

HEAR YE! HEAR YE! GETTING OUT THE GOOD NEWS ON HEP C CURE

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Background:

The NSW Hep C Awareness Campaign (the Campaign) was developed by Hepatitis NSW in collaboration with other health based agencies and organisations, and executed from June through August of 2017. One key purpose was to engage with members of the public to raise awareness around new DAA hepatitis C treatments. This presentation will describe the efficacy of the messaging, the results and evaluation, lessons learned, and changes subsequently made for the 2018 Campaign.

Analysis:

The Campaign was deployed across NSW utilising various forms of advertising, social media and some specific resources. Strategy efficacy was measured and evaluated in the volume of traffic to campaign websites, and in responses to a post-campaign survey. Measuring an increase in treatment rates over the period was not viable, therefore evaluation focused instead on increased awareness of DAA hep C treatments.

Outcome:

Estimates of audience reach for public advertising suggest that messaging was seen across the state, but primarily in Sydney, by 4 million people. Social media figures measured 1 million views over a four-week period, and statistics confirmed social media was a major driver of traffic to campaign websites. The post campaign evaluation of 300 respondents indicated a generally positive response to messaging and, significantly, that campaign collateral had the effect of prompting further enquiries or action around hep C treatment.

Conclusions:

Whilst considered successful, a number of valuable lessons and insights were learned which have been used to inform the next phase of the Campaign. A need for simplification of messaging, with an emphasis on the ease of hep C cure, was the primary recommendation of the evaluation. While it remains a challenge to get the good news about these cures into the community, a carefully targeted and messaged campaign can go a long way towards that goal.

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