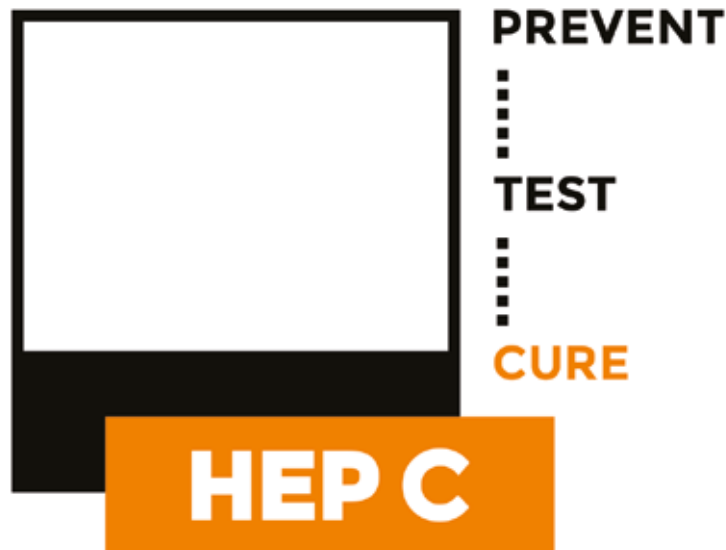


# HEAR YE! HEAR YE!

## GETTING OUT THE GOOD NEWS ON HEP C CURE



# 2016

- DIRECT ACTING ANTIVIRALS FOR **HEPATITIS C** BECAME WIDELY AVAILABLE IN AUSTRALIA FROM MARCH 1
- NSW MINISTRY OF HEALTH DEVELOPED A **VIRAL HEPATITIS COMMUNICATIONS STRATEGY**  
MESSAGING | STYLE | DESIGN | IMAGERY
- **PHASE 1** LAUNCHED JULY 28

# PHASE 1 MESSAGING

## HEP C - LIVE HEP FREE

	OVERALL	PREVENT	TEST	TREAT
<b>HEADING</b>	Are you living with hep C?	Do you inject drugs?	Could you be at risk of hep C?	Are you living with hep C?
<b>SUB-HEADING</b>	New effective treatments are available.	Use sterile equipment every time.	Have you ever injected drugs or had a home tattoo?	New effective treatments are available.
<b>VARIATION</b>	Assessment & treatment is easy.	Sterile fits are available across NSW.	Get tested. Know your status.	Assessment & treatment is easy.
<b>ACTION</b>	Talk to your GP	Visit NSP website	Talk to your GP	Talk to your GP

