

Co-design of national information campaign: Unveiling Australia's community-led HIV Treatment for All campaign

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Background/Purpose:

This abstract provides a dual perspective on Australia's ground-breaking "HIV Treatment for All" awareness campaign, highlighting the campaign's transformative policy shift and collaborative efforts by key stakeholders propelling it forward.

The campaign informs about Australia's pivotal transition from an industry-sponsored antiretroviral treatment (ART) compassionate access scheme to the Federation Funding Agreement (FFA) model. This shift ensures free HIV testing and treatment for all residents, regardless of eligibility for Medicare within Australia. The policy change announced on World AIDS Day 2021, came into effect in mid-2023.

Approach:

The campaign emphasizes timely testing and treatment, particularly for people in Australia without Medicare, often student, travel, and temporary work visa recipients. The campaign explains implementation details across states and territories, including where the scheme covers medication costs, and in jurisdictions where additional expenses for care or treatment side effects are not included. A peer-led community advisory group guided the process throughout, with people living with HIV involved within the campaign's collaborative project team.

Outcomes/Impact:

Spearheaded by the National Association of People with HIV Australia (NAPWHA), the campaign models community leadership in co-designing a national public health promotion campaign. NAPWHA's national influence and expertise in championing the rights of people living with HIV serves as the campaign's driving force. Diverse and inclusive community leadership at every stage ensured authenticity and relevance, supported by expertise in health, community engagement, and advocacy. The collaborative effort incorporated insights from community advisory group members in Australia and New Zealand.

Innovation and Significance:

The success of the "HIV Treatment for All" campaign lies in the seamless integration of diverse roles, emphasizing the importance of inclusive, community-driven initiatives. This multidisciplinary approach paves the way for equitable access to HIV testing and treatment for all in Australia. Explore the campaign's implementation

details at <https://napwha.org.au/hiv-treatment-for-all/>, promoting transparency, awareness, and community engagement.

Disclosure of Interest Statement (example):

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