



EC Australia

Partnering to eliminate hepatitis C

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

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Acknowledgement of Country



Aboriginal and Torres Strait Islander people and Hepatitis C

- Aboriginal and Torres Strait Islander people are a priority population for hepatitis C care
- While we have diagnosed and treated > 60% of people living with Hep C, barriers impeding linkage to treatment persist at all levels:
 - Patient, Provider & System
- For Aboriginal and Torres Strait Islander people – data suggests high rates of Hep C testing and treatment in prison programs, yet this has not been replicated in community settings.
- Clear need for:
 - Culturally appropriate health promotion messaging
 - Increased opportunities for staff in ACCHOs to initiate discussions about hepatitis C testing and treatment with their clients
 - Building Aboriginal health workforce capacity to prevent, test and treat Hep C



Co-design overview

- *Every Yarn Counts* aims to reach and engage Aboriginal and Torres Strait Islander people into hepatitis C care through their local Aboriginal Community Controlled Health Organisations (ACCHOs)
- National Reference Group (NRG), comprising of representatives from 12 ACCHOs and peak bodies across Australia, to guide the design, implementation and evaluation of the campaign
- Series of online workshops (approx. 12), focusing on aspects of campaign development including:
 - ❖ Campaign audience and channels
 - ❖ Campaign messages (inc. focus testing messages with clients)
 - ❖ Merchandise items and use of incentives
 - ❖ Evaluation (e.g., feasibility regarding data collection)



National Reference Group membership

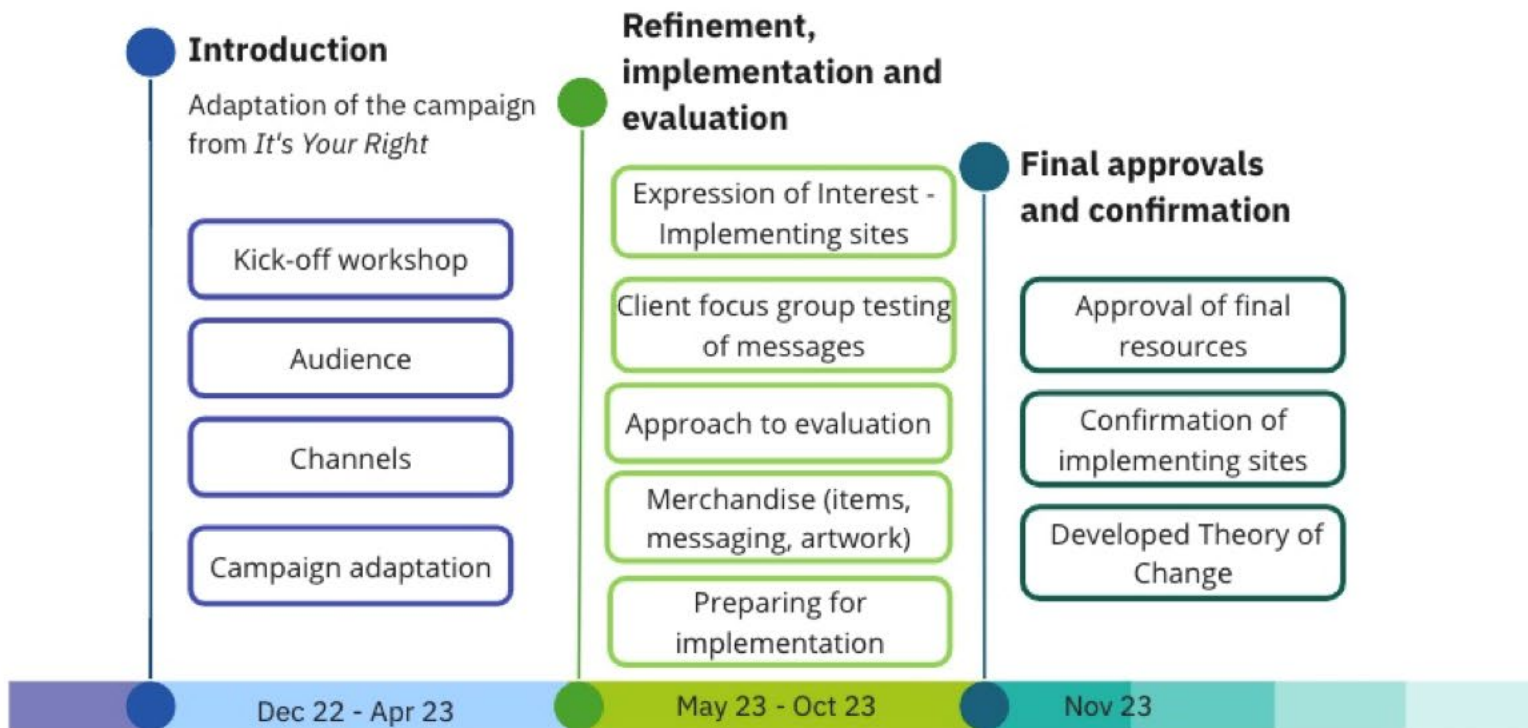
State/ Territory	Service
National	National Aboriginal Community Controlled Health Organisation (NACCHO)
QLD	Queensland Aboriginal and Islander Health Council (QAIHC)*
	Institute for Urban Indigenous Health (IUIH)
VIC	Victorian Aboriginal Health Service (VAHS)
	Victorian Aboriginal Community Controlled Health Organisation (VACCHO)
WA	Aboriginal Health Council of WA (AHCWA)
	Derbal Yerrigan Health Service
NSW	Aboriginal Health & Medical Research Council of NSW (AH&MRC)
	Bulgarr Ngaru Medical Aboriginal Corporation