# PHASE 1 HEP C BRANDING & STYLE



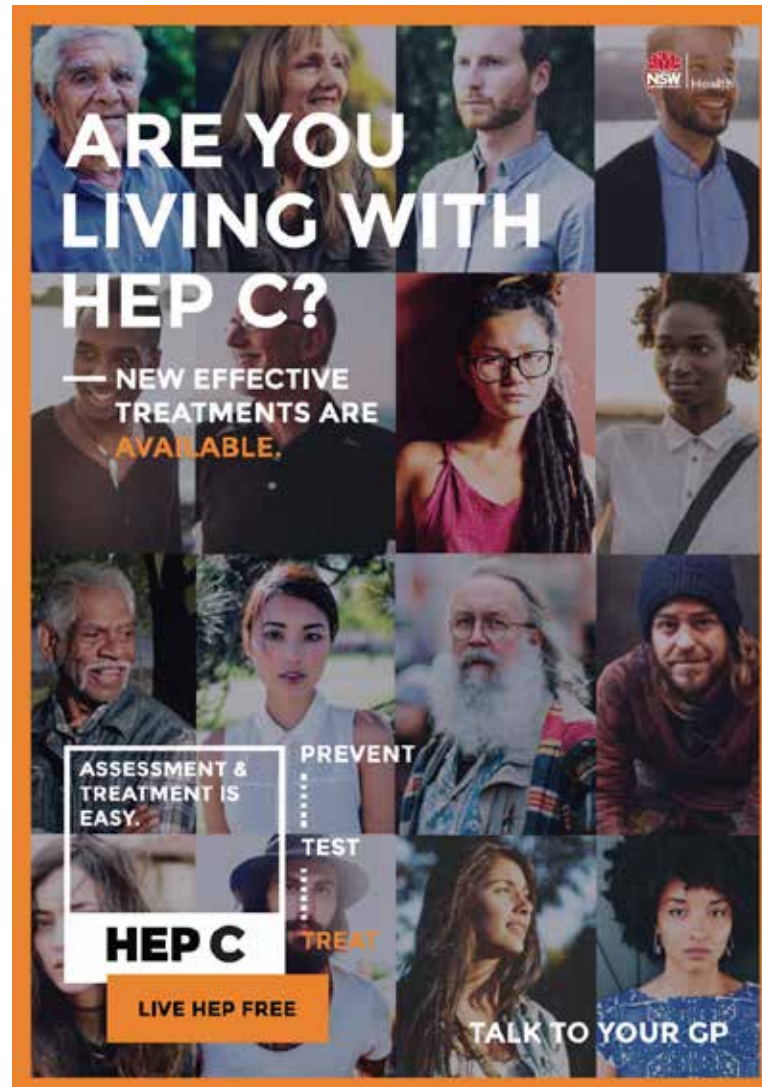
KEY MESSAGE LOCK-UP



TYPE FACE



COLOUR



# PHASE 1 HEP C DESIGN & IMAGERY

**DO YOU INJECT DRUGS?**

— USE STERILE EQUIPMENT EVERY TIME.

STERILE FITS ARE AVAILABLE ACROSS NSW.

**HEP C**

**PREVENT**

TEST

TREAT

LIVE HEP FREE

HEALTH.NSW.GOV.AU/NSP

NSW Health

PREVENT

**COULD YOU BE AT RISK OF HEP C?**

— HAVE YOU EVER INJECTED DRUGS OR HAD A HOME TATTOO?

GET TESTED. KNOW YOUR STATUS.

**HEP C**

**PREVENT**

TEST

TREAT

LIVE HEP FREE

TALK TO YOUR GP

NSW Health

TEST

**ARE YOU LIVING WITH HEP C?**

— NEW EFFECTIVE TREATMENTS ARE AVAILABLE.

ASSESSMENT & TREATMENT IS EASY.

**HEP C**

**PREVENT**

TEST

TREAT

LIVE HEP FREE

TALK TO YOUR GP

NSW Health

TREAT

# 2017

## ■ DISTRIBUTION OF PHASE 1 COLLATERAL:

- community health agencies
- Aboriginal Medical Services
- NSPs & OSTs
- GPs
- community organisations
- parole offices

■ A4 POSTERS = ~ 49,000

■ A3 POSTERS = ~ 12,000

# PHASE 2 HEP C OBJECTIVES

- NSW-WIDE PUBLIC CAMPAIGN TO RAISE AWARENESS OF HEP C PREVENTION, TESTING AND NEW TREATMENTS USING:
  - Phase 1 messaging/design/imagery
  - variety of media platforms
- COMMUNITY COMPONENT:
  - priority populations
  - consult for “nuanced” messaging
- CLINICIAN COMPONENT:
  - promote GP/hep C treating



# PHASE 2 HEP C

## SPECIFIC TARGET GROUPS

- GENERAL PUBLIC:
  - men/women
  - living with hep C
  - living in New South Wales
  - 18+ years old
- PRIORITY COMMUNITIES IN NSW:
  - Aboriginal people
  - People who inject drugs
  - People in prison



## PHASE 2

# COMMUNITY CONSULTATIONS

- EMPHASISE “CURE” INSTEAD OF “TREAT”
- SIMPLIFY MESSAGING
- USE LESS TEXT & MAKE EASIER TO READ
- SIMPLIFY IMAGERY/DESIGN & BRIGHTEN
- USE COMMUNITY FACES & STORIES
- RESOURCES = PERSONAL & DISCRETE

