

Every Yarn Counts: Reaching clients of Aboriginal Community Controlled Health Organisations with a destigmatizing hepatitis C health promotion campaign

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Acknowledgement of Country



Every Yarn Counts

- *Every Yarn Counts* is a co-designed and community led health promotion campaign that is aimed at Aboriginal and Torres Strait Islander people within the Aboriginal Community Controlled Health Organisations (ACCHO) sector.
- Adapted from *It's Your Right* campaign
- National Reference Group (NRG), comprising of representatives from 12 ACCHOs and peak bodies across Australia, was responsible for oversight of the design, implementation and evaluation of the campaign
- Implemented in 8 sites nationally in 2024



Campaign audience

- Primary audience
 - Adult clients of ACCHOs, including people who inject drugs, people who have been incarcerated, people at risk of reinfection, people using AOD services
 - ACCHO staff
- Secondary audience
 - Elders, young emerging leaders, LGBTQIA+ community, other local services, children and family members, broader community

Our campaign strategy: we want to reach, normalise and support



Broader goals

Reduce hepatitis C infection in the community

Reduce stigma and shame around hepatitis C infection in the Aboriginal and Torres Strait Islander community

Clients living with hepatitis C have improved experience when attending clinic and interacting with staff

More clients are treated for hepatitis C

More clients are tested for hepatitis C

Long term

We need to

Reach and raise awareness in community with destigmatizing campaign messages and link to local Aboriginal Health Service

Normalise hepatitis C and strengthen connections in Aboriginal Health Services

Support Aboriginal Health Services to engage people, test and treat people



Tasmanian Aboriginal Centre

Tasmanian Aboriginal Centre



- TAC opened in 1973
 - 3 x TAC services and 2 x outreach services
 - TAC is the peak body for Aboriginal Health in Tasmania
 - State Affiliate for NACCHO
- Programs
 - Clinical AHS doctors, nurses, AHW
 - Language program
 - Land Management and language programs
 - Children Centre – Pura kitina
 - Political arm – fight for land and sea rights, return of human remains, fight for rights of Aboriginal people to have control their own health, voice and rights.



Our project journey



TASMANIAN
ABORIGINAL
CENTRE INC.





TASMANIAN
ABORIGINAL
CENTRE INC.



