




# HEPATITIS VICTORIA

## STRATEGIC PLAN 2017 - 2022

### Report Card for the first year of the plan 2017-2018

Priorities	What we have achieved	Next steps
 <p><b>Improve liver health</b></p> <ul style="list-style-type: none"> <li>Lead the community response and drive awareness in relation to liver disease.</li> <li>Assist people to understand and manage their liver health.</li> <li>Improve public understanding of how to prevent liver disease.</li> <li>Advocate for an increased investment in, and expanded response to, liver health.</li> </ul>	<ul style="list-style-type: none"> <li>New suite of digital tools to check liver risk and health.</li> <li>Development of the LiverWELL app.</li> <li>First Love Your Liver campaign run in north west Melbourne.</li> <li>Second Love Your Liver campaign developed and run in Shepparton.</li> <li>Position education for priority CALD communities to focus on liver.</li> <li>Reframing of Chronic Disease Self-Management course as LiverWELL; which is suitable for all liver diseases.</li> <li>Hepatitis Infoline adaptation to capture other liver issues.</li> <li>Establishment of the Liver Health Advisory Committee.</li> <li>Production of liver health and coffee consumption mugs.</li> <li>Staff training in relation to cirrhosis.</li> </ul>	<ul style="list-style-type: none"> <li>Launch and promote availability of LiverWELL app.</li> <li>Roll out Love Your Liver campaign to six further locations.</li> <li>Develop implementation plan to support the expanded remit, in consultation with the Liver Health Advisory Committee.</li> <li>Broaden resources to include general liver health and cirrhosis.</li> <li>Scope needs of people with other liver diseases.</li> <li>Pilot LiverWELL Coaching to include physical training support.</li> <li>Continued capacity building of staff regarding liver health.</li> <li>High level communication to public and stakeholders.</li> <li>Distribution of liver health coffee mugs.</li> <li>Position HEPReady® to support other liver health issues.</li> </ul>
 <p><b>Support and mobilise those affected</b></p> <ul style="list-style-type: none"> <li>Resource the advocacy and leadership of people affected by liver disease.</li> <li>Provide information and support for people affected by liver disease.</li> <li>Facilitate and support peer led responses within affected communities.</li> <li>Ensure the voice of lived experience drives Hepatitis Victoria's work.</li> </ul>	<ul style="list-style-type: none"> <li>Training programs for new HEPSpeakers conducted.</li> <li>Additional HEPHeroes added to website and promoted.</li> <li>HEPConnect program offered, including to people with hepatitis B.</li> <li>Volunteer recognition with monthly awards, 'Cheers Volunteers'.</li> <li>Conduct LiverWELL chronic disease self-management course.</li> <li>Hep B projects; Afghan community in South-East, Vietnamese Hepatitis B outreach with people who inject drugs.</li> <li>Established Chinese Community Coalition project.</li> <li>Support participation in UniMelb Blood! Exhibition.</li> <li>Develop coalitions to respond to hepatitis B in Melbourne's south east and amongst newly arrived communities.</li> <li>Involve prison peer educators through 'Art Inside' project.</li> <li>Hepatitis Infoline providing support including free Prison calls.</li> <li>Trained and supported Chinese and Vietnamese peer educators.</li> <li>Pilot Aboriginal hepatitis B education program in prison.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and expanded participation programs: HEPSpeak, HEPConnect, HEPHeroes.</li> <li>Recruit people with experience of other liver diseases in programs.</li> <li>Work with Community advocates to identify campaign opportunities.</li> <li>Trial LiverWELL Coaching in conjunction with other organisations.</li> <li>Develop strategy for working with established Indigenous groups.</li> <li>Identify additional CALD communities for education and resources.</li> <li>Launch 'Jade Ribbon Tick' with Chinese Community Coalition.</li> <li>Continue to support Chinese and Vietnamese peer educators.</li> <li>Expand peer educator program in priority communities.</li> <li>Hep B Community Mobilisation project to promote hep B testing and vaccination in Melbourne's west and south east.</li> <li>Distribute peer developed resources across prison system.</li> <li>Expand prison education; including for Aboriginal prisoners.</li> </ul>
 <p><b>Stop stigma</b></p> <ul style="list-style-type: none"> <li>Reduce stigma and discrimination by improving understanding within affected communities.</li> </ul>	<ul style="list-style-type: none"> <li>Research and publish baseline data regarding stigma experiences.</li> <li>Convene Stigma Workshop featuring complaints mechanisms.</li> <li>Publish website content on discrimination, privacy, and disclosure.</li> <li>Develop staff capacity for stigma and discrimination complaints.</li> </ul>	<ul style="list-style-type: none"> <li>Follow up research on stigma experience and strategies.</li> <li>Include stigma and resilience within LiverWELL Coaching.</li> <li>Expand HEPReady® stigma components and further promote.</li> </ul>

- Improve awareness and responsiveness in the wider community.
- Reduce the impact of stigma by building resilience and offering support.