## PHASE 2

# ADVERTISING PLATFORMS

- TRAIN STATION BILLBOARDS [10] [METRO]
- SYDNEY BUSES [42] [METRO]
- PHARMACY NETWORK [96] [METRO]
- SHOPPING CENTRES [7] [REGIONAL]
- LOCAL NEWSPAPERS [5] [REGIONAL]
- FACEBOOK [NSW]

# ARE YOU LIVING WITH HEP C?

— NEW EFFECTIVE TREATMENTS ARE AVAILABLE.

Buses

Way out

Canterbury

ASSESSMENT &  
TREATMENT IS  
EASY.

HEP C

LIVE HEP FREE

PREVENT

TEST

TREAT



1800 803 990  
HEPC.ORG.AU

APN

0013964

3000 MORTON ST, SYDNEY  
COMMERCIAL 8000 910 0000





# SOCIAL MEDIA **FACEBOOK**

**GET TESTED.  
KNOW YOUR  
STATUS.**



**HEP C**

LIVE HEP FREE

**ARE YOU  
LIVING WITH  
HEP C?**



**HEP C**

LIVE HEP FREE

**ASSESSMENT &  
TREATMENT IS  
EASY.**



**HEP C**

LIVE HEP FREE

**NEW EFFECTIVE  
TREATMENTS ARE  
AVAILABLE.**



**HEP C**

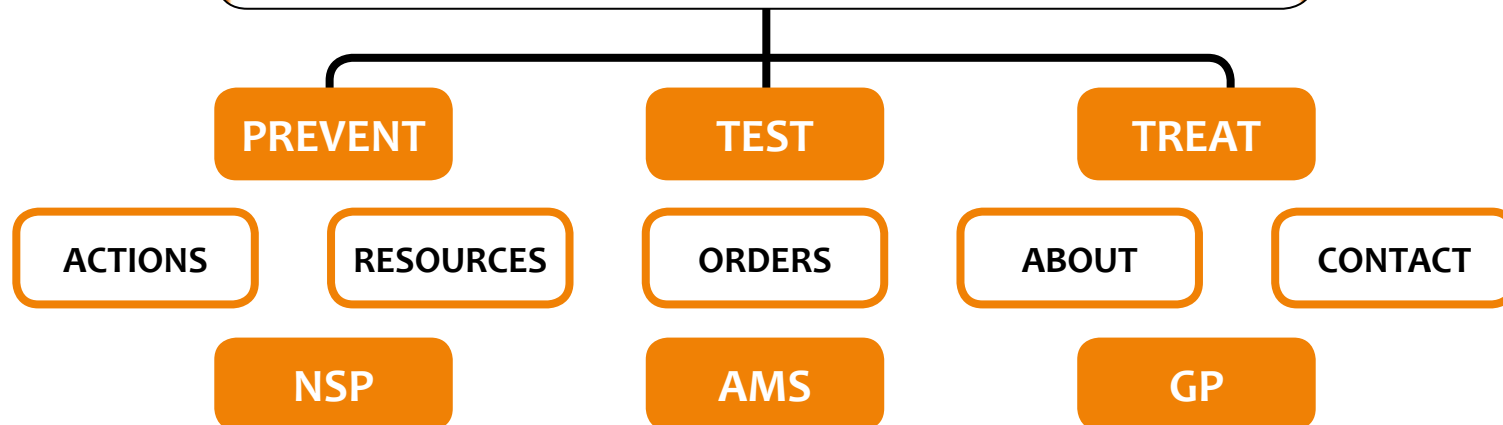
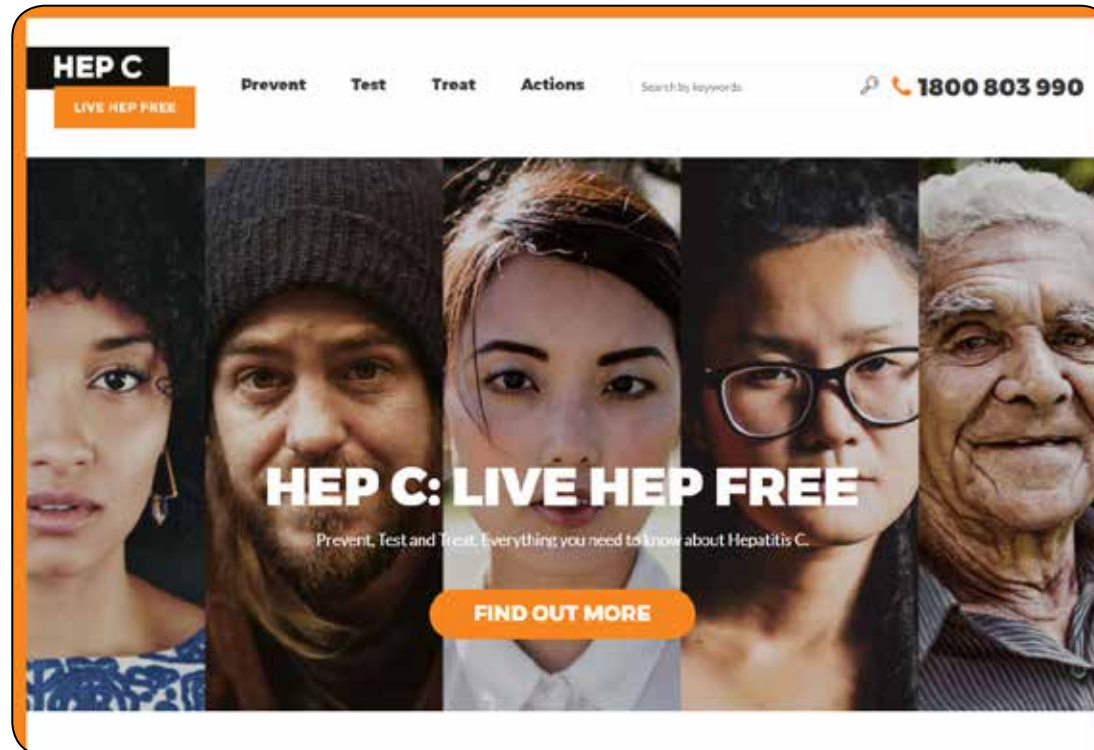
LIVE HEP FREE