Mutton Bird Feast, June 2024

103 participants
info/education opportunity



Campaign evaluation



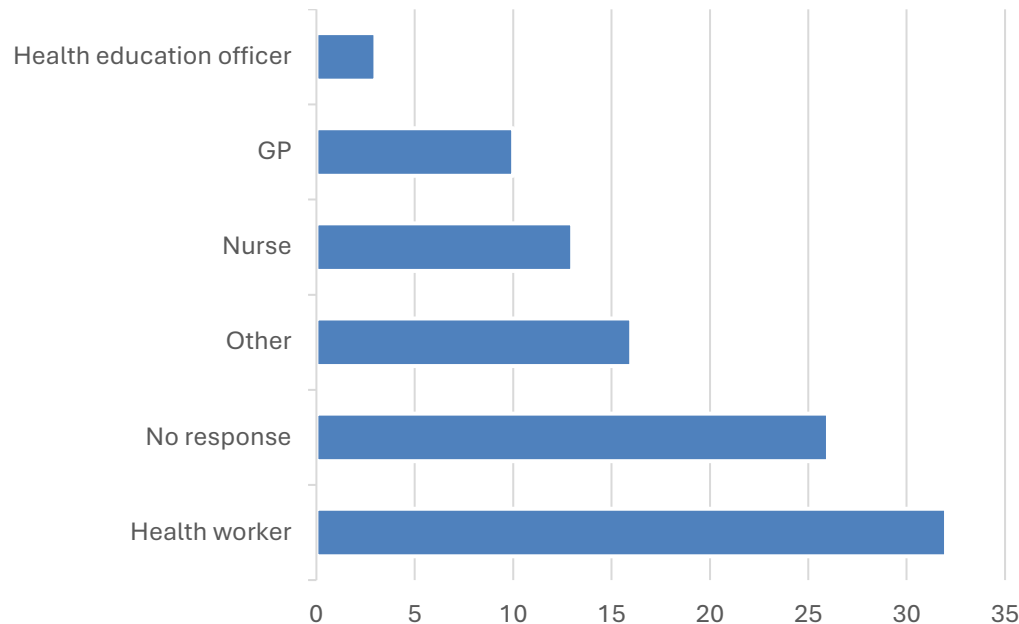
Data sources

Data source	Questions
Staff survey	<ul style="list-style-type: none">• Confidence to discuss hep C• Knowledge about hep C testing and risk factors
Staff focus group	<ul style="list-style-type: none">• What was the experience of implementing the campaign
Client survey	<ul style="list-style-type: none">• Campaign recall• Response to campaign calls to action• Client feedback on campaign• Knowledge and beliefs about hep C
Site level data	<ul style="list-style-type: none">• Use of merchandise and financial incentives• Hepatitis C testing and treatment• Number of engagement activities & attendance



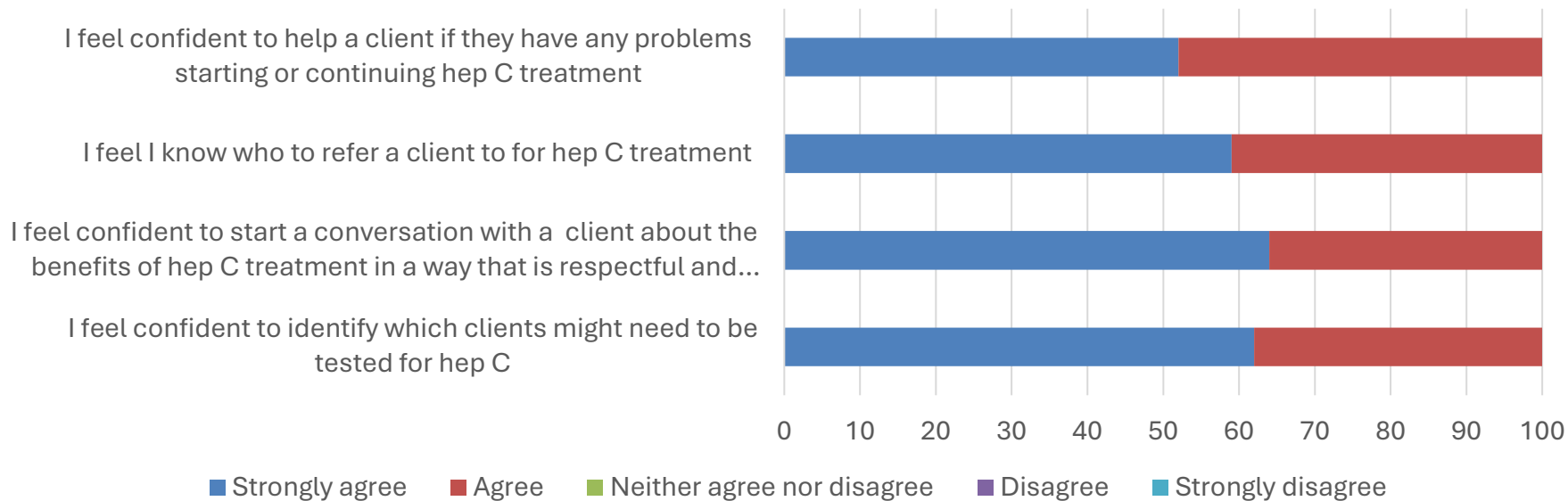
Staff survey

- Fifty-six staff invited to take part in survey following training: *Hepatitis C Fundamentals for Aboriginal and Torres Strait Islander Healthcare Services*
- Thirty-one respondents
- 32% were healthcare workers





Confidence to discuss hepatitis C and provide hepatitis C care





How did training help sites implement the campaign

- Staff at implementing sites described how the training helped them to shape a campaign that focused on strengths, as well as risk behaviours.
- Training increased their confidence to initiate conversations with clients about hepatitis C.

“I can walk up to my brother, my sister, my family member, to a total stranger on a bus I can start a conversation about hep C and feel comfortable, confident and support them from the training that I received through youse guys.”



How did training help sites implement the campaign

- Having training available to all staff the campaign brought together and harnessed diverse voices which may not always be involved in health promotion campaigns.

“To have someone young, energetic, who is admired in our community come on as part of this campaign, just builds up the next generation of health workers and knowledge.”

