

HEP C U Later

*A Year of Review of Impact
April 2023 - March 2024*

This impact report is in two parts to differentiate between the work completed by Hep C U Later as part of the joint working agreement (JWA), and the work completed by Hep C U Later that falls outside of that joint working agreement.

Part One: Report for Gilead Sciences Joint Working Project

(containing joint working initiatives)

Part Two: Hep C U Later Impact Report

(containing non-joint working initiatives)

HEP C U Later

*Report for Gilead Sciences Joint Working Project
April 2023 - March 2024*

Introduction and Executive Summary

The *Hep C U Later* project continues to push towards the [micro-elimination](#) of NHS Addiction Provider Alliance member NHS Trusts, with 20 of the 46 services having reached this incredible milestone, as of the end of March 2024, with many more on the cusp of this achievement.

This year we continued to focus on developing bespoke approaches to meeting the needs of our partners, with a specific push on developing and implementing changes to how we process data, providing intensive resources and showcasing our learning. We have focused on providing members with data anomaly reports, highlighting areas where there may be errors within data, and improving upon our processes of providing meaningful data back to services.

Our exemptions framework has helped services to ensure we test the right people, at the right time for the right reasons. Additionally, we have updated our internal Data Management Standard Operating Procedure to reflect the developments in our processes.

We have continued to offer bespoke training and resources such as podcasts and videos, whilst continuing to use the Cepheid machines (*Cepheid GeneXperts funded by MSD as part of the Hepatitis C Elimination Tender with NHS England*) across our networks.

Whilst every effort has gone into helping services to meet micro-elimination, it is recognised that there is still work to do to ensure people who access drug services are offered testing, re-testing and treatment, and we are pleased to continue the work we have started into a further year, strengthening our ability to leave NHS APA services in a sustainable position and further improving upon harm reduction.

In February 2023, we launched an NHS APA-wide testing and treatment campaign called '*Love Yourself, Get Tested*' which ran again in February 2024, with a social media campaign linking to key resources promoting the use of the national hepatitis C testing portal. The campaign saw activity across many of services in and around that week.

The Hep C U Later campaign has continued to grow in its reach on social media, reaching a global audience, and the brand continues to be recognisable, strong and associated with good quality.

Towards the end of this year, we asked our members to provide us with data since the beginning of the project, enabling us to more effectively capture the work carried out since the project began. This additional data enabled us to complete further trend analysis work.

Across the lifetime of the Hep C U Later programme, the NHS APA member services we have supported have taken over 46,468 hepatitis C tests. Additionally, we have seen a significant increase in those listed as having successfully completed treatment again this year. The substantial focus on data and data integrity has driven services forward and ensured a high quality of care,

Introduction and Executive Summary

additionally ensuring we navigate any recording system issues and evidence the testing and treatment that has taken place.

Nationally, the Hep C U Later project continues to collaborate with multiple organisations outside of the NHS APA on several work-streams bringing us closer to our shared goal of micro-elimination in England, increasing the quality of hepatitis C interventions and ultimately impacting positively on people's lives. One of the collaborations we are a part of is the national Hepatitis C Drug Treatment Service Provider Forum (DTS Forum) led by Gilead Sciences, which has gone from strength to strength, enabling us to move forward collectively and solve national issues together. The DTS Forum has continued to collaboratively solve challenges and increase the quality of care which can be provided. In March 2023 we won the HSJ Best Healthcare Analytics Project for the NHS award as part of the collaboration and we, as Hep C U Later, were shortlisted for numerous other awards.

The Hep C U Later project continues to thrive thanks to the commitment from our national partners, and of course, the enabling effect of NHS England's Hepatitis C Elimination Programme. Our Joint Working Agreement with Gilead Sciences and the support provided, have assisted our team to effectively link in with systems, the impact of which we are clearly seeing as progress is made in each area.

The Hep C U Later project team are proud to have supported our NHS APA services over the last 5 years and to have worked with so many committed individuals in the field. I want to extend a personal thank you to everyone who has been a part of the Hep C U Later journey for the contributions they have made, without whom it would be near impossible to reach our goal of eliminating hepatitis C in England. We recognise that those involved with the project have been doing intensive work for many years and we hope that in the near future, we will move towards a more sustainable approach.

- Deanne Burch, Programme Lead for Hep C U Later

Background

Hep C U Later is an initiative of the NHS Addiction Providers Alliance (www.nhsapa.com), which is an alliance of 17 NHS Trusts, providing drug and alcohol treatment services across England, and is currently chaired by Inclusion (part of the Midlands Partnership University NHS Foundation Trust).

This reach currently extends to over **49,000** people who use drug and alcohol services, across 17 NHS Trusts, 35 community drug service contracts, aligning with 15 of the 23 Operational Delivery Networks (ODNs).

The NHS APA members provide community drug and alcohol services to approximately 35% of all people accessing drug and alcohol services across the English treatment system. The system-wide partnership ensures providers collaborate closely, share learning and co-produce solutions to ultimately drive forward quality care. **The NHS APA member NHS Trusts are listed below:**



The Hep C U Later Team

The joint working agreement with Gilead Sciences (ending 31/3/24) provided the following members of the Hep C U Later team¹:

Deanne Burch: Programme Lead for Hep C U Later

Candie Lincoln: Hep C U Later Project Manager

Louise Hansford: Hepatitis C Elimination Coordinator (South/London)

Laura Hughes: Hepatitis C Elimination Coordinator (Midlands/North)

Robert Fair: Hep C U Later Data Analyst

Chris Heaps: Hep C U Later Data Analyst

Tony Mullaney: Training and Development Coordinator

Hep C U Later have also benefited from additional staff resources via Inclusion, part of Midlands Partnership University NHS Foundation Trust²:

Danny Hames: Head of Inclusion and Chair of the NHS APA

Grace Masinuka: Programmes and Communications Lead for Inclusion

Emily Jones: Marketing and Communications Team Manager

Annie Argile: Marketing and Communications Assistant

Jonathon Platt: Senior Financial Business Partner

David Cupit: Commercial and Information Lead for Inclusion

Using Data and Information to Support Micro-elimination

Using Data and Information to Support Micro-elimination

Micro-elimination - Criteria 4:

The Hep C U Later team have been working with a [new criteria 4 definition](#) successfully for the past year. This addition enabled member Trusts to move forward with declaring micro-elimination. For those nearing micro-elimination, or those who have achieved it, a spreadsheet collecting up to date data on treatment status is regularly completed.

Exemptions Framework:

Hep C U Later put in place an exemptions framework to enable people to be exempt from the data under very specific circumstances, such as where there is a medical need, or when treatment has failed. The Hep C U Later team hold an exemptions panel which must be quorate, with all members agreeing to exempt an individual. The process is recorded and reviewed regularly.

NDTMS Data Work:

Hep C U Later have continued to refine how data is fed back to NHS APA Trusts in the form of NDTMS data returns. These spreadsheets present a number of ways to assess or action the data, allowing the coordinators to support the services to approach the work in a structured manner.

The NDTMS returns can present information on numbers of people who fall outside of meeting the micro-elimination criteria, data anomalies, areas for audit, and missing or inaccurate results. One important area the NDTMS return indicates is individuals who may require a test in the next 3 months, allowing services to plan ahead and also maintain their micro-elimination status. The data anomaly report is now live, highlighting where there may be areas which need to be reviewed by services, or where there may be issues with data pulling through from the recording system to NDTMS data. This will continue to be built upon over the next year.

In late 2022, Hep C U Later drew together a number of services from across the drug and alcohol treatment sector, as well as NHS APA members, to discuss what data might be helpful in the future and set this out in a proposal to NDTMS for a future data set. This proposal has now been accepted and has led to changes in NDTMS data set R, which will go live in April 2024. The Hep C U Later Data Analysts will continue to work with NDTMS to ensure these changes are embedded into our practice and that members benefit from these changes. **It is hoped that the changes can assist services in the future to better capture testing and treatment need.**

Using Data and Information to Support Micro-elimination

Hepatitis C micro-elimination:

As of the end of March 2024,

the NHS APA have reached *micro-elimination* in 20 community drug and alcohol services

This means within the last year, **nearly 50% of all NHS APA services have reached the milestone of hepatitis C micro-elimination.**

Hep C U Later were the first to set in motion the official re-declaration of hepatitis C micro-elimination, after maintaining the status for 6 months.

Those who have reached micro-elimination include:

1. Thurrock (Inclusion) - 2/6/22
2. Clean Slate (Nottingham) - 28/4/23 **officially re-declared*
3. Hounslow (CNWL) - 28/4/23 **officially re-declared*
4. Fareham (Inclusion) - 5/5/23
5. Gosport (Inclusion) - 5/5/23
6. Brook Place (Mersey Care) - 13/6/23 **officially re-declared*
7. Telford (Inclusion) - 29/6/23
8. Eastleigh (Inclusion) - 2/8/23
9. Buckinghamshire (Inclusion) - 21/8/23
10. Aldershot (Inclusion) - 4/9/23
11. Hillingdon (CNWL) - 11/9/23
12. Ringwood (Inclusion) - 20/9/23
13. Andover (Inclusion) - 20/9/23
14. Havant (Inclusion) - 20/9/23
15. Solihull (BSMHFT) - 27/9/23
16. Isle Of Wight (Inclusion) - 26/10/23
17. Basingstoke (Inclusion) - 26/10/23
18. Winchester (Inclusion) - 26/10/23
19. Bath and North East Somerset (AWP) - 21/2/24
20. Stockport (Pennine Care) - 22/2/24