# PHASE 2

## RESOURCES

- WEBSITE [GENERAL]
- MINI-COMIC [PWID]
- FIT-PACK STICKERS [PWID]
- BOOKLET [ABORIGINAL]
- CALICO BAGS | WATER BOTTLES [ABORIGINAL]
- MINI-LEAFLET [PRISONERS]
- POSTCARDS [PRISONERS]

# WEBSITE **HEPC.ORG.AU**







# LIVE HEP C FREE



PREVENT

TEST

TREAT

Hep C is a virus that can damage your liver and make you very sick. You can do things to... avoid getting it... be tested for it... be cured of it and **live hep C free**.

HEP C

LIVE HEP FREE



FOR NSPs & HEALTH ORGS ONLY. NOT FOR DISTRIBUTION IN SCHOOLS



HEP C IS PASSED ON THROUGH BLOOD... SO SHARING EQUIPMENT LIKE SPOONS, TOURNAYS, EVEN SHARED NUMBER ONE WAY TO



HEAPS OF PEOPLE GET HEP C FROM "JUST ONE TIME" WITH SHARED EQUIPMENT. YOUR SAFEST BET IS ALWAYS USING CLEAN EQUIPMENT.



NSPs\* OR VENDOS\*\* ALL THE STERILE FITS EQUIPMENT YOU NEED.





**PREVENT**

**TEST**

**HEP C**

**LIVE HEP FREE**

**TREAT**

- Are you living with hep C?
- There are new treatments.
- Getting cured is easy.