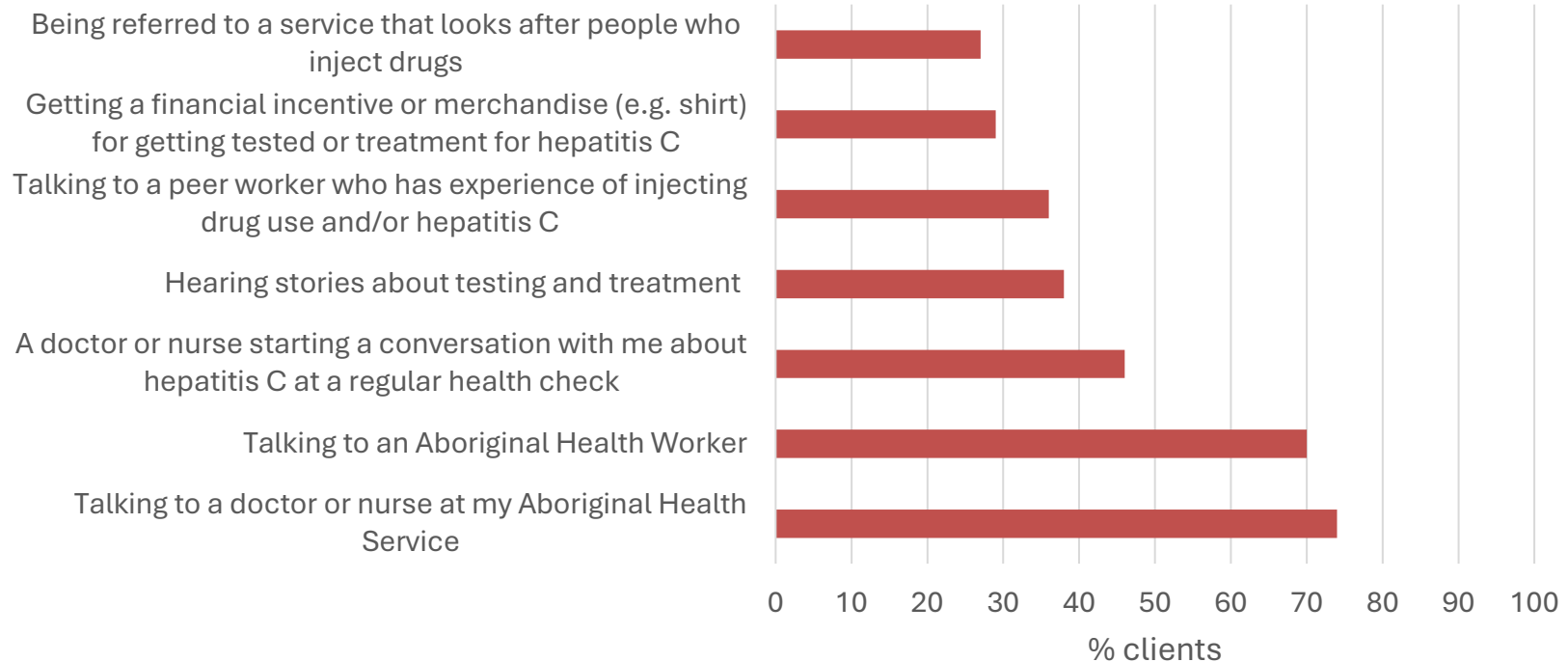


Client survey: Campaign recall

- 118 clients surveyed
- 94% of clients reported seeing the EYC promotional material
- Where did clients see campaign material:
 - 77% at an Aboriginal Health Service
 - 35% on merchandise
 - 21% at an event
 - 20% on social media