20 NHS APA services have now achieved hepatitis C micro-elimination

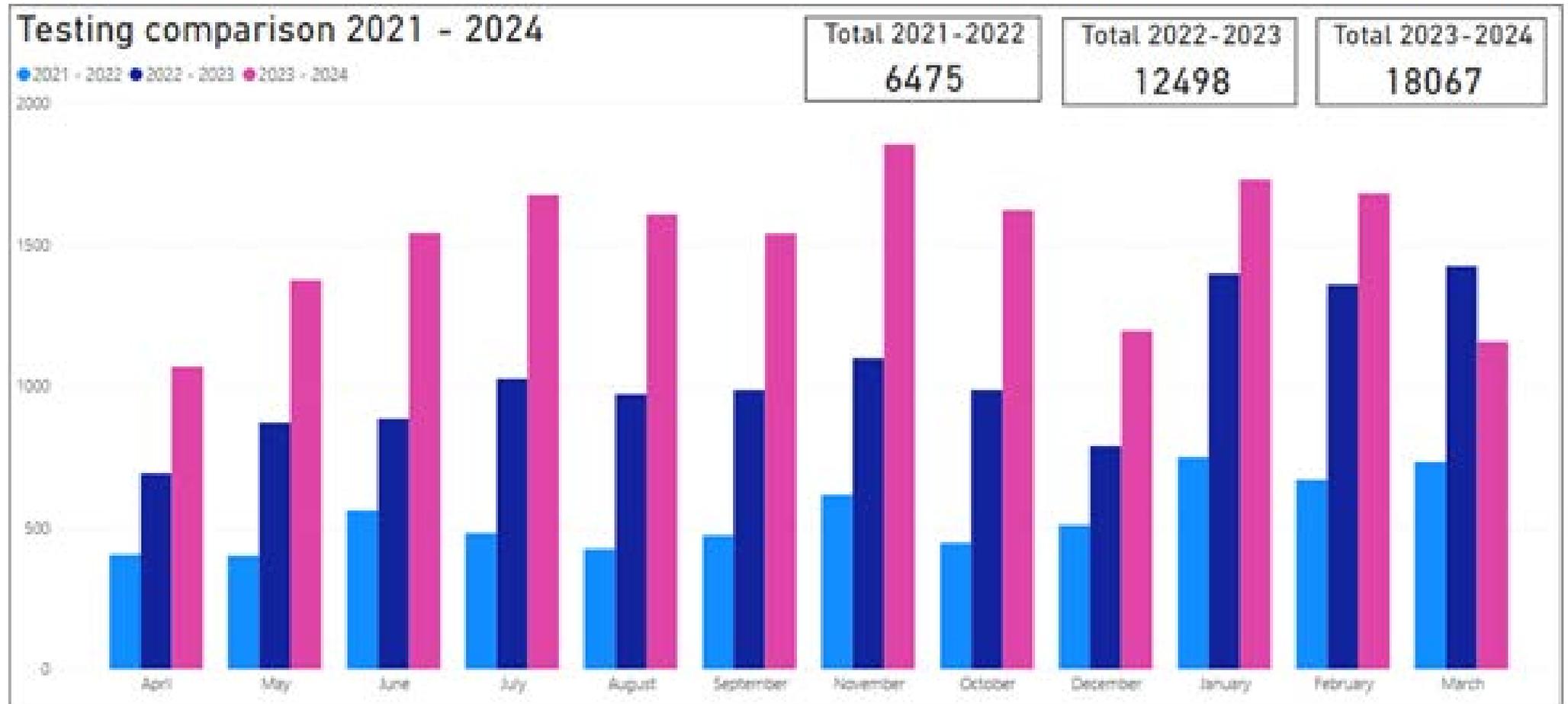
Mersey Care were the *first* NHS Trust to achieve micro-elimination across their whole organisation

Inclusion (MPFT) are the *largest* NHS Trust to achieve micro-elimination in *all* of their community drug & alcohol services

Using Data and Information to Support Micro-elimination

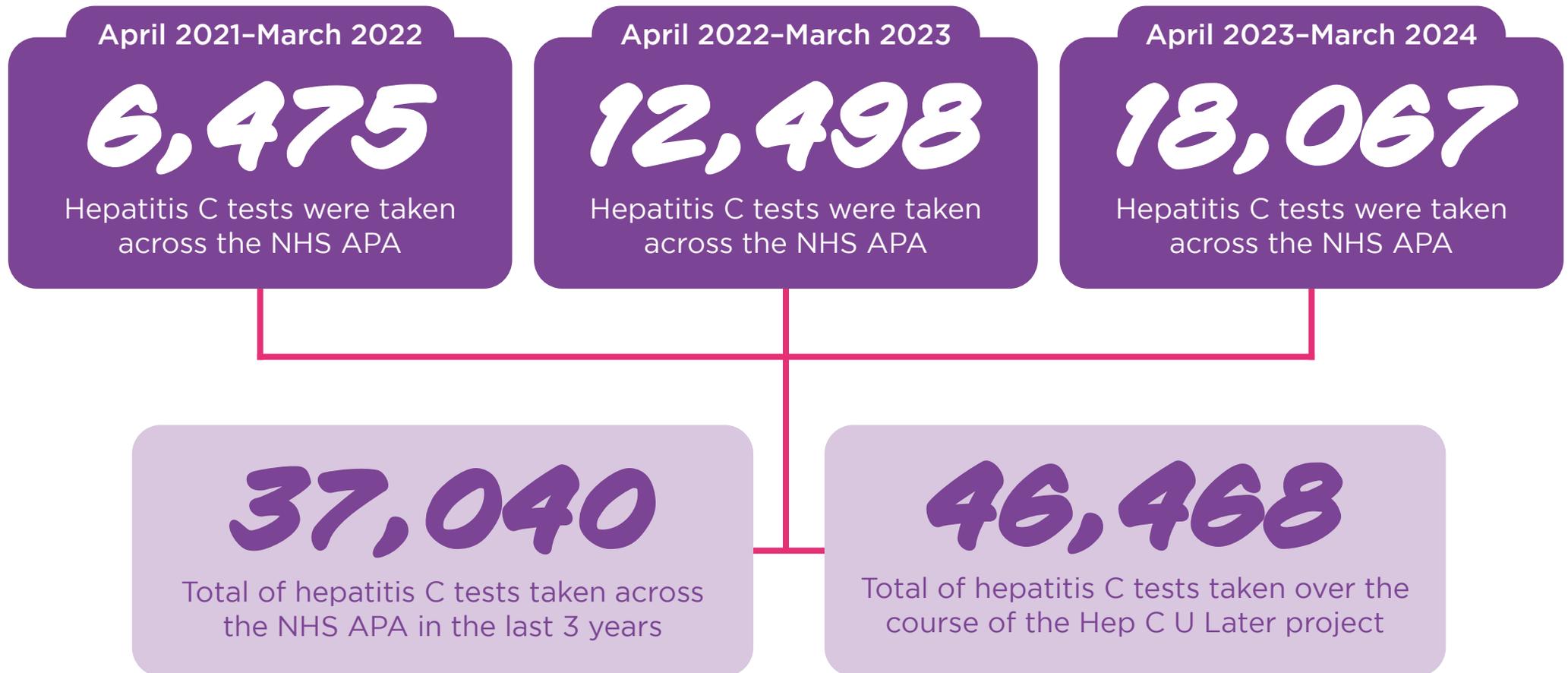
Testing Data

The bar chart below shows the NDTMS testing data for the NHS APA for active service users for each year. (April to March, 2021-2022, 2022-2023 and 2023-2024). Over 18, 067 hepatitis C tests have been completed in the last year.



**It is important to note: this data relates to individuals tested as the data comes from the last test date. For example, if they have had multiple tests in the year the data will only count the last test they had. Therefore the number of actual tests completed is likely to be much higher. This data includes people in structured treatment. Also of note is that due to a delay in the more recently taken results being received, a lag can occur in the last 3 months the data captures. This means when each subsequent monthly report is compiled there is an increase seen in these months. For example, the number of tests completed in the month of March is predicted to be higher than shown. Additionally, as NHS services leave or re-join the NHS APA due to retendering, this may alter the year's total number of tests.*

Using Data and Information to Support Micro-elimination



In previous years, we have nearly **doubled** our testing every year of the Hep C U Later project.



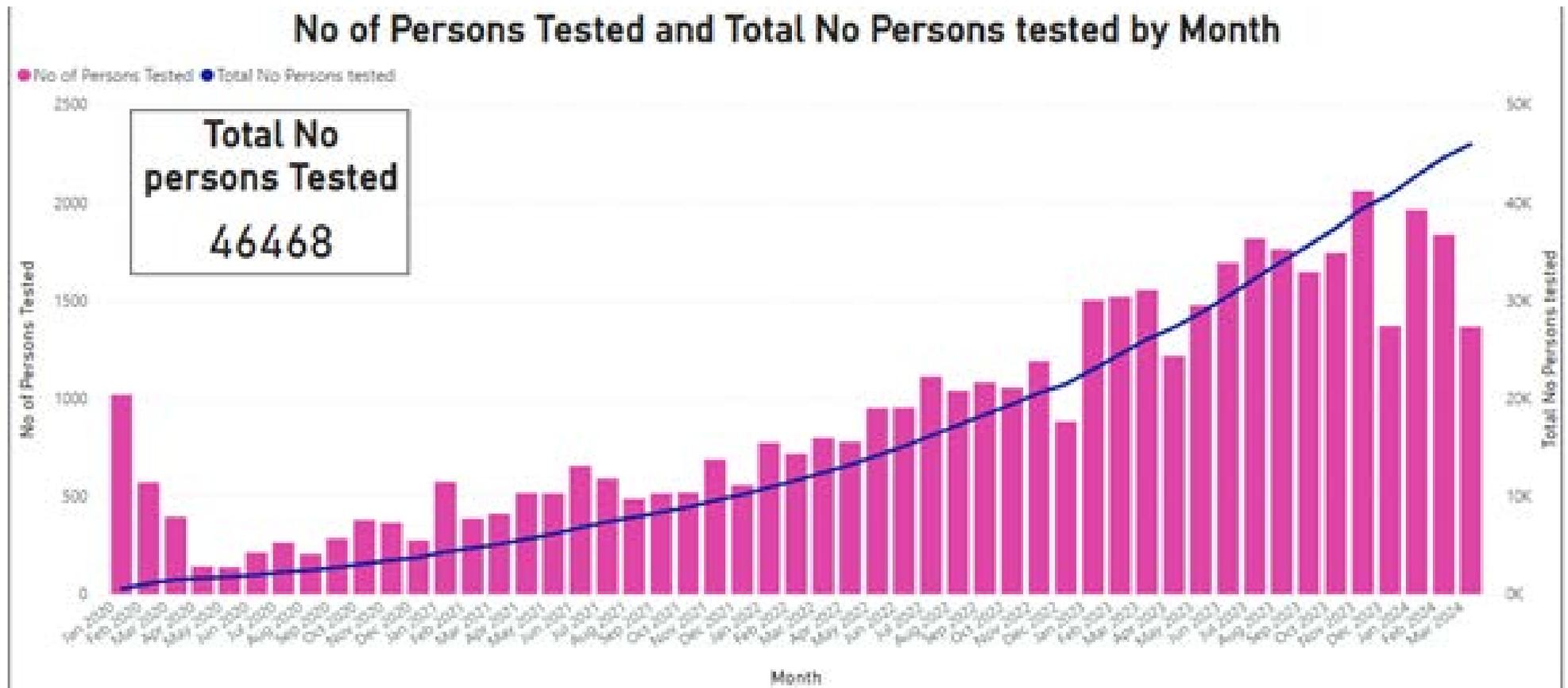
Although we have only increased testing by over 5,500 in the last year, we have now **stabilised** our testing.



This indicates we are moving towards a **sustained** approach to testing – testing the right people at the right time.