Interferon treatment for hep C has been replaced with **new hep C cures** that are available to all adults in Australia with a Medicare Card.

**THE NEW TREATMENTS**

- 95% successful cures.
- Few or no side effects.
- Taken as tablets for 8-12 weeks. (If you have liver disease or cirrhosis you may need longer with an extra tablet called ribavirin).

Most NSW prisons have **Health Centres** where you can get on hep C treatment. Talk to the nurse about getting cured. **It's confidential.**

- If you're already on hep C treatment tell the nurse right away - don't miss a dose.
- If your sentence is less than 12 weeks (or 24 weeks, if you have cirrhosis) the nurse might not start treatment - BUT treatment outside is still very easy and cheap to get through a GP.



For more hepatitis advice, info and Prison Packs call:

**HEPATITIS INFOLINE**  
**FREE CALL FROM PRISON**

- ENTER MIN
- ENTER PIN
- PRESS 2 (COMMON CALLS)
- PRESS 3 (HEPATITIS INFOLINE)



Developed with funding from NSW Health  
© 2017 Hepatitis NSW

**LIVE HEP C FREE**

**PREVENT**

**TEST**

**HEP C**

**LIVE HEP FREE**

Hep C is a virus that can damage your liver and make you very sick. Nearly a third of people in prison have hep C. While you're in prison you can do things to... avoid getting it... be tested for it... be cured of it and **live hep C free!**

- Fill barrel with fresh, cold tap water. 3 times
- Fill barrel with Fincol and shake fit 30 secs
- Soak whole fit in full cup of Fincol 5 mins
- Flush fit with fresh, cold tap water. 3 times

**PREVENT**

**TEST**

**HEP C**

**LIVE HEP FREE**

**TEST**

- Could you have hep C?
- Ever shared injecting equipment or had a home tattoo?
- Get tested.

If you've ever done blood-to-blood contact things like injecting drugs, home tattooing, piercing - you may have picked up hep C.

Even just once is enough. You can't tell if someone is looking at them. There are first get hep C.

To find out if you have hep C, get blood tests:

- Antibody blood test:** tells you if you've ever come into contact with this virus. This result is positive or negative.
- PCR blood test:** tells you if you have the virus now.

The great news is there is a cure for hep C. Ask the nurse for a test or referral form to get a test.

**USE FINCOL TO CLEAN EQUIPMENT**

**PREVENT**

**TEST**

**HEP C**

**LIVE HEP FREE**

**HEPATITIS INFOLINE**  
**FREE CALL FROM PRISON**  
ENTER MIN • ENTER PIN • PRESS 3  
HEPATITIS INFOLINE

- PREVENT**
- Used properly, Fincol kills hep C.
  - Fincol machines are available in all NSW prisons.
  - Use Fincol to clean your equipment.

Hep C is passed on through blood-to-blood contact. It can't pass on through saliva, sweat, tears, or blood in the bloodstream of another person. Even if you have a cut on your skin, you can't pass on hep C.

The most common way to get hep C is by sharing any of the following: needles, syringes, spoons, tourniquets, or other equipment used for injecting drugs. Don't share fits, swabs, spoons, tourniquets, or other equipment used for injecting drugs.

Using Fincol to clean your own equipment or use Fincol to clean your own equipment is the best way to not get hep C.

- PREVENT**
- Flush fit with fresh, cold tap water. 3 times
  - Fill barrel with Fincol and shake fit 30 secs
  - Soak whole fit in full cup of Fincol 5 mins
  - Flush fit with fresh, cold tap water. 3 times

**GET TESTED. KNOW YOUR STATUS**

**PREVENT**

**TEST**

**HEP C**

**LIVE HEP FREE**

**TALK TO THE NURSE**

- TEST**
- Could you have hep C?
  - Ever shared injecting equipment or had a home tattoo?
  - Get tested. Know your status.

If you've ever done things with blood-to-blood contact like injecting drugs, home tattoos, piercings, or piercings - you may have picked up hep C. Even just once is enough to get hep C.