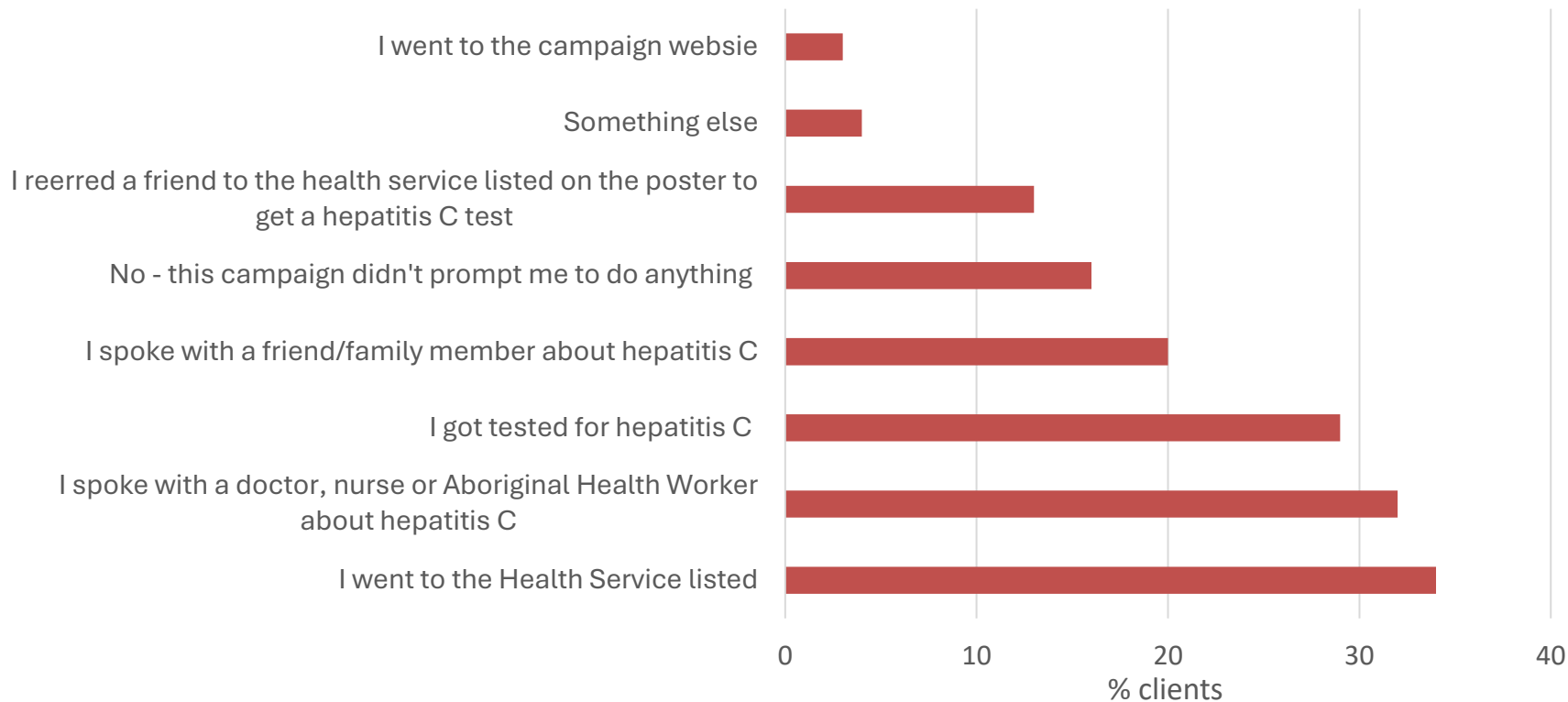


Client survey: What would make it easier to take first steps with hep C testing?





Client survey: Actions taken





Site level data received

	Month 1	Month 2	Month 3		
Engagement activities	8	8	8		
	Month 1	Month 2	Month 3	Month 4	Month 5
Use of incentives	7	7	6	4	5
Use of merchandise	7	7	7	5	5
Hepatitis C testing and treatment	8	8	7	6	5

Total number of implementing sites = 8



Engagement activities

Campaign engagement	Total
Number of campaign engagement activities conducted (no testing)	37
Estimated number of clients participating	1011
Number of campaign engagement activities conducted (including testing)	54
Estimated number of clients participating	515