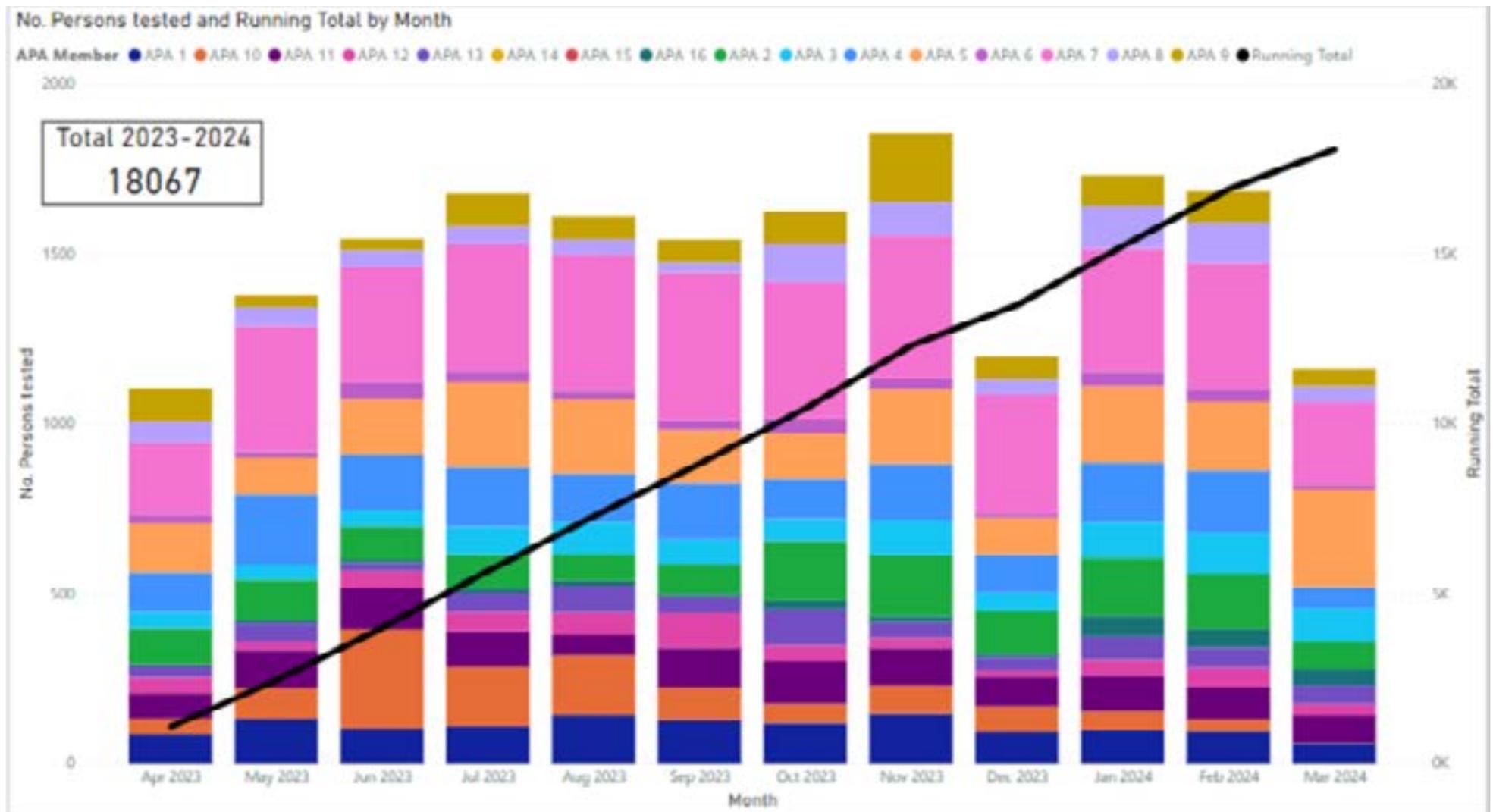
Using Data and Information to Support Micro-elimination

The bar chart below shows the hepatitis C testing numbers per month from January 2020 to March 2024, indicating a total of **46,468** tests have been taken across the NHS APA over this four year period.



Using Data and Information to Support Micro-elimination

The stacked bar chart below shows the testing numbers per month for each NHS APA service, from April 2023 to March 2024. The black line is the cumulative number of tests over time.



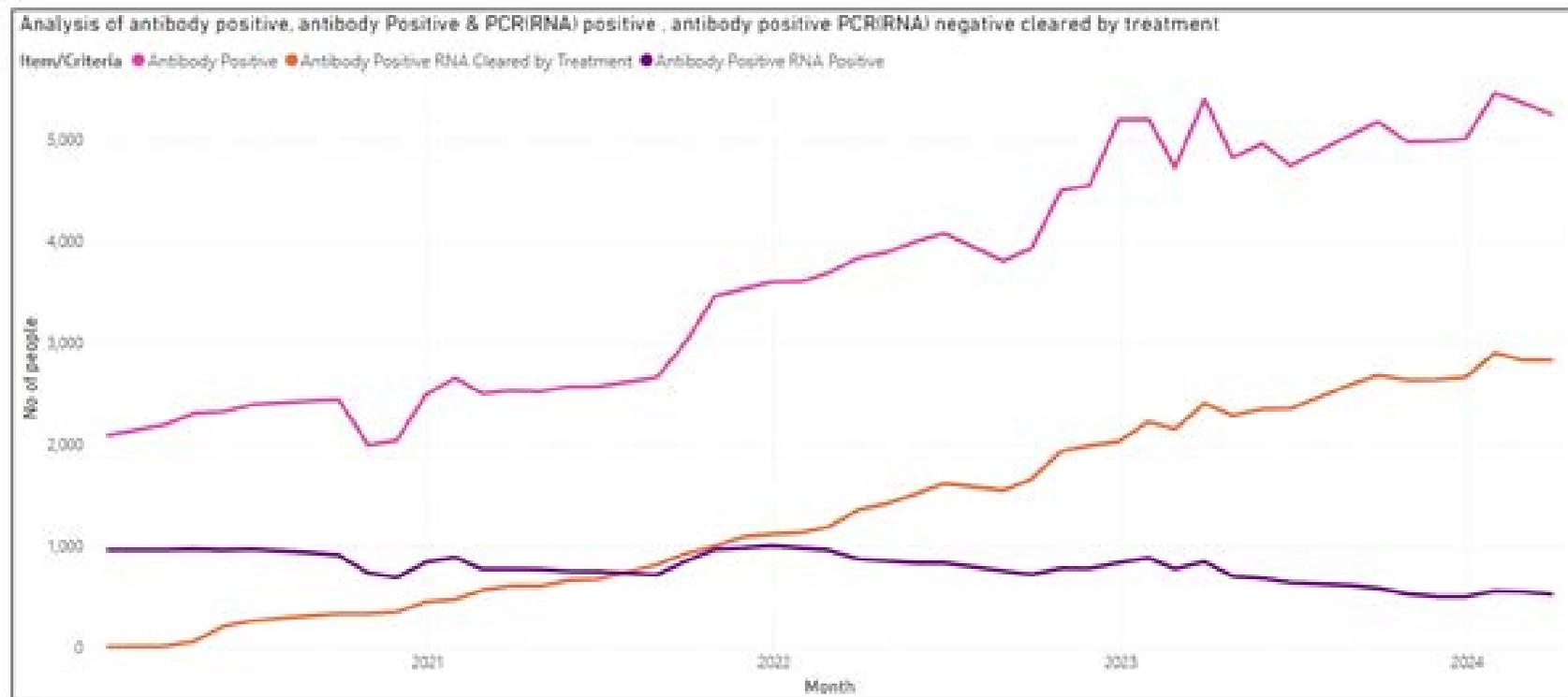
Using Data and Information to Support Micro-elimination

Treatment Data

The line graph below shows the number of people who have a status of hepatitis C antibody positive, the number of people antibody positive and cleared by treatment, and the number of people antibody positive and RNA positive over the course of the Hep C U Later Project (January 2020 - March 2024).

This line graph shows that the number of people receiving hepatitis C treatment continues to increase significantly.

The total number of people listed as RNA positive across the NHS APA on the 31st March 2024 was 516.



*It is worth noting that the number displayed on the graph will not include those who have treatment planned or have had treatment and are awaiting a sustained viral response test and therefore, has not yet changed on the clinical systems. Therefore, the number of people left to treat is lower than shown.

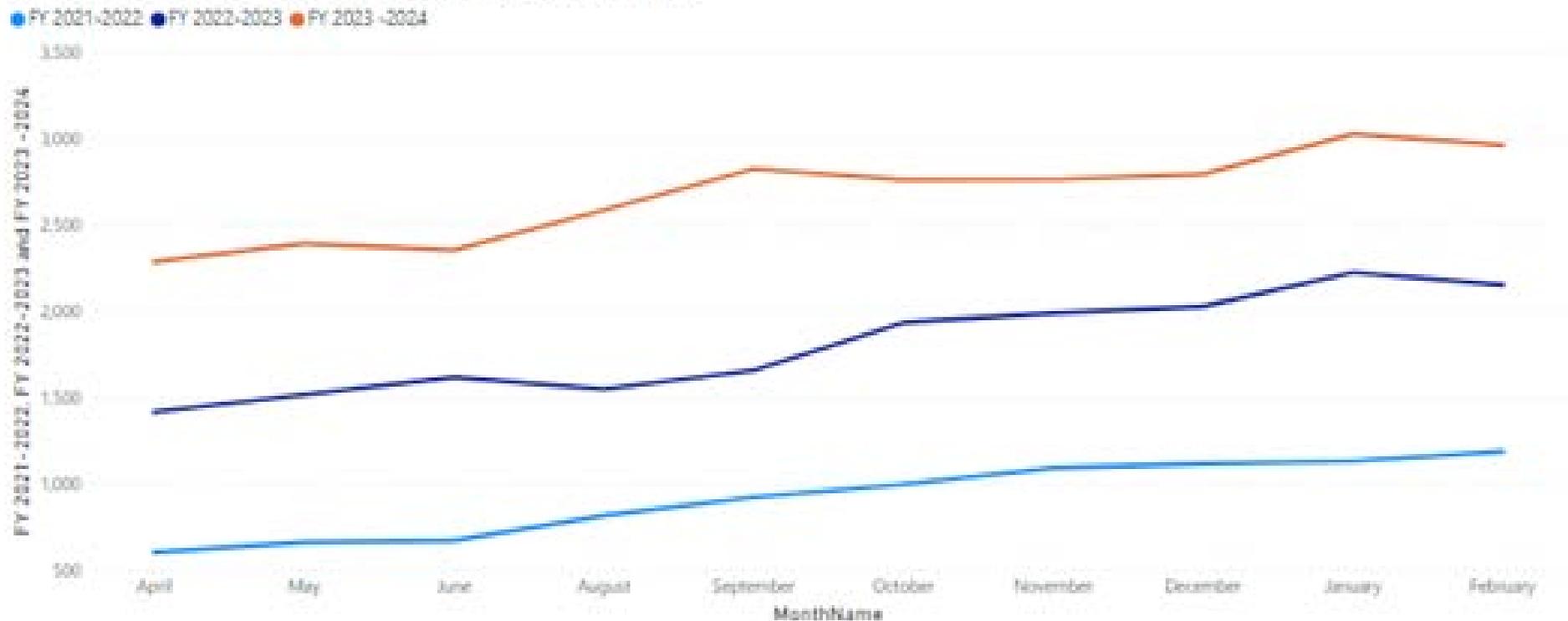
Using Data and Information to Support Micro-elimination

The line graph below shows the number of people with a status of 'Antibody positive, RNA negative - cleared by treatment' across the NHS APA for the last three years, as a month-by-month comparison (April 2021/March 2022 - light blue line, April 2022/March 2023 - dark blue line, April 2023/March 2024 - orange line).

