

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

Authors:

Gibbs D^{1*}, Christensen S^{1*}, Pedrana A^{1,2}, Mercer D¹, O'Reilly C³, Prisk E⁴, Murray N⁵, Goodwin T⁶, Mickelo C⁷, Adamson E^{1^}, Combo T^{1^} and on behalf of the *Every Yarn Counts* National Reference Group

¹Eliminate Hepatitis C Australia (EC Australia), Burnet Institute, ²School of Public Health and Preventive Medicine, Monash University, Melbourne, Australia, ³Victorian Aboriginal Community Controlled Health Organisation, ⁴National Aboriginal Community Controlled Health Organisation, ⁵Victorian Aboriginal Health Service, ⁶Tasmanian Aboriginal Corporation, ⁷Institute of Urban Indigenous Health
*D Gibbs and S Christensen share first authorship; ^E Adamson and T Combo share senior authorship

Background:

Aboriginal Community Controlled Health Organisations (ACCHOs) are primary health services operated and governed by Aboriginal and Torres Strait Islander (hereafter Aboriginal) communities to deliver holistic and culturally appropriate health care. *Every Yarn Counts (EYC)* is the first Australia-wide hepatitis C virus (HCV) health promotion campaign co-designed with a national reference group (NRG) of representatives from 13 ACCHOs in Australia. The NRG designed messaging to address three campaign strategies: to reach and raise awareness about HCV testing and treatment; destigmatise and normalise HCV; and support ACCHOs to engage people in conversations, testing, and treatment. This presentation shares the process of co-designing campaign messages for *EYC*.

Methods:

From 2022-2023, six online co-design workshops were held with the NRG to develop messaging aligned with the campaign strategy. The NRG agreed to adapt and refine messaging co-designed by peers with a lived experience of injecting drug use for a campaign targeting people who inject drugs (*It's Your Right*). The NRG also developed additional messages specific to *EYC*.

Results:

The co-design process involved NRG members (n=10-15). "*Every Yarn Counts*" was chosen as the overall campaign theme and seven key messages were selected. Campaign messages were chosen as they aligned with at least one of the three campaign strategies developed by the NRG. The messages aim to normalise hepatitis C as a treatable health condition and reassure clients that they can have open conversations about hepatitis C at their local ACCHO. NRG members supported the prioritisation of messages that utilised culturally appropriate language and emphasised the value of artwork in easily identifying the target audience for the campaign.

Conclusion:

The co-design process created a way for Aboriginal cultural knowledge to shape the campaign messaging and engagement strategies and to foster a sense of self-determination of the *EYC* campaign among staff and clients of ACCHOs.

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