Even if someone has hep C just by looking at them, you can't get hep C. If you have hep C you may need two blood tests: one to see if you have the virus and another to see how much virus you have. If this result is positive you'll need treatment. If you have the hep C virus now, there is a cure for hep C.

**PREVENT**

Ask the nurse for a test or referral form to get a test. It's confidential.

**GETTING CURED OF HEP C IS EASY**

**PREVENT**

**TEST**

**HEP C**

**LIVE HEP FREE**

**TALK TO THE NURSE**

- TREAT**
- Are you living with hep C?
  - There are new treatments.
  - Getting cured is easy.

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- PREVENT**
- If your sentence is less than 12 weeks (or 24 weeks, if you have cirrhosis) the nurse might not start treatment - BUT treatment outside is still very easy and cheap to get through a GP doctor.

## PHASE 2

# DIGITAL STATISTICS [JULY 2017]

### FACEBOOK | Views & Click through

Advert	Message	Views	Clicks
[1]	Get tested. Know your status.	672,367	6,218
[2]	New effective treatments are available	106,254	542
[3]	Are you living with hep C?	106,411	251
[4]	Assessment & treatment is easy.	129,591	569
		<b>1,014,623</b>	<b>7,580</b>

### HEPC.ORG.AU

Unique Visitors	Page Views
6,127	10,898

96% Australia | 83% NSW

## PHASE 2

# RESOURCE DISTRIBUTION [JULY 2017]

Mini-Comics	PWID	3,100
Fit-pack Stickers (set of 3)	PWID	2,400
Booklets	Aboriginal	4,000
Water Bottles	Aboriginal	2,500
Calico Bags	Aboriginal	2,500
Leaflets	Prisoners	10,000
Postcards (set of 3)	Prisoners	5,000
DL Flier	General	2,500
		<b>32,000</b>

## PHASE 2

# ADVERTISING REACH [JULY 2017]

Message Platform	Audience	Views
Train stations	697,800	2,169,180
Buses	1,189,600	3,625,000
Pharmacy network	1,304,924	2,999,748
Rural shopping centres	105,924	473,117
Print advertising	174,800	N/A
	<b>3,473,048</b>	<b>-</b>

## PHASE 2

# EVALUATION RESULTS

- Evaluation participants sourced from across NSW using Facebook adverts. Respondents not necessarily aware of Hepatitis NSW or BBVs. **300 people participated.**
- The advertisements communicated effectively – **over half** of all respondents correctly identified the main message.

MESSAGE IDENTIFIED	%
Hep C can be treated/cured	54%
Anyone is at risk of hep C	31%
Awareness and support	11%
Get tested	15%
Miscellaneous	3%



## PHASE 2

# EVALUATION RESULTS

- **28% overall recall** of advertisements, with a higher recall rate among 30-49 year olds (46%) and also respondents who have had a hep C test (38%).

WHERE SEEN	%
Health service (e.g. GPs, health clinic, hospital) [NSW]	56.5%
Facebook [NSW]	53.6%
Hepatitis NSW website, email, newsletter [NSW]	40.6%
Outdoor and train station billboards [metro]	15.9%
On buses [metro]	13.0%
Chemists [metro]	7.2%
Street banners [City of Sydney]	7.2%
Shopping centres [regional]	4.3%
Print media (newspaper/magazine) [various]	4.3%



## PHASE 2

# EVALUATION RESULTS

- Advertisements had a **good impact on audience intentions** – 80% of respondents believed the adverts were useful to encourage people at risk to have a hepatitis C test.
- Advertisements prompted respondents to seek out **further health information**.
- Mixed overall response to advertisements – **‘direct’, ‘friendly’ and ‘busy’** were the three words most frequently chosen to describe adverts.

## PHASE 2

# EVALUATION RECOMMENDATIONS

- Ensure **communication objectives** are identified for future iterations of the campaign.
- Refine main **message** on advertisements to ensure **alignment with objectives**.
- **Reduce** the number of **messages** on each advertisement.
- More impactful and **engaging language**. For example, use CURE not TREAT; EASY not EFFECTIVE.
- **Simplify advertisement design** to ensure messaging stands out more.