The number of those listed as 'RNA negative - cleared by treatment' has continued to increase steadily indicating that more people are having hepatitis C treatment.

We have significantly increased the number of those listed as 'cleared by treatment' compared to the previous year.

FY 2021-2022, FY 2022-2023 and FY 2023-2024 by MonthName



Using Data and Information to Support Micro-elimination

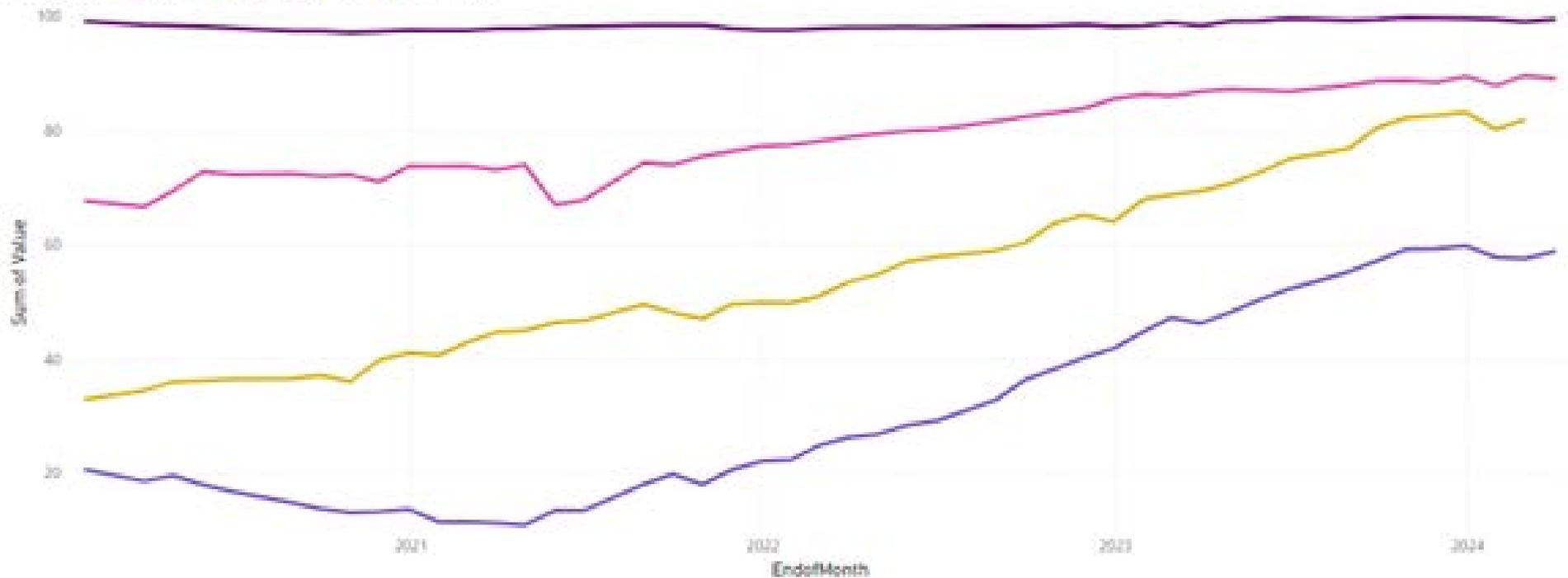
Progress to micro-elimination:

The NHS APA member services have achieved micro-elimination in 20 out of the 46 services.

The graph below shows the trajectory of each micro-elimination criteria for the whole of the NHS APA over the period of the project. It demonstrates that the NHS APA has continued to work towards micro-elimination, and is increasingly getting closer to meeting these measurements.

Sum of Value by EndofMonth and Item/Criteria

Item/Criteria ■ Criteria 1 ■ Criteria 2 ■ Criteria 3 ■ Criteria 4 %



Using Data and Information to Support Micro-elimination

Data Summary

Despite the challenges NHS APA member NHS Trusts face, those working with Hep C U Later have remained committed to achieving the goal of micro-elimination, with 20 services achieving micro-elimination so far. Services who have achieved this incredible milestone continue to work to maintain it, with services beginning to re-declare at 6 months, and even a year.

The number of tests carried out remains high, building yet again on what has been achieved in each year of the project, and treatment rates continue to be improved upon each year. The challenge for the Hep C U Later team and NHS APA services will be the continued efforts in ensuring this work can be self-sustained when the Hep C U Later project ends, and the Hep C U Later team will be focusing on data monitoring sustainability with members over the next year.

20 NHS APA services achieved hepatitis C micro-elimination

46,468 total number of tests completed since January 2020

The number of treatments continue to **increase** every year

Partnership Working

Partnership Working

At Hep C U Later, we pride ourselves on our ability to work jointly with multiple organisations across the country. Some of our key partnership work⁴ in the last year has included:

- **The Hepatitis C Trust** - Continuing to work in collaboration with the Hepatitis C Trust across NHS APA services to ensure people accessing drug and alcohol services have the best level of support possible, ensuring pathways are effective and collaboration can be undertaken to proactively outreach to people in the community. Hep C U Later have ensured that the contact details for The Hepatitis C Trust feature on all of our training, our website, resources and on social media. Additionally, we have linked The Hepatitis C Trust at their request to our members, to explore the potential for expanding the delivery of Naloxone and needle and syringe provision in the community via their peers.
- **The Hep C National Drug Treatment Provider Forum** - Hep C U Later have continued to work collaboratively with third sector providers of drug and alcohol services across the country, not only when they have joint contracts with the NHS APA, but also on a wider scale through the Gilead Sciences led national Hepatitis C Drug Treatment Service Provider Forum. This year, Hep C U Later have collaborated on multiple groups such as treatment models, commissioning, data and sustaining micro-elimination. The Provider Forum has been instrumental in assisting us in quickly resolving issues, for example, We Are With You have provided support with accessing timely data with one organisation. Hep C U Later have linked with Humankind and We Are With You to ensure a handover of work is carried out in the area when drug service contracts are exchanged. This allows organisations to effectively continue the work started by another.
- **Gilead Sciences** - Continual close working with Patient Access to Care managers at Gilead Sciences has ensured momentum, effective pathways, linkage to treatment, identified gaps in testing/treatment and ensured stakeholders were working together effectively.
- **The NHS England Hepatitis C Elimination Programme Team** - The team have been collaborating on NHS England's Hepatitis C Elimination Programme streams of work, events, and supporting phase two of the national Needs Assessment Project in 2023/2024. The Hep C U Later Engagement Programme, an initiative commissioned directly by NHSE has completed its first year and there has been some areas of cross-over and benefit to this programme as a result of the work completed. Greater detail on this programme can be viewed later in this report.
- **Operational Delivery Networks (ODNs)** - The team have continued regular work alongside ODNs to ensure treatment pathways are streamlined, stakeholders are working collaboratively and that data is shared effectively. The close links and collaboration with ODNs has ensured forward movement to micro-elimination in many areas.

Partnership Working

- **UKHSA** – Hep C U Later have continued supporting services across the country to take part in the UKHSA's Unlinked Anonymous Monitoring Survey of People Who Inject Drugs. The benefits of this are to feed into the national picture of prevalence, but also to provide drug services with a localised picture of injecting related risk, which can lead to local service delivery improvement. Additionally, the team have supported in the national harm reduction working group and linked in with the regional UKHSA Regional BBV Coordinators.
- **Commissioners** – Hep C U Later have linked with the English Substance Use Commissioning Group, including the harm reduction working group to have discussions about the sustainability of hepatitis C elimination.

Hep C U Later Project Review

Midlands and North

Laura Hughes oversees the majority of the Midlands and the North NHS APA services.

The following pages share an insight into the progress over the last year.

Hep C U Later Project Review⁶

Greater Manchester Mental Health NHS Foundation Trust – Achieve Services: Bolton, Bury, Salford & Trafford

- Continued progress towards micro-elimination, with a couple of sites extremely close to achieving hepatitis C micro-elimination.
- Extensive data quality work undertaken to look at historic data recording issues.
- Information Sharing Agreement completed to allow a more effective flow of testing information with the ODN, thereby reducing the testing that can be completed and ensuring that the right people are tested at the right time. This also means that those who access Achieve GMMH services are having their holistic needs met.
- Treatment pathways streamlined and effective use of resources has been looked at, meaning the areas with the greater prevalence have greater access to treatment than ever before.
- Additional admin support has been put in place to help with the inputting of Dry Blood Spot Test (DBST) results. This additional resource has significantly helped the service to move closer to micro-elimination.
- Additional work ongoing within teams to look at data inputting, as well as ‘targeted’ testing/interventions around blood borne viruses (BBVs) and hepatitis C.
- The Achieve services have benefited from support with Cepheid testing events.
- Since the commencement of the project, GMMH Achieve services have taken a strategic approach to ensuring staff awareness, improve testing pathways and improve further on their relationship with the ODN and other stakeholders.



“Laura has been an amazing help in our quest for micro elimination. Always attentive and present. Laura has been invaluable in helping us understand the data requirements to help us achieve this goal. She is always friendly and professional. She has been a great support and has an excellent working knowledge around this subject.”

- Nigel Critchley, Harm Reduction Lead, GMMH



Hep C U Later Project Review

North Staffordshire Combined Healthcare NHS Trust – Stoke CDAS:

- There have been lots of staffing changes for the team over the past year that have impacted on testing figures. Frankii and Andy, a formidable team, have committed to making sure individuals are tested and treated as needed.
- Additionally, new peers from the Hepatitis C Trust began to support the service at the end of 2023/start of 2024, which further improved the numbers of tests carried out in the area.
- Pieces of data work have been carried out but due to challenges within consecutive flow of data on a monthly basis, this has stalled progress with the team not being able to identify and 'target' interventions to those who need them.
- The pathways for individuals accessing treatment have remained free-flowing and had a positive impact on addressing health inequalities in the Stoke area.
- The Stoke CDAS service will transfer to We Are With You in April 2024 and a full handover has been given as to the focus of future work in line with our joint working agreement with the Hepatitis C Drug Treatment Service Provider Forum.



“I started working with NHS combined and Laura at Hep C U Later in October. Starting as a novice to all things Hep C related Laura has provided support and guidance above and beyond her role.

Laura has set up regular meetings with the SOT BBV team to help guide us towards hitting micro elimination, she has engaged in MDT meetings with management to explain the importance of the BBV team's role to try and help us retrieve the data so desperately needed to help us towards achieving the end goal. Not only that, Laura has provided emotional support at times where stress levels have been at an all-time high, especially since the tender change became apparent. Laura's knowledge and skills has been outstanding and I will miss working with her.”