State/ Territory	Service
NT	Danila Dilba Health Service*
SA	Pangula Mannamurna Aboriginal Corporation
TAS	Aboriginal Health Service Hobart (TAC)
National	Enigma Communication
National	<i>We Are 27 Creative</i>
National	EC Australia, Burnet Institute

* = No longer active



Overview of NRG workshops





Every Yarn Counts: Live Free From Hep C

- The *Every Yarn Counts* health promotion campaign aims to reach and engage Aboriginal and Torres Strait Islander people into hepatitis C care through their local ACCHOs
- **Aims:**
 - Reduce stigma and shame around hepatitis C in Aboriginal and Torres Strait Islander communities
 - Reduce hepatitis C infection in the Aboriginal and Torres Strait Islander communities
- **Objectives:**
 - Increase open conversations in the community about hepatitis C;
 - Increase in prompted and self-directed testing and treatment in the community;
 - Increase capacity of services to test and treat and to yarn about hepatitis C in a culturally safe way.

Every Yarn Counts campaign strategy



Reach and raise awareness in community with destigmatizing campaign messages and link to local ACCHOs

Normalise hepatitis C and strengthen connections in ACCHOs

Support ACCHOs to engage people, test and treat people



Our primary audience

Clients (adults) of Aboriginal Health Services/ACCHS

Including people who inject, people who have been incarcerated, people at risk of reinfection, people using AOD services

Aboriginal Health Service/
ACCHS staff

Our secondary audience

Elders, young emerging leaders, LGBTQIA+ community, other local services, children and family members, broader community members

“We need to make our campaign holistic and speak to the whole community” – Reference Group insight

Process of co-designing the campaign messages for *Every Yarn Counts*



Overview of campaign messaging development



Campaign messages focus tested with clients and staff of ACCHOs



LIVE FREE OF HEP C

IT'S YOUR RIGHT

HAVE A YARN WITH YOUR **TRUSTED** HEALTH CARE WORKER TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet

FEEL DEADLY

LIVE FREE OF HEP C

HAVE A YARN WITH **US** TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet

HAVE A YARN AT YOUR 715 HEALTH CHECK

LIVE FREE OF HEP C

HAVE A YARN WITH **US** TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet

NEW PILLS CURE HEP C IN 8 - 12 WEEKS

LESS SIDE EFFECTS

LIVE FREE OF HEP C

HAVE A YARN WITH **US** TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet Institute

ONE FINGER PRICK IS ALL IT TAKES TO GET TESTED

LIVE FREE OF HEP C

HAVE A YARN AT YOUR **LOCAL AMS** TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet Institute

DON'T WAIT FOR TOMORROW GET TREATED TODAY

LIVE FREE OF HEP C

HAVE A YARN WITH YOUR **TRUSTED** HEALTH CARE WORKER TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet

EVERY YARN COUNTS

LIVE FREE OF HEP C

HAVE A YARN AT YOUR **LOCAL AMS** TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet Institute

TAKE CARE OF YOU AND YOUR MOB

LIVE FREE OF HEP C

HAVE A YARN WITH YOUR **TRUSTED** HEALTH CARE WORKER TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet

NO SHAME GET TREATED AGAIN

LIVE FREE OF HEP C

HAVE A YARN AT YOUR **LOCAL AMS** TODAY.
GO TO ITSYOURRIGHT.COM.AU

IC Australia
Burnet Institute



Considerations for selecting messages

- **How do messages:**
 - Address stigma
 - Address knowledge gaps
 - Appeal to broad community including primary and secondary audiences
- **Does the message align with campaign objectives:**
 - Increase open conversations in the community about hep C;
 - Prompt/promote testing and treatment in the community; and/or
 - Support services to test, treat and yarn about hep C in a culturally safe way