## PHASE 2

### LESSONS & OBSERVATIONS

- **Community and stakeholder** engagement, consulting and networking is essential.
- Most artwork and resource design was done **in-house**, which meant creative overheads remained low.
- Need for **media buying** expertise.
- Having a **small army of wonderful volunteers** greatly enabled resource sorting/packing/distribution.
- A **specific date** galvanises broad community, government and media engagement - e.g. **NSW Hepatitis Awareness Week & World Hepatitis Day**

## PHASE 2

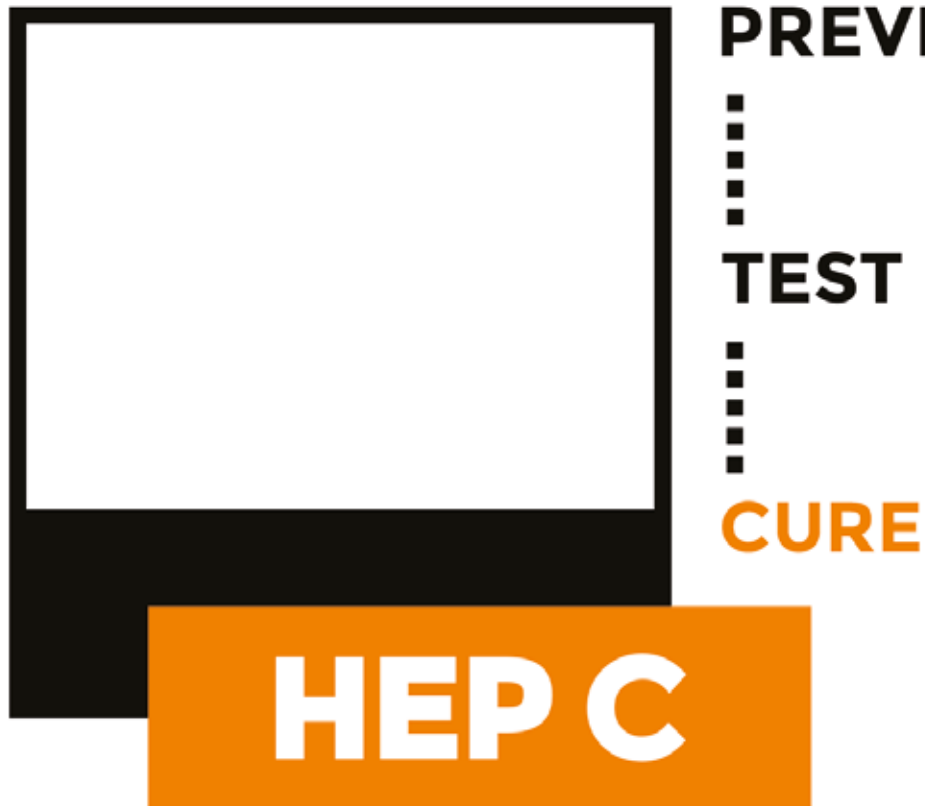
# OTHER CONSIDERATIONS

- Why are people who know they are living with hep C **not** starting treatment?
  - Don't know about the cures.
  - Choosing not to:
    - "I'm not sick."
    - Low health literacy.
    - Poor experiences with health system.
    - Don't believe it works.
    - Fear of interferon like side-effects.
    - Other life priorities.
  - Unable, due to systemic barriers (e.g. access, homelessness, stigma/discrimination, cultural).

- This is a **GOOD NEWS** health campaign.
  - Not urging people to stop/modify behaviour.
  - Offers a highly positive outcome.
- People can often be resistant to health campaigns.
  - Don't like being told what to do around their health.
  - Might not act on information for weeks or months.
- People living with hep C shouldn't be the only focus:
  - Family/friends can also pass on news about cures.
  - Individuals working with clients outside of a BBV clinical/health/community setting.
- Lots of people and organisations are doing great work in this area, which can make it difficult to attribute a change in the number of people seeking treatment to any specific campaign or message.