- Frankie Lindsay, CDAS (NHS Combined) BBV Nurse, Stoke



Hep C U Later Project Review

Mersey Care NHS Foundation Trust – Brook Place:

- Mersey Care have had an incredible year. Data work continues on a monthly basis and the service are extremely responsive, ensuring the most accurate information is available, particularly around treatment.
- The service have been able to fund their own Cepheid GeneXpert machine, however they have had the Hep C U Later machine return to complete a piece of work in helping complete SVR's.
- The service had a celebration day at the end of January, following re-declaring the micro-elimination of hepatitis C in December 2023.
- High levels of collaborative work with the ODN, the Hepatitis C Trust and the whole service to fully tap into and address health inequalities in the area.



Mersey Care declared micro-elimination in June 2023 and also re-declared in December 2023!



“Laura and the Hep C U Later team have played a vital role in the drive for us becoming micro-eliminated. They have continually offered support and guidance over the past 2 years and provided our data dashboards which help us keep our data on track. Working with Laura and the team has been easy and a great pleasure as we are all striving for the same goals and continue to keep working together.”

- Hayley Curran, BBV Lead, Mersey Care



Hep C U Later Project Review

Pennine Care NHS Foundation Trust - Stockport:

- Continual management of BBV testing and focusing on those who require testing and/or other interventions.
- Pennine hosted a pop-up testing event supporting World Hepatitis Day on 28th July and held a further testing event for Love Yourself, Get Tested week in February 2024, which incorporated BBV testing and other health interventions.
- Lots of promotional work around the importance of testing has been delivered to those who use the service, as well as incentivised testing.
- Pennine have undertaken a significant amount of work to up-skill staff in their understanding of the importance of testing and increasing testing rates. They have done this through training events which are further embedded within staff supervision and support.
- The service have collaborated with the ODN around the NHSE Needs Assessment Year 2 Project.
- The service have begun to directly prescribe hepatitis C treatment, which has already led to the service being able to offer accessible treatment to people who might not otherwise accept the treatment.



Pennine Care declared hepatitis C micro-elimination in January 2024!



“We couldn’t have done it without you! The support of Hep C U Later has been invaluable in getting us to micro-elimination and beyond. Huge thanks to Rob and Laura for all the work on our data and patience with my numerous queries!. Being part of the wider Hep C U later family has motivated us to keep putting on events, keep learning and keep connected. Laura and her team have offered practical support with chairing our local multi-agency meeting and interfacing with the ODN, they have supported our testing events and loaned us the Cepheid - that wider support and structure has really helped with keeping us focused and on track in our journey to elimination.”

- Sue Doherty, Nurse Specialist, Pennine Care



Hep C U Later Project Review

Rotherham, Doncaster & South Humber NHS Foundation Trust – Aspire:

- Significant data processing work has been carried out to identify and correct any problems with the flow of data.
- Progress has been made to decrease the number of data errors there are on a monthly basis.
- Additionally, progress has been made with treatment and there is excellent collaboration and communication with treating nurses and the ODN around treatment pathways.
- The team have supported with substantial staff engagement, specifically DBST training, with numerous events held throughout the year to focus not only on DBST testing, but what micro-elimination is as a whole. This has been an essential step to ensuring the full staff team approach the achievement of hepatitis C micro-elimination.
- Collaborative working with the Hepatitis C Trust around testing and engaging the local area around BBV/hepatitis C testing has continued.
- The Recovery Games celebrated their 10th year.



“Our collaborative approach enabled us to deliver Hep C Awareness training sessions to staff employed at ASPIRE Drug and Alcohol Services and our external colleagues who we worked in partnership with to support patients accessing ASPIRE Drug and Alcohol services. The training was not the only amazing success. Laura Hughes and the Hep C U later team supported with advertisement of dried blood spot testing events, patient feedback about their experience of having a test and what the results meant and next steps.

Our collaborative approach and listening ear ensured that staff and patients felt better educated around Hep C and received timely testing and referrals to get treated and cured! Many thanks to Laura Hughes and the Hep C U later team for supporting ASPIRE Drug and Alcohol Services drive towards micro elimination.”

- Rose Robinson-Smith, RDaSH Matron (Previous Nurse Team Leader at ASPIRE Drug and Alcohol services)



Hep C U Later Project Review

Nottinghamshire Healthcare NHS Foundation Trust - Nottingham Health Shop - Nottingham Recovery Network, Clean Slate & Shared Care:

- The Nottinghamshire team always engage passionately with aiming for hepatitis C micro-elimination.
- Progress has been made towards hepatitis C micro-elimination in the remaining two services (NRN and Shared Care) with a buddying system being put in place to support testing/data inputting.
- Numerous testing events have been held throughout the year including Hot Dogs and Hep C, and Speggtagular Easter Testing.
- The team have delivered presentations at the Harm Reduction Practitioners Event.
- Their engagement with the Crack Pipe pilot has enabled the team to access individuals who may not attend needle exchange, and have educational and informational discussions around Hepatitis C/BBV's and testing.
- The services have created innovative ways to ensure individuals have access to treatment and are supported to take medication.
- Greater use of the Health Bus has helped to help increase testing for those who experience severe and multiple disadvantages, whilst additionally providing multiple healthcare interventions to meet physical and mental healthcare needs.
- Greater collaboration with the Hepatitis C Trust has added to their ability to engage individuals into treatment and testing.
- Treatment pathways have been continually improved upon, ensuring seamless access for all.
- In order to share the learning with other members of the NHS APA. Additionally, a podcast has been recorded sharing their knowledge of harm reduction initiatives. Some of this work was also presented at the HCV Action conference in 2023.

 **The Nottinghamshire Clean Slate achieved hepatitis C micro-elimination in March 2023 and then re-declared micro-elimination in September 2023!**

Hep C U Later Project Review

Birmingham & Solihull Mental Health NHS Foundation Trust – Wolverhampton (RNY) & Solihull (SIAS):

Solihull:

- The team at SIAS have continued to display their passion and vigour for all things hepatitis C related with full and collaborative engagement from all staff, proving to be innovative at all times.
- Point of care antibody testing kits have been introduced at assessment, enabling every person accessing services are given holistic care addressing all their health needs not just OST.
- The service have a person-centred approach to testing and treatment with interventions taking place when the time is right for the individual.
- Continual data work is completed to ensure that information is inputted correctly to evidence the ongoing commitment to micro-elimination.
- Treatment pathways have been made more fluid by asking individuals where it may be easier for them to access treatment, thereby ensuring a greater uptake, but also engagement with treatment.
- The service facilitates travel to appointments, picking up individuals to get them to where they need to be, ultimately utilising any resources they have access to.
- The team were shortlisted for the East Midlands Public Health Awards.
- The team are keen to explore how they can improve upon the work they have already done.



SIAS achieved micro-elimination in September 2023!

Hep C U Later Project Review

Birmingham & Solihull Mental Health NHS Foundation Trust – Wolverhampton (RNY) & Solihull (SIAS):

Wolverhampton:

- Wolverhampton have demonstrated a continued commitment to ensuring that individuals have greater access to testing and treatment.
- The team have continued to improve pathways, resulting in greater access to treatment, and smoother treatment processes.
- Data improvement work is ongoing to enable the service to have the most accurate data possible.
- The service have held engagement in public health events, including providing testing and fibro scanning in Wolverhampton town centre.
- The service were shortlisted at the East Midlands Public Health Awards.
- Hep C U Later are working with the service and the Hepatitis C Trust to identify where further support can be given to people accessing the service.
- The Cepheid machines have been used within Wolverhampton services to support testing and SVR tests.



“Laura and the Hep C U Later team have been incredibly supportive throughout our engaging with the project. Laura and the team bring enthusiasm, support and knowledge and have helped SIAS to be fully immersed in this process.

We are lucky in that we have been supported to achieve micro-elimination and continue in their support and guidance to enable us to maintain this. Here at SIAS, we are profoundly grateful for their support and guidance and thank them on behalf of our community for the difference in what we have been able to achieve.”

- Sarah Keeling, NMP, SIAS



Hep C U Later Project Review

Humber Teaching NHS Foundation Trust:

- Humber Teaching NHS Foundation Trust are a new addition to the Hep C U Later programme, joining in January 2024.
- The team have engaged with passion and have been extremely keen to progress to achieving hepatitis C micro-elimination.
- The Cepheid GeneXpert machine has been installed to help with the rapid testing and diagnosing of Hepatitis C.
- Data has now been received by the Hep C U Later team which will support the team with targeted interventions across all services.
- The service has also started completing testing events.



“Laura and the Hep C U Later team have been a great source of support to the East Riding Partnerships drive to achieve Micro-elimination within our service.

Laura has always been at hand to answer questions and impart useful information as well as resources which we have been able to share with the team. She is always super friendly and kind.

Hep C U Later appear to be geniuses with all things data related and have already started to help us produce data that accurately reflects the hard work we have undertaken as a service.”

- Sian Copeland, Mental Health Nurse, Specialist Addictions Nurse, East Riding



Hep C U Later Project Review

Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust:

(The CNTW service has been overseen by Louise Hansford)

Newcastle:

- Hep C U Later have attended all ODN events in the region, building strong relationships with the ODN team and new ODN Network Manager, which ultimately improve the treatment pathway.
- A pathways-mapping exercise has been completed across the region.
- Hep C U Later have supported the development of onsite treatment delivery in Newcastle
- Intensive deep data work has been carried out onsite with the ODN Coordinator.
- The Hepatitis C Trust have been utilising Hep C U Later Cepheid machine and pathways have been developed for sharing information back to CNTW.
- In the CNTW service incentive vouchers* have been used to improve testing rates.
- Power BI maps have also been designed to highlight areas of need across a large geographical footprint and used to ensure resources are focused in the right areas.

Northumberland & North Tyneside:

- Stakeholder engagement events have been planned.
- Deep Date dive work has been completed specifically focusing on those with an RNA positive result, or those with an unknown RNA result, and cross referenced with the ODN data.
- Cepheid machine training has been provided by the Hep C U Later team to nominated clinical staff. The Cepheid GeneXpert machines were on-site for 4 months. Events have also been supported by the Hepatitis C Trust, Gilead and Tony Mullaney.
- Stakeholder engagement events have been planned.

Hep C U Later Project Review

South and London

The NHS APA services in the South and London are overseen by Louise Hansford.

The following pages share an insight into the progress over the last year.

Hep C U Later Project Review⁶

Inclusion (Part of Midlands Partnership NHS Foundation Trust) – Hampshire, IOW, Wessex ODN Clinical Van, Buckinghamshire, Telford, Thurrock:

- A Hep C U Later bespoke report have enabled Inclusion to not only reach micro-elimination but also to ensure annual reviews for criteria 3 are scheduled ahead of due dates. This has been fully embedded as a business as usual process.
- All services contributed to the UKHSA Unlinked Anonymised Monitoring Survey of People Who Inject Drugs.
- BBV Leads from all services come together regularly via a Sustainability Forum to ensure all BBVs are included in future plans and that processes and pathways are enabled to secure the ongoing legacy of micro-elimination.
- A poster on the work completed within Inclusion was presented at INHSU 2023.
- Fibro scanners were purchased by Inclusion to enable pre-assessments to be carried out on site. Hep C U Later fully supported the implementation process.
- Liver models* and resources* have been used across several events to raise awareness and educate people around liver disease.
- Each individual service in Inclusion declared micro-elimination in 2023, enabling the Trust to declare micro-elimination as a Trust in November 2023. This big achievement was celebrated with commissioners, across social media, and within the Trust newsletter.