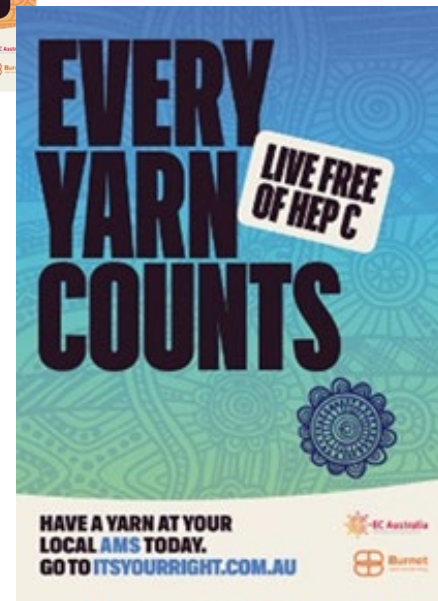
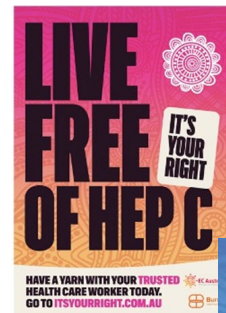
Final message selection process



Shared decision making

- Consensus amongst NRG > Live Free of Hep C was the weakest message
- Eliminated from message set

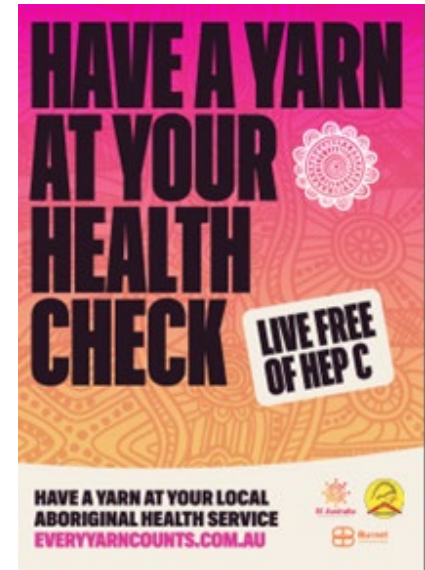
- Consensus that Every Yarn Counts would serve best as the Campaign Title/Theme





Harnessing of local expertise

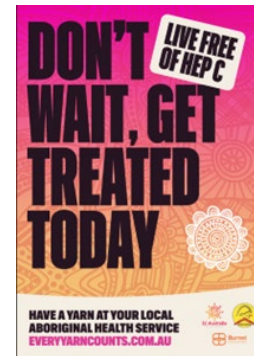
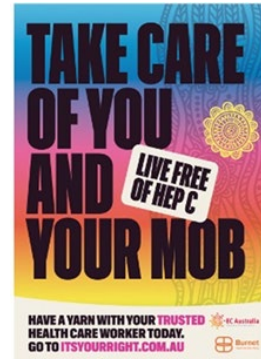
- Consensus that this was most important to use in conversations
- Prompt/promote testing in the community
- But '715' checks were not used universally across all services so was removed for the final message





Ensured campaign messaging was culturally acceptable by community

- Consensus that these messages had broad appeal and would engage the whole community
- Address stigma
- Address knowledge gaps



Conclusion



- Codesign enabled Aboriginal cultural knowledge to shape campaign messaging
- Fostered sense of self-determination of the *Every Yarn Counts* campaign among staff and clients



Acknowledgements – NRG members, funders, and ethics committees



We would like to acknowledge our partners and collaborators who have designed the campaign, provided advice and supported the roll-out across Australia.

- National Aboriginal Community Controlled Health Organisation (NACCHO)
- Aboriginal Health & Medical Research Council of NSW (AH&MRC)
- Bulgarr Ngaru Medical Aboriginal Corporation (BNMAC)
- Gippsland and East Gippsland Aboriginal Co-Operative (GEGAC)
- Pangula Mannamurna Aboriginal Corporation
- Port Lincoln Aboriginal Health Service Inc. (PLAHS)
- Institute of Urban Indigenous Health (IUIH)
- Aboriginal Health Council of Western Australia (AHCWA)
- Ord Valley Aboriginal Health Service (OVAHS)
- Derbarl Yerrigan Health Service
- Victorian Aboriginal Community Controlled Health Organisation Inc. (VACCHO)
- Victorian Aboriginal Health Service (VAHS)
- Walhallow Aboriginal Corporation
- Tasmanian Aboriginal Centre (TAC)

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Acknowledgement of partners and collaborators