# PHASE 3

## SIMPLIFY MESSAGING



**HEP C -  
CURE IS EASY**

**YOU CAN LIVE  
HEP C FREE**

**MORE INFO  
1800 803 990  
HEPC.ORG.AU**

# PHASE 3

## SIMPLIFY DESIGN

**HEP C - CURE IS EASY.**  
12 WEEKS | NO SIDE EFFECTS\*  
\*FOR MOST PEOPLE



PREVENT  
TEST  
CURE

**HEP C**

**MORE INFO:**  
[HEPC.ORG.AU](http://HEPC.ORG.AU)  
1800 803 990

**HEP C - CURE IS EASY**  
YOU CAN LIVE HEP C FREE



PREVENT  
TEST  
CURE

**HEP C**



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1800 803 990  
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**HEP C - CURE IS EASY**  
— YOU CAN LIVE HEP C FREE



PREVENT  
TEST  
CURE

**HEP C**

**MORE INFO**  
1800 803 990  
[HEPC.ORG.AU](http://HEPC.ORG.AU)



## PHASE 3

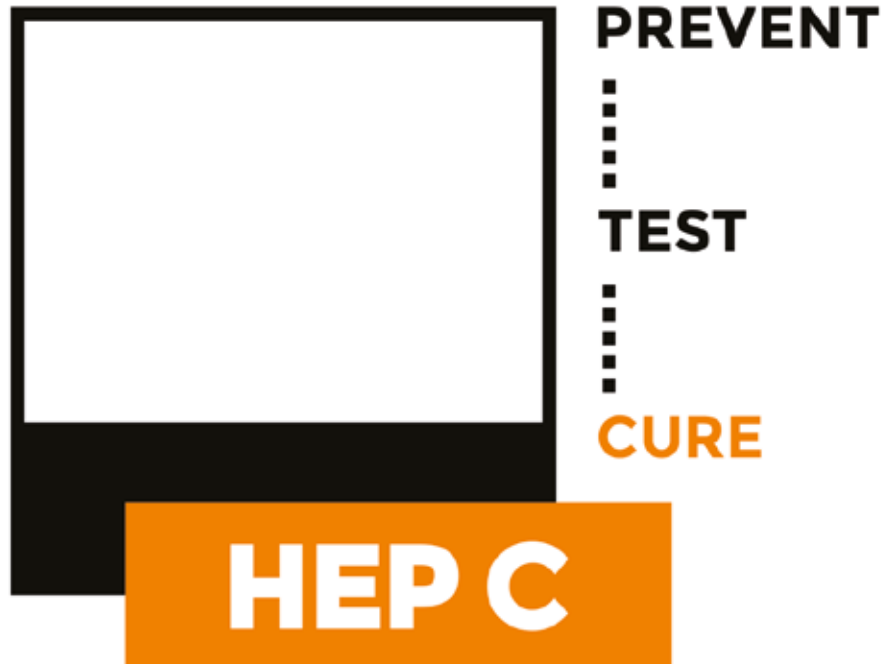
# COMMUNICATIONS STRATEGY [2018]

- Identify significant target audiences and locations:
  - people who inject drugs - NSPs and OST clinics
- Expand opportunities for regional presence:
  - rural billboards
  - more shopping centres
- Explore new advertising platforms:
  - washrooms
  - GP waiting rooms
- Expand digital campaign:
  - Google AdWords

# THANK YOU!

**GRACE CROWLEY**  
**GCROWLEY@HEP.ORG.AU**

**HEP B & HEP C COMMUNICATIONS STRATEGY**  
**CO-ORDINATION OFFICER**  
**HEPATITIS NSW**



**DOWNLOAD**  
**[bit.ly/hear-ye-hepC](https://bit.ly/hear-ye-hepC)**