Inclusion achieved hepatitis C micro-elimination in all of its services in November 2023. Inclusion was the largest whole organisation to achieve this within the NHS APA.

Hep C U Later Project Review

Inclusion (Part of Midlands Partnership NHS Foundation Trust) – Hampshire, IOW, Wessex ODN Clinical Van, Buckinghamshire, Telford, Thurrock:

Thurrock (Inclusion Visions Thurrock):

The Inclusion Visions Thurrock service maintained its micro-elimination status from 2/6/22, and Hep C U Later continued working with the service to ensure a smooth transfer of hepatitis C to the new provider in April 2024.

- Through closely monitoring data and working with the Hep C U Later coordinator to plan ahead for testing, they have maintained their micro-elimination status. The team have been committed to sustaining micro-elimination.
- The service were extremely responsive each month in ensuring yearly blood borne virus reviews were carried out.



Inclusion Visions Thurrock achieved hepatitis C micro-elimination in June 2022.

Telford (Telford STaRS):

- The Telford STaRS service achieved hepatitis C micro-elimination on the 29th June 2023.
- The team utilised vouchers*, innovative methods and health days to achieve micro-elimination.



The Telford STaRS service achieved hepatitis C micro-elimination in June 2023.

Hep C U Later Project Review

Inclusion (Part of Midlands Partnership NHS Foundation Trust) – Hampshire, IOW, Wessex ODN Clinical Van, Buckinghamshire, Telford, Thurrock:

Buckinghamshire (One Recovery Bucks):

- One Recovery Bucks achieved hepatitis C micro-elimination on the 21/8/23.
- The contract has been retained, enabling work to continue on maintaining this status.
- On-site treatment is being explored and the service are working with the ODN clinical van.
- Fibroscans are being completed by the service.



One Recovery Bucks achieved hepatitis C micro-elimination in August 2023.

Portsmouth (The Portsmouth Recovery Hub):

- Inclusion are the subcontractors to the Society of St James (SSJ) in Portsmouth, Hep C U Later have been working with them on their commissioned BBV offer and ways to enhance it.
- A bespoke Hep C U Later dashboard has been created for them to enable them to focus testing and treatment interventions. Hep C U Later have carried out deep data dives with the service.
- A big piece of work was undertaken to cross reference all individuals with a positive antibody result and update records around treatment.
- Work is ongoing to engage people who were considered lost to follow up.
- Work has been completed on the data transfer from the Wessex Clinical Van, Hepatology and The Hepatitis C Trust to ensure record completeness.
- Hep C U later and the service have undertaken several high intensity test and treat events
- The service have supported in recruiting peers for The Hepatitis C Trust.

Hep C U Later Project Review

Inclusion (Part of Midlands Partnership NHS Foundation Trust) – Hampshire, IOW, Wessex ODN Clinical Van, Buckinghamshire, Telford, Thurrock:

Hampshire (Inclusion Recovery Hampshire):

- Hep C U Later have worked closely with the Inclusion Recovery Hampshire team to carry out targeted work. They have used vouchers*, received training, and bespoke reports.
- Hep C Hants continues to work tirelessly to engage people into testing and treatment.
- Homeless Hep C Worker funding was secured and the project was mobilised and concluded in partnership with local Homeless Service Two Saints.
- The service have contributed to the UKHSA Epitope Pharmacy Testing Pilot.
- All services within the large geography of Hampshire declared micro-elimination on different dates and are continuing the work to maintain their status.
- The Aldershot team, which has a different ODN to the rest of Hampshire has been working with the ODN to carry out testing events utilising the ODN van.



The following Inclusion Recovery Hampshire services achieved hepatitis C micro-elimination:

- Andover – September 2023
- Aldershot – September 2023
- Basingstoke – October 2023
- Fareham – May 2023
- Gosport – May 2023
- Havant – September 2023
- Winchester – October 2023
- New Forest – September 2023
- Eastleigh – August 2023

Hep C U Later Project Review

Inclusion (Part of Midlands Partnership NHS Foundation Trust) – Hampshire, IOW, Wessex ODN Clinical Van, Buckinghamshire, Telford, Thurrock:

Isle of Wight (Inclusion Isle of Wight):

- The Hep C U Later Cepheid machines have been used regularly with great success.
- The Southampton Hepatology team have supported outreach clinics at the service and utilised a cohort approach to treatment.
- Several high intensity test and treat events have been delivered with regular testing clinics also in place at the service.
- The Inclusion Isle of Wight service achieved micro-elimination on 26/10/23 and have maintained it since.
- The Inclusion Isle of Wight and Hep C U Later team supported the British Liver Trust event.



The Inclusion Isle of Wight service achieved hepatitis C micro-elimination in October 2023.

Hep C U Later Project Review

Inclusion (Part of Midlands Partnership NHS Foundation Trust) – Hampshire, IOW, Wessex ODN Clinical Van, Buckinghamshire, Telford, Thurrock:

Wessex Clinical Van:

The Wessex clinical van is a Wessex ODN initiative which supports outreach hepatitis C testing and treatment across the region. The staff team operating the van are managed by Inclusion, therefore, it has been included in this report.

- Hep C U Later have continued to provide operational support to the Wessex Clinical Van, supporting the strategic approach and programme planning of the work carried out on the van.
- The Wessex Clinical Van has continued to grow in its reach across the region, taking testing and treatment to individuals who are both open to drug and alcohol services, and those who are not.
- The Wessex Clinical Van continues to meet people's needs through not only offering hepatitis C testing and treatment, but many additional interventions aimed at reducing harm.
- Hep C U Later coordinated the Year 2 NHSE needs assessment project for the whole of the Wessex ODN.
- A record completeness project has been undertaken with Cepheid data and UKHSA.
- The team have been working with UKHSA South West Pathology for a Capillary bloods pilot.
- The Wessex Clinical Van team and Hep C U Later have undertaken case finding exercises across 4 GP practices.
- The teams have supported prison-based high-intensity test and treat events.
- A community event in collaboration with the Hepatitis C Trust, Hep C U Later, and the Wessex ODN was carried out as part of The Hepatitis C Trust South Asian Project.

Hep C U Later Project Review

Central & North West London NHS Foundation Trust – Hounslow, Ealing, Hillingdon, Brent, Milton Keynes:

- The Cepheid GeneXpert machine has been used across Hounslow, Brent and Hillingdon. CNWL have purchased their own now due to the success of its placement.
- Beth Ann Crossland and Eugenia Moyo won the British Journal of Nursing Infection Prevention Nurses of the Year award in 2023, and the Hounslow Team went onto win the Team of the Year 2023 at the Royal College of Nursing (RCN) Awards.
- CNWL has been actively engaged in European Testing Week, the NHSE Needs Assessment Project and Love Yourself, Get Tested Weeks.
- New staff in the service receive hepatitis C training as part of their induction.
- Hep C U Later delivered Cepheid training to the Brent service which is partnership between Via and CNWL, and Tony Mullaney, Hep C U Later's Training and Development Coordinator supported several testing events.
- Regular meetings were held with the Milton Keynes team including a deep data dive with The Hepatitis C Trust and Milton Keynes Hepatology Nurses.



Hounslow achieved hepatitis C micro-elimination in April 2023 and Hillingdon achieved it in September 2023



“Working with Hep C U Later has greatly impacted and continues to impact the work on micro-elimination at ARC Hounslow. The support provided by the Hep C U Later team helped ARC Hounslow achieve and maintain micro-elimination status. Their work enable targeted clinical work which in turn positively impacts service users and helps save lives.”

- Eugenia Moyo, BBV Nurse, CNWL Hounslow



Hep C U Later Project Review

Camden and Islington NHS Foundation Trust:

Kingston:

- Several meetings have been held with the service and Hep C U Later recently provided a data dashboard and raw data report to support their testing and treatment focus.
- Hep C U Later have been working with them as they prepare to TUPE across to Via.

Islington

- Hep C U Later have reached out to the Islington team and are awaiting further work.

South London & Maudsley NHS Foundation Trust - Richmond, Wandsworth, Lambeth, Bexley:

- Regular meetings continue to be held with local BBV leads and the overall lead for the service.
- Data work has been carried out with Richmond and Wandsworth.
- Onsite clinics are in place as are good relationships with the ODN.
- Incentive vouchers* have been used with good results reflecting in testing data.
- The Hep C U Later team and the service are working towards increasing the access to data to further support elimination targets.

Hep C U Later Project Review

Avon & Wiltshire Mental Health Partnership NHS Trust – Dorset Reach, BaNES, Bristol Roads:

Dorset

- The Dorset service was formally transferred to Humankind in July 2023. The Hep C U Later team worked closely with the National BBV Lead for last year. Hep C U Later will hand over fully to Humankind from April 2024.
- Hep C U Later have continued to compile bespoke data reports and identify data anomalies which are rectified by the service.
- DBST and data training was delivered to staff in Dorset.

Bath

- Deep dive data work was carried out in July 2023 and January 2024 which significantly supported the service to focus on who required a test/treatment.
- The Cepheid machine was utilised for SVRs and rapid results giving.
- On-site clinics continue to be successful.
- The Bath service declared micro elimination on the 21/02/24.



Bath achieved hepatitis C micro-elimination in February 2024.

Bristol

- The service have been supported to, and been successful in, securing ongoing funding for the Hep C Assertive Engagement Worker.
- Deep data work has been completed on-site with regular reviews taking place.
- Hep C U Later have been working with a local GP Champion to identify opportunities across Primary Care.
- New business approaches have been implemented and the service is very close to micro-elimination.

Hep C U Later Project Review

Surrey and Borders Partnership NHS Foundation Trust - i Access North West, i Access South West, i Access East:

- Cepheid training has been delivered by the Hep C U Later team and installed at the service.
- The data lead from i-Access continues to work closely with Rob and Chris, the Hep C U Later data analysts.
- The ODN van continues to complete targeted testing days at various locations.
- Significant progress has been made towards hepatitis C micro-elimination.

National Work

National Work

Hep C U Later Training

The Hep C U Later team have delivered bespoke hepatitis C training to the majority of NHS APA drug and alcohol services across the country via Tony Mullaney, Hep C U Later's Training and Development Coordinator and other members of the team.

This training has allowed the Hep C U Later team to be responsive to the specific needs of each NHS APA member Trust and a variety of professionals from across each organisation. However, it is also recognised that the needs of services have developed, meaning less need for training, and more requirement of intensive 'on the ground' support with events and Cepheid testing.

