

HOW TO TREAT HEPATITIS C – DEVELOPING A VIDEO RESOURCE FOR PEOPLE RECENTLY DIAGNOSED WITH HEPATITIS C

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Background/Approach: After an initial upsurge following Pharmaceutical Benefits Scheme listing, direct acting antiviral (DAA) treatment rates for hepatitis C have declined. As of March 2018, 24% of the affected population in WA had commenced treatment. To achieve targets of elimination by 2030, treatment uptake must increase.

In 2018, the WA Department of Health (DoH) commissioned HepatitisWA to produce a video resource to educate the Aboriginal community and the health workforce, of hepatitis C testing, treatment, and prevention.

Analysis/Argument: Curative DAA treatment for hepatitis C has been a revolutionary clinical development, and Australia has been recognised as a world leader in the response to hepatitis C.

Encouraging people at risk of/living with hepatitis C to access testing and treatment services is vital in the response to hepatitis C. Educating and upskilling health workers is also a key area of action.

In WA, the crude hepatitis C notification rate for Aboriginal people compared to non-Aboriginal people in 2018 was 253.2 compared to 25.5 respectively per 100,000 population.

Outcome/Results: To inform development of the video, a reference group inclusive of the Aboriginal community was formed to provide advice regarding cultural sensitivity, as well as review all content to ensure acceptability and accessibility to Aboriginal people in WA. The group decided on a concept developed by a local multimedia production company with experience developing similar videos.

Consistent communication and collaboration between the reference group, HepatitisWA, DoH and the production company resulted in the production and release of the video in January 2019 – see <https://www.youtube.com/watch?v=GvjaLF-RBks&feature=youtu.be>.

Conclusions/Applications: The video resource has been circulated across the sexual health and blood-borne virus sector in WA, and applied in various health care and community settings.

The video resource has achieved a broader reach than initially expected. The Aboriginal Health TV Network adapted the video for national programming via Aboriginal Health Services in each jurisdiction, and included it on the network's programming schedule in March 2019.

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