

The Juice: A targeted approach to harm reduction to ensure we reach everyone, everywhere

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Background: People who inject performance and image-enhancing drugs (PIEDs), including anabolic steroids, are at increased risk of blood-borne viruses (BBVs) — especially hepatitis C.

PIEDs are the third most commonly reported substance last injected, and in some Needle and Syringe Programs (NSPs), PIEDs are the primary drug type reported. However, many people who inject PIEDs do not relate to or engage with harm reduction messages about injecting psychoactive drugs.

The Juice is a website that provides accurate and accessible harm reduction information to people who inject PIEDs, including content on preventing transmission of BBVs and infections.

In 2025, the website underwent a significant review to ensure accuracy, relevance and alignment with the needs of people who use PIEDs.

Methods: People with lived and living experiences of injecting PIEDs participated in a peer-led consultation. This involved dedicated time to review the website using a guided information sheet, followed by a virtual workshop to discuss findings.

Clinical experts also reviewed the content and provided advice.

Feedback from participants was used to refine "The Juice" and support the development of a targeted social media campaign.

Results: Using recommended language and imagery derived from the consultation, the campaign ran four ads across 46 days, generating 218,481 impressions, reaching 120,897 people, and driving 10,523 clicks at a \$0.17 cost per click. The highest performing ad achieved a click-through rate of 8.66%, more than 5 times the industry average.

Website users increased by 2,122% to 9.6k, with *PIEDs cycles*, *PIEDs and the law*, and *Injecting safely* being the most popular topics.

Conclusions: There is a clear need for targeted, community-led harm reduction resources tailored to the contexts and experiences of people who inject PIEDs. Elimination of hepatitis and other BBVs cannot be achieved without appropriate engagement with this population.

Disclosure of Interest Statement

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