Hep C U Later training has been provided across multiple areas in England. The following are specific examples of where training and testing support has been given to NHS APA member services to ensure the needs of each service have been supported in a flexible and practical manner:

- **CNTW NRP Blyth:** 1 day training following day testing support
- **Inclusion Hampshire:** 1 week supporting the clinical van team (volunteer trained in all forms of BBV testing)
- **Ealing Rise:** 1 day in person training
- **GMMH Bury:** in person Cepheid training
- **CNWL VIA:** 2 days testing support (Cepheid)
- **CNWL VIA:** 1 day testing support (Cepheid) for World Hepatitis Day
- **Inclusion Aldershot:** 2 weeks micro-elimination and Needs Assessment Project testing support
- **Inclusion Basingstoke:** 1 week micro-elimination and Needs Assessment Project testing support
- **Pennine Care Stockport:** 2 days Needs Assessment Project and micro-elimination support
- **Inclusion Portsmouth:** 2 weeks micro-elimination and Needs Assessment Project testing support
- **Surrey:** 1 day in person Cepheid training and implementation



“The Hep C U Later team have revolutionised our approach to the testing and management of Hepatitis C in Solihull. With your dedicated support we have had targeted data to enable us to start testing in a swift manner, the loan of a Cepheid machine to assist SIAS with mass testing and given us the drive and enthusiasm with your countless emails and calls of support. I am certain Ben, and I could not achieve what we have without your support.”

*- Sarah Keeling, NMP (SIAS
Birmingham and Solihull Mental
Health Trust)*



Hep C U Later Project - Year 6 Plans?

As we head into year 6 of the Hep C U Later project, we have achieved significant results in reaching hepatitis C micro-elimination in 20 services.

We have reached a point in the programme where we have significant learning and expertise, enabling us to now grow into a more self-sustaining programme.

Our main aim for this coming year will be to focus on supporting the remaining NHS APA services to reach micro-elimination, and once reached support them to ensure the work can be maintained when the project eventually ends.

Simultaneously we will be seeking to improve harm reduction and look for opportunities to spread out the work we are doing to other areas of healthcare in those regions. To do this, we will work with each member Trust to ensure we are able to understand and unblock any barriers, offer our resources to give additional support and where possible work with them on wider issues which may affect their ability to sustain micro-elimination.

Conclusion

The main successes over the past year has been seeing hepatitis C micro-elimination across NHS APA services become a reality.

Hep C U Later continue to drive forward the development of data processes, meaningful resources, and intensive support with the view of testing and treating as many people as possible, all with a focus on the sustainability of micro-elimination. This impact report demonstrates the tremendous level of energy and commitment to this objective across our NHS APA providers and our external key partners.

The next year for Hep C U Later is a critical one in fully reaching our initial goal, however, will bring new challenges as we begin to focus on harm reduction in more detail and widen our scope. Hep C U Later and the NHS APA will continue to be committed to improving lives and upholding the good quality of care provided by NHS services.

The Hep C U Later team are extremely grateful for the tireless work of all the people we collaborate with and are extremely proud to work alongside them.

Together, we're all saying Hep C U Later.

- Deanne Burch, Programme Lead for Hep C U Later

Joint Working Agreement (JWA) Statement

Hep C U later is an output of an NHS Addictions Provider Alliance (NHS APA) and Gilead Sciences joint working initiative.

The aims and objectives of this joint working agreement are to:

- Increase the number of at-risk people per month who are tested for Hepatitis C.
- Increase the number of people appropriately referred into the care of a treater, either those who are newly diagnosed Hepatitis C positive or those previously diagnosed with Hepatitis C but not treated.
- Improve the efficiency with which Hepatitis C positive patients are diagnosed and ultimately treated as measured e.g., through data reported by Operational Delivery Networks (ODNs).

This report includes an update on initiatives funded by the JWA as well as those funded by other partners which are aligned to NHS APA's strategic objective to eliminate Hepatitis C. For clarity the tabled information below summarises:

- Where Gilead have contributed resources through either funding, funding of roles, clinical or project management expertise.
- Where MPFT and other NHS APA members have contributed as part of the JWA.
- Where activities are undertaken outside of the JWA by member Trusts who have aligned goals.

Section of Report	Gilead resource input under the JWA	MPFT input under or outside of the JWA	NHS APA input outside of the JWA
Hep C U Later Project Team	1: The following roles are directly and fully funded by Gilead Sciences: <ul style="list-style-type: none"> • Deanne Burch (Programme Lead for Hep C U Later) • Louise Hansford (Elimination Coordinator) • Laura Hughes (Elimination Coordinator) • Robert Fair (Data Analyst) • Chris Heaps (Data Analyst) • Tony Mullaney (Training and Development Coordinator) • Candie Lincoln (part-time funded 3 days per week by Gilead Sciences, part-time funded by the NHS APA for 2 days) 	2: Roles are funded by Inclusion, part of Midlands Partnership NHS Foundation Trust (MPFT): Additional roles to support the infrastructure of the JWA are provided by MPFT but not mentioned in the report such as those in central corporate services at MPFT.	

Section of Report	Gilead resource input under the JWA	MPFT input under or outside of the JWA	NHS APA input outside of the JWA
Using Data and Information to Support Micro-elimination	3: The data work streams described in this section are enabled through Gilead Sciences funded two data analyst posts (Robert Fair and Christopher Heaps). The hepatitis C micro-elimination criteria (1-4) were developed by the Gilead Sciences led National Hepatitis C Drug Treatment Service Provider Forum of which Hep C U Later contributed.	3: MPFT have contributed the expertise of David Cupit (Commercial and Information Lead) to support the data work streams detailed in this section.	Micro-elimination Criteria 4b was developed and implemented by Hep C U Later. The exemptions framework was created by Hep C U Later.
Partnership Working	<p>4: The Hep C National Drug Treatment Provider Forum is a Gilead Sciences led collaboration drawing together BBV Leads from across the drug treatment sector. These include:</p> <ul style="list-style-type: none"> * NHS Addiction Provider Alliance * We Are With You * Turning Point * Humankind * CGL * Via * The Hepatitis C Trust * NHSE HCV Elimination Team <p>The Gilead PAC managers are part of the resource brought by Gilead Sciences. The PAC managers also provide expertise in supporting the relationships with the ODNs.</p>	4: MPFT have contributed the expertise of Grace Masinuka (Programmes and Communications Lead) to support the social media campaign work produced within the Hep C National Drug Treatment Provider Forum.	5: The Hep C U later initiative have benefited from the use of Cepheid (GeneXpert) machines which have been utilised across the NHS APA (Cepheid GeneXperts funded by MSD as part of the Hepatitis C Elimination Tender with NHS England) - this is not part of the JWA with Gilead Sciences.

Section of Report	Gilead resource input under the JWA	MPFT input under or outside of the JWA	NHS APA input outside of the JWA
Hep C U Later Project Review	6: Gilead Sciences staff have contributed time and expertise to the work carried out in these NHS APA member Trusts. Gilead Sciences have also funded the hepatitis C elimination coordinator posts who work directly with these NHS APA member services. For the purpose of transparency those report items marked with a * are as a direct result of funding for Hepatitis C elimination activities through the JWA in years 3 to 4.	6: The Hampshire Homeless Program was funded by NHSE and is not a part of the JWA with Gilead Sciences 6: The Wessex Clinical Van is a Wessex ODN initiative funded by NHSE. The team operating the van are managed by Inclusion and the Hep C U Later team provide operational oversight, support and guidance.	6: The NHS APA have contributed their own internal staff resources in each of the services mentioned in the report and a representative board member for the Hep C U Later board meetings. 6: The Hep C U later initiative have benefited from the use of Cepheid (GeneXpert) machines which have been utilised across the NHS APA (Cepheid GeneXperts funded by MSD as part of the Hepatitis C Elimination Tender with NHS England) – this is not part of the JWA with Gilead Sciences. For transparency items marked with a ~ correspond to this agreement. 6: The work to increase the surveys for the UKHSA Unlinked Anonymous Monitoring Survey of PWID are an NHS APA activity.
Hep C U Later Project – Year 6 Plans	7: Year 6 plans - staff and resource will not be commissioned or funded by Gilead Sciences from the 1/4/24, however, joint working under a JWA will continue.		7: The Hep C U Later project will be fully commissioned and funded by the NHS England Hepatitis C Elimination Programme Team from the 1/4/24.

HEP C U Later

*Impact Report
April 2023 - March 2024*

The following outlines the work of Hep C U Later that falls outside of the joint working agreement with Gilead Sciences. This is work completed by the Hep C U Later team in addition to the work outlined in the joint working agreement.

Using Data and Information to Support Micro-elimination

The Dashboard on a Page Guide:

The Hep C U Later team have completed a detailed [Dashboard on a Page Guide](#), to enable the NHS APA Trusts to understand the data and how it is calculated.

The guide has been written for data leads, BBV leads and service managers and additionally, will support member Trusts to replicate the dashboard in their services should they wish to, enabling them to continue monitoring their data in this way once the Hep C U Later project finishes.

Some member Trusts have already adapted our reports to produce internal reports.



National Work

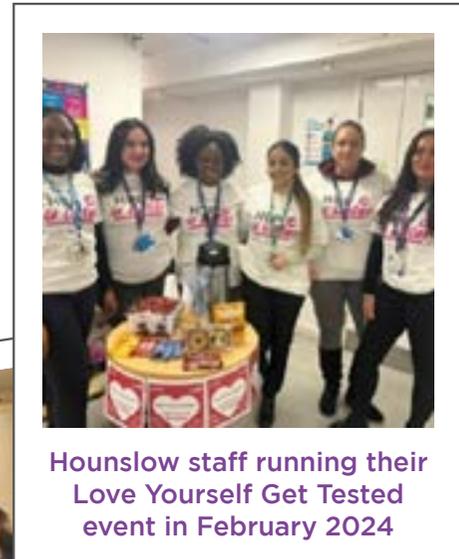
National Work

'Love Yourself, Get Tested' week

From the 12th to the 16th of February 2024, Hep C U Later ran the NHS APA 'Love Yourself, Get Tested' week. This involved a week-long social media campaign aimed at increasing knowledge, directing people to our resources, and raising awareness of the national hepatitis C testing portal. Emails were sent to all NHS APA services providing ideas for how to get involved.

Some of the activity included:

- Holistic healthcare events
- Deep data dives and correcting data anomalies
- Testing events with Cepheid machines
- Incorporating hepatitis C discussions into team meetings
- Engagement and awareness raising events



Hounslow staff running their Love Yourself Get Tested event in February 2024



Louise Hansford from Hep C U Later and the Bath & North East Somerset team at an event for Love Yourself, Get Tested week

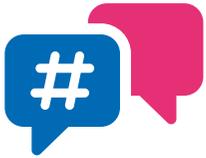


Stockport (Pennine Care), event board display for Love Yourself, Get Tested week

National Work

'Love Yourself, Get Tested' week

Social media analytics



Number of posts

6



Engagement rate

6.53%



Total clicks

5



Impressions

995



Reach

368



Facebook likes

43



Shares

16



Top post

*Hepatitis C testing
portal post*

National Work

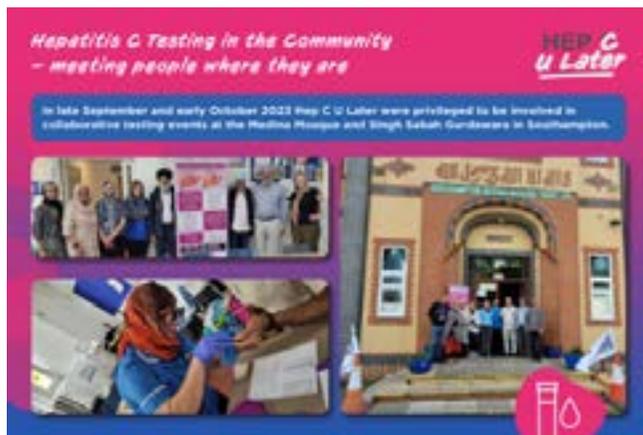
Hep C U Later Podcasts, Blogs, Videos, and Case Studies

In the last year, the Hep C U Later team provided more podcasts, case studies and videos to support services in reaching hepatitis C micro-elimination than in previous years.

