including 194 Aboriginal people, and 151 people were referred for treatment, including 16 Aboriginal people. 1,254 financial incentives were provided to clients. Two-thirds of survey respondents were able to spontaneously recall the campaign. Participants recalled seeing the campaign in Needle and Syringe Programs (53%), on a bus (30%), and on street advertising (27%). After seeing the campaign, 39.8% of survey respondents spoke to a peer worker and 32.7% got tested.

### **Conclusion:**

It's Your Right was the first Australia-wide hepatitis C campaign co-designed and delivered by peer workers with living and lived experience of injecting drug use. Peer workers were critical to the campaign's success. Evaluation findings indicate the campaign succeeded in linking people who inject drugs, including Aboriginal and Torres Strait Islander people, to peer workers and engaging them in testing. The public visibility and vibrancy of It's Your Right enabled peers to start conversations, and financial incentives paired with trusted peer-led services, facilitated testing uptake and referral to treatment.

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