### Promote responsive health

- Increase the knowledge and willingness of community and health care workers to respond to liver disease.
- Advocate equity of access to health services, for all, especially key affected communities.
- Promote integrated and person-centered health care for liver disease.
- Drive the increased capacity of relevant workforces in a sustainable manner.

- *Good Liver* magazine edition featuring Stigma.
- Research and publish resilience content for website.
- #StopStigma 'hand' campaign, with monthly Stigma stories.
- Developed HEPReady® stigma module.
- Research discrimination in relation to hepatitis B and immigration.
- Investigate limitations faced by people post hepatitis C cure.
- Assist with content for Ilbijerri production about hepatitis stigma.
- Initiate Aboriginal youth Hip Hop video focusing on stigma.

- ◆ Infoline data review for stigma to inform responses.
- ◆ Continue roll out of #StopStigma campaign.
- ◆ Present stigma research project at Viral Hepatitis Conference.
- ◆ Publish and distribute guide for navigating immigration system.
- ◆ Scope possible strategies to reduce barriers to full and engaged community involvement for people post cure.
- ◆ Distribution of Aboriginal youth Hip Hop video focusing on stigma.
- ◆ Research into and developing "Difficult-conversation" tools.

- Ongoing delivery of HEPReady® in multiple locations across state and at Hepatitis Victoria offices.
- Pharmacist education program including tailored resources.
- Infection control education delivered to community care workers.
- Ararat regional forum for remote health and community workforce.
- Continued involvement with VHBA, working towards advocating and enhancing best practice hepatitis B care.
- Participate in VHBA Spotlight forum including lived experience.
- Pilot linking of hepatitis B education, testing and vaccination in community setting.
- Collaborated with Burnet Institute as part of the EC partnership.
- Contributed modules to CPD portal for nurses in Victoria.
- Collaborated with cohealth in community based hepatitis B clinic.

- ◆ Continue to engage with primary and allied health care practitioners via Primary Health Networks.
- ◆ Deliver state-wide workforce development program for AOD sector.
- ◆ Expansion of regional workforce development including delivery of Regional HEPReady workshops in priority locations across state.
- ◆ Participate in VHBA Spotlight forum on hepatitis B.
- ◆ Partner in hepatitis C health provider education in south east.
- ◆ Continue involvement with EC partnership.
- ◆ Strengthen partnerships to enable workforce response.
- ◆ Collaborate with researchers to strengthen evidence base and develop evaluation framework.
- ◆ Expand online learning capabilities.



### Drive organisational change

- Actively respond to changing environments, including new knowledge and technologies.
- Collaborate effectively and strategically across diverse sectors and communities.
- Ensure a sustainable, viable and agile organisation.
- Attract and retain talented and high performing staff.

- Upgrade capability of client relationship management system.
- Quality candidates attracted for quality innovative programs.
- Commission external evaluation of six newly funded projects.
- Strengthened relationships with State Government.
- Sourced and secured additional non-traditional funding.
- Increased ability to respond quickly to issues such as hepatitis B vaccination shortage and hepatitis A clusters.
- Introduction of regular podcasts, and link to them on our website.
- Transitioned *Good Liver* magazine to digital delivery.
- Jointly hosted with Ethnic Communities Council "Diverse Communities and the Hepatitis Challenge – Towards Elimination".

- ◆ Embed client relationship management system to drive evidence based data.
- ◆ Multi-level external independent evaluation of all programs.
- ◆ Explore cloud based online storage to enhance the server capabilities and communication.
- ◆ Ongoing commitment to high quality education and community resources including in digital format.
- ◆ Involve staff in broadening organisational offering for liver health.
- ◆ Investigate brand evolution and associated strategic communications.
- ◆ Investigation external resources to support transition to liver health.

## Operational achievements

- ✓ Conducted 211 education sessions across Victoria, with 34% being delivered in regional areas. These education sessions reached a total of 4,934 Victorians.
- ✓ Provided 35 education sessions to schools and youth organisations for the 2018 StreetShot program to total of 496 young people.
- ✓ Provided a total of 18 LIVERability Community Grants in 2018 to community groups and organisations across the state.

- ✓ Attracted more than 86,791 unique visits to Hepatitis Victoria websites, resulting in nearly 1110,000 individual content pages being viewed on the websites.
- ✓ Posted 335 Facebook, 683 Twitter and 101 Instagram social media posts on a variety of hepatitis related matters, a 45% increase on the previous year.
- ✓ Answered a total of 727 enquiries to the Hepatitis Infoline, including 67 calls from the Prisons Telephone Hepatitis Infoline.

- ✓ Distributed a total of 58 electronic bulletins, including the HEPChat weekly bulletin, to 114,619 recipients, a 23% increase on the previous year.
- ✓ Provided a total of 61 HEPspeak presentations by trained lived experience hepatitis B and hepatitis C public speakers, to 1,307 attendees, an increase of more than 110% on the previous year.
- ✓ A total of 77 volunteers contributed 1,474 hours of volunteer time in support of administrative, health promotion and education programs throughout 2017-2018.