- How to use the [NDTMS 'assessed as not appropriate to offer' status in drug services video](#)
- Reaching and sustaining micro-elimination in Nottingham Clean Slate podcast
- Reaching and sustaining micro-elimination in [Mersey Care case study](#)
- Reaching and sustaining micro-elimination in [Hillingdon case study](#)
- [Outreach in the community case study](#)
- [Storing hepatitis C treatment in drug services case study](#)

Additionally, Hep C U Later have contributed to the Gilead Sciences DTS Provider Forum podcast.

In recognition of the need to improve harm reduction, Hep C U Later launched the Harm Reduction Series, which included harm reduction social media messaging around good practice via podcasts, blogs and case studies.



National Work

Hep C U Later Podcasts, Blogs, Videos, and Case Studies

Released:

-  **Blog** - [What is harm reduction?](#)
-  **Blog** - [Women, Pregnancy and Hepatitis C](#) (in support of International Women's Day)
-  **Podcast** - Harm reduction activities in Nottingham
-  **Blog** - Hepatitis C and homelessness ([part 1](#) and [part 2](#))
-  **Guest Blog** - [GMMH – supporting hepatitis C elimination and harm reduction](#)
-  **Guest Blog** - [Zoe Yates - The importance of peer support workers](#)

Planned for release in 2024/2025

-  **Blog** - Low dead space needles
-  **Blog** - Hepatitis C and alcohol
-  **Blog** - Hepatitis C and image and performance enhancing drugs
-  **Blog** - Hepatitis C and health inequalities
-  **Blog** - Hepatitis C and drug consumption sites
-  **Blog** - Hepatitis C elimination progress outside of England
-  **Blog** - Harm reduction and age
-  **Blog** - Harm reduction training
-  **Guest Blog** - Hepatitis C and drug related deaths
-  **Video** - The Hampshire harm reduction van initiative

National Work

Hep C U Later Training

The Cepheid Machines have enabled services to rapidly deliver hepatitis C and sustained viral response (SVR) results, shortening the pathway from testing to treatment.

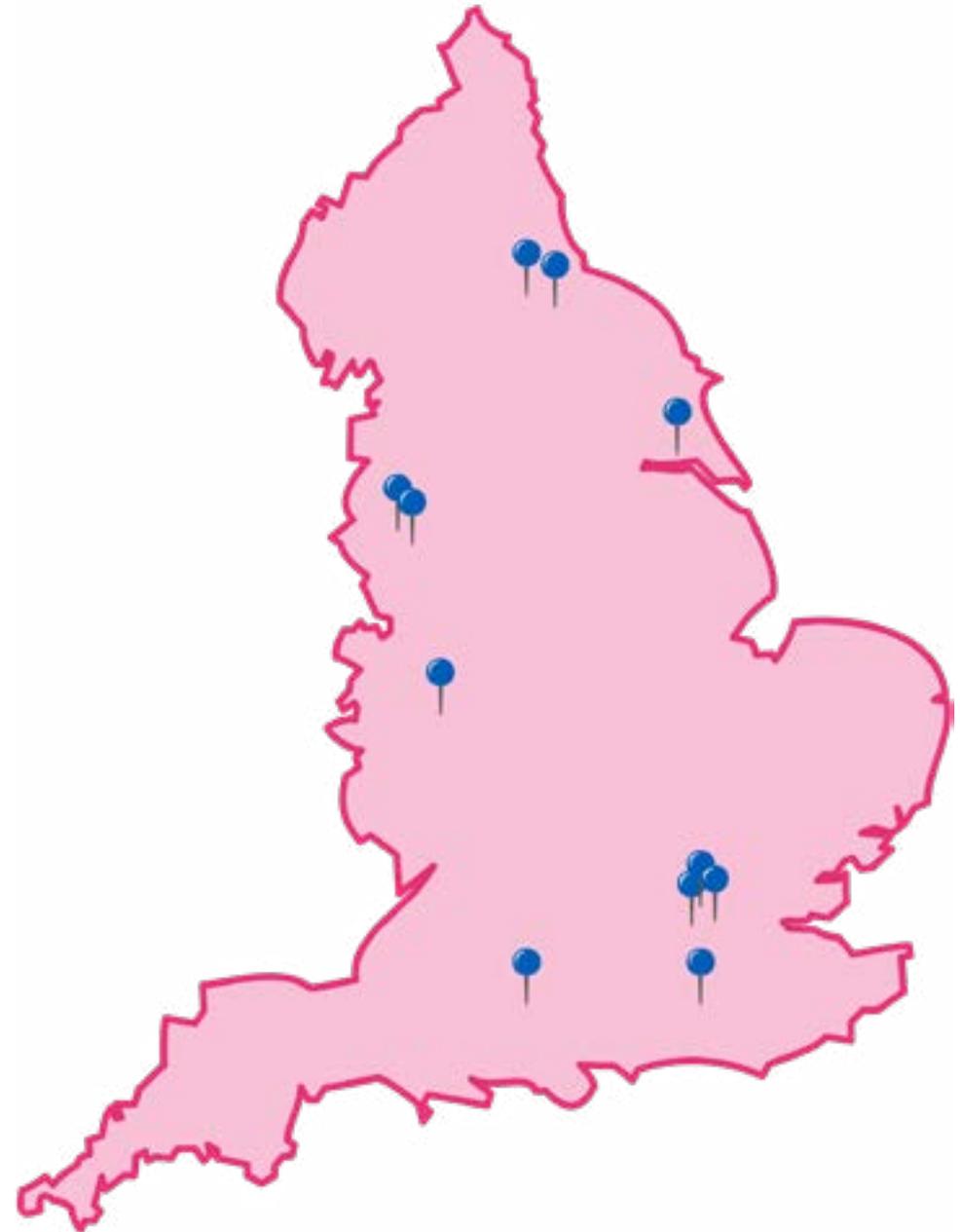
Hep C U Later have a number of machines which are rotated across NHS APA services in England dependent on need.

At the end of March 2024 3 machines will to be returned to MSD, however some machines will remain which are able to be rotated.



Cepheid Testing support for World Hepatitis Day at the VIA Service Willesden Centre for Health. Hep C U Later we were joined by Gilead and Cabinet Member for Public Health & Adult Social Care, Neil Nerva.

Cepheid placements since April 2023



National Work

Hep C U Later Training

The Hep C U Later team have an internal Cepheid Implementation SOP to ensure strong processes are in place to support services to get the most out of the machines. An [external Cepheid SOP](#) is also available to support NHS APA organisations should they wish to implement the use of these machines in their services.



“For us at Brook Place, having the Cepheid machine for the last 3 months has proven amazingly affective, as we have been able to move closer to micro-elimination quicker than we ever imagined.

Having the Cepheid at Brook Place has also increased our engagement for Hep C testing, as we have been testing on client’s appointments rather than sign posting to outreach clinics with the nurses which unfortunately most do not attend and we also have more phlebotomists including myself, here to accommodate any bloods that need to be take too.

From the clients perspective we have been able to test and give results within an hour, which for them is very important as most clients can become quite anxious waiting for results and outcomes and we have been able to eliminate that worry.”

- Hayley Curran (Brook Place, Mersey Care)



Awards, Posters and Conference Presentations

Awards, Posters and Conference Presentations

Awards

In March 2023 Hep C U Later, alongside our partnerships as part of the Gilead Sciences led Provider Forum had the honour of winning the HSJ award for the Best Healthcare Analytics Project for the NHS.

Over the last year Hep C U Later were also shortlisted for:

- **UKPHR Collaborative Working Award (2023)** - For the Hep C U Later programme
- **UKPHR Improving Public Health Practice to Reduce Health Inequalities Award (2023)** - For the GP case finding initiative in Bournemouth led by Louise Hansford
- **Fab Academy Awards (2023)** - for the Hep C U Later Stigma Toolkit
- **Midlands Partnership University NHS Foundation Trust Big Awards Night Partnership Award (2023)** - For the Hep C U Later team's collaborations
- **British Journal of Nursing Infection Prevention Nurse of the Year Award in (2024)**
- Deanne Burch, Hep C U Later Programme Lead was shortlisted for this award
(*result to be determined*)

Along with our partners in the DTS Forum we were shortlisted for multiple HSJ awards.



Awards, Posters and Conference Presentations

Posters

Poster presentations are a way to present the exceptional work being carried out across the sector and stimulate discussions with other areas nationally and globally.

Hep C U Later and NHS APA member Trusts have had the privilege of presenting hepatitis C related posters on the work being carried out at a number of conferences including:

- INHSU Conference (Switzerland) - 2023
- BASL 2023
- NHS APA Stigma Kills Conference - 2023

In March 2024, Hep C U Later submitted the following abstracts to INHSU 2024:

- Novel approach to engaging people back into HCV treatment (Bristol)
- Analysis and use of statutory dataset in the elimination of hepatitis C across 15 NHS Trusts
- The Hep C U Later Engagement Programme – Using resources, education and marketing to engage healthcare professionals in hepatitis C elimination
- Development of drug treatment service hepatitis C micro-elimination criteria for people in structured treatment (on behalf of the Hepatitis C DTS Provider Forum)
- DTS Forum development of hepatitis C virus and other blood borne viruses standards of care (on behalf of the Hepatitis C DTS Provider Forum)



Laura Hughes presenting a poster at BASL 2023



Louise Hanford presenting a poster at INHSU 2023

Awards, Posters and Conference Presentations

Conference presentations

The Hep C U Later team have also presented at multiple conferences and webinars over the last year. Some of these have included presenting for Gilead Sciences, London Joint Working Group, HCV Action, INHSU, the Wales Best Practice Event, the Global Hepatitis Summit 2023 and Operational Delivery Network conferences. This has resulted in raising awareness of the Hep C U Later project in new areas internationally.



Part of the Hep C U Later team at INHSU 2023



Louise Hansford presenting in Switzerland at INHSU 2023



Debbie Moores (Humankind), Marlon Freeman (Via) and Laura Hughes (Hep C U Later) presenting at the CAVDAS Welsh Best Practice Event in Cardiff



Deanne Burch presenting at the LJWG conference