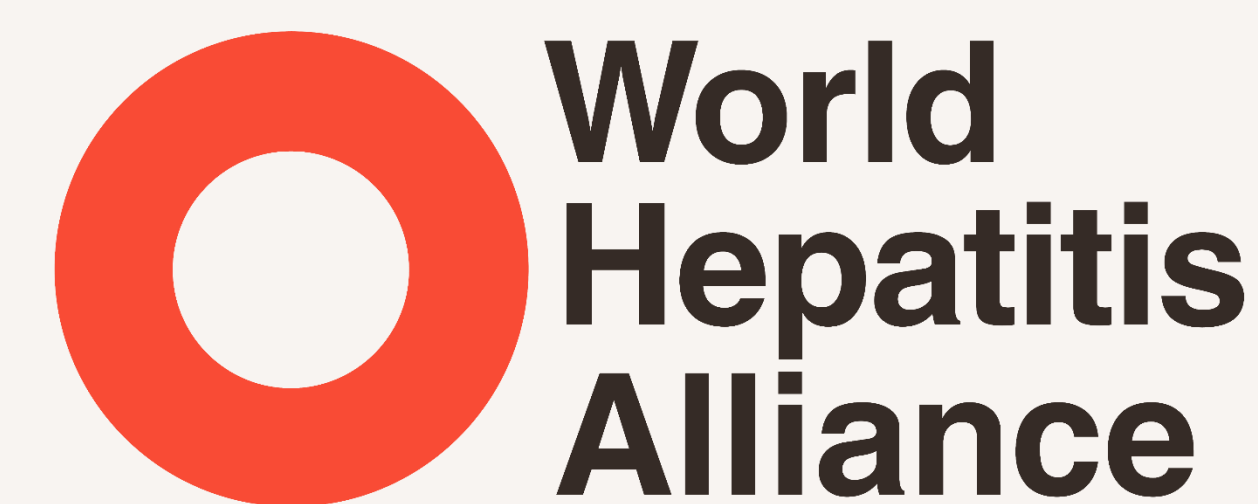


Empowering advocates through the Community Impact Programme



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Background

Today, over 350 million people live with viral hepatitis. Every 30 seconds, someone loses their life to a hepatitis related illness. But we know it doesn't have to be that way. The World Hepatitis Alliance (WHA) is an international network of organisations working in over 100 countries towards the goal of eliminating hepatitis by 2030. We believe by harnessing the power of the people and communities affected by viral hepatitis we can accelerate action towards elimination, and as a part of these efforts, we created the Community Impact Programme (CIP).

Purpose

The Community Impact Programme (CIP) consists of both an e-learning course and a cohort-based training programme designed to improve the participants ability to advocate for viral hepatitis services and funding. CIP is designed to **develop expertise** in viral hepatitis prevention, testing and treatment, **empower** civil society to fully engage with hepatitis and the wider health agenda, establish participants **advocacy skills**, and **elevate the voices of communities** across the globe through impactful communications.

Method

The World Hepatitis Alliance developed an online self-paced **e-learning course**, consisting of multiple different modules, to build participants understanding of hepatitis and its intersection with many other challenges like requesting support from funders, developing an advocacy strategy, liver cancer, and many more. The course was launched in 2023 and is accessible in English, Spanish and French.

Based on the modules from the e-learning course, the **cohort-based training programme** consists of 12 participants partaking in six interactive sessions, working alongside their peers over the span of three months. The participants are trained by a consultant specializing in advocacy skills.

Results

CIP has proven to be a valuable learning experience for participants, equipping them with a range of skills to enhance their advocacy efforts. Since launching, the e-learning has attracted over 800 users and 32 advocates have been enrolled on the training programme. Feedback on the e-learning has shown that 88.5% rate their overall experience as very good, and 94% saying they would recommend CIP to a colleague.

"The program was a transformative experience that blended practical skills with a deeper understanding of advocacy. The management lessons tied everything together, from stakeholder engagement to storytelling. It helped me create impactful and sustainable advocacy efforts, and I'm now confident I can secure funding, partnerships, and support for my advocacy work."

Participants of the training course have reported increased confidence and knowledge in areas including; advocacy skills, storytelling, understanding hepatitis, funding proposals, policy engagement, resource mobilization and presentation skills. Participants have not only enhanced their capabilities but also built meaningful connections with peers from across the globe.

"I've already applied what I learnt on the course, enabling me to secure funding for an event I planned. I'm now conducting step-down training for my staff to ensure the skills learned are widely applied."

Conclusion

CIP has been a transformative journey for both the cohort based and e-learning participants. Designed to empower advocates with the skills, knowledge, and tools necessary to drive impactful change, the programme succeeds in meeting and often exceeds its objectives. Participants not only enhanced their advocacy capabilities but have also built meaningful connections with peers from across the globe. **The knowledge and strategies gained continue to drive advocacy efforts toward the elimination of hepatitis by 2030, leaving a legacy of empowered advocates ready to lead change.** To learn more or sign up to the programme, just scan the QR code!