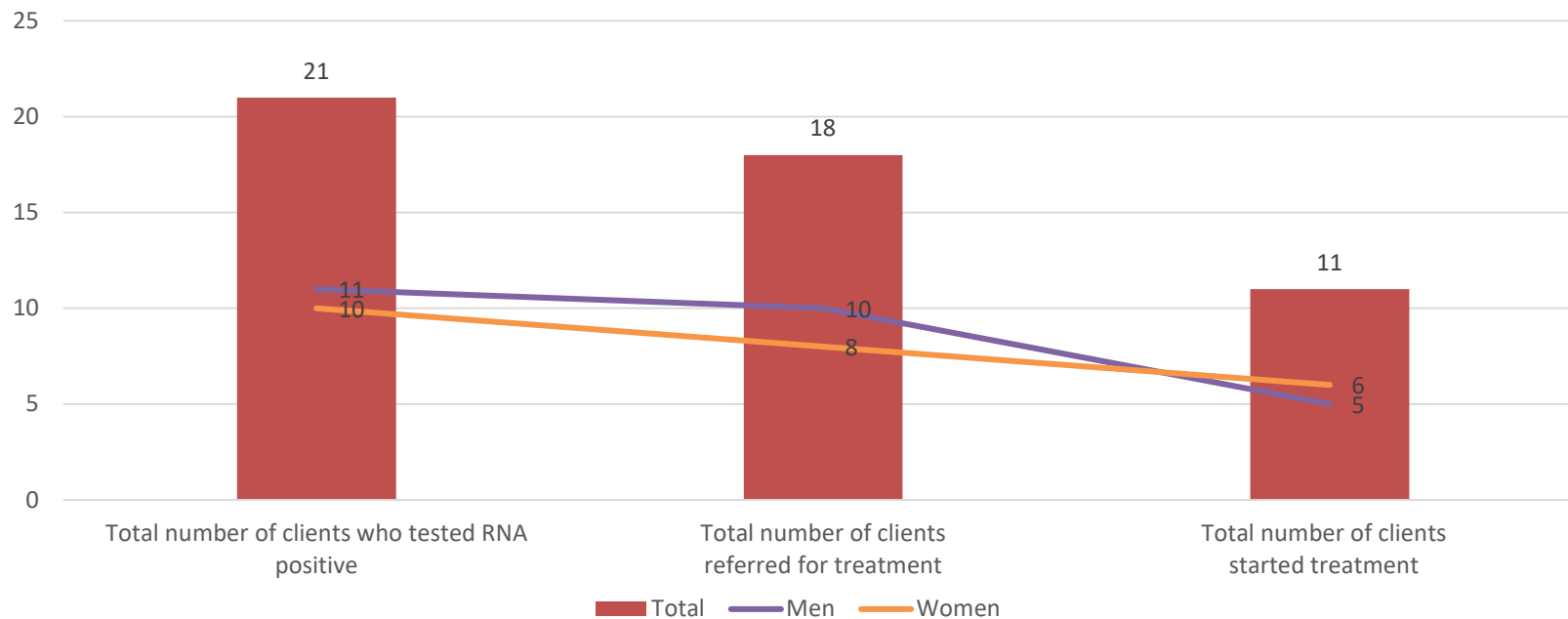
Hepatitis C testing

	Month 1	Month 2	Month 3	Month 4	Month 5	Total
Total number of clients tested for hepatitis C	N=376	N=417	N=275	N=221	N=194	N=1489
Age n (%)						
<35 years	174 (46)	186 (45)	124 (45)	125 (57)	113 (58)	726 (49)
≥35 years	202 (54)	231 (55)	151(55)	96 (43)	81 (42)	761 (51)
Gender n (%)						
Female	227 (60)	263 (63)	168 (61)	134 (61)	118 (61)	910 (61)
Male	149 (40)	154 (37)	107 (39)	87 (39)	81 (42)	578 (39)
Other gender	0	0	0	0	^	^
Total number of clients tested for hepatitis C as part of a 715	N=56	N=26	N=37	N=24	N=37	N=180
Age n (%)						
<35 years	25 (45)	11 (42)	14 (38)	97 (38)	20 (54)	79 (44)
≥35 years	31 (55)	15 (58)	23 (62)	15 (62)	17 (46)	101 (56)
Gender n (%)						
Female	28 (50)	17 (65)	26 (70)	14 (58)	21 (60)	106 (59)
Male	28 (50)	9 (35)	11 (30)	10 (42)	16 (46)	74 (41)
Other gender	0	0	0	0	0	0

^ Suppressed due to small cell size (≤5)



Hepatitis C treatment cascade





Reflections

- Upskilling of staff meant learnings were sustained
- National connection – working on a project that improves lives of all Aboriginal people, and learning together
- Personal growth – renewed focus to contribute to healthy community
- Structure of the national campaign – opportunity to contribute to and lead design and implementation of professional and streamlined campaign



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)
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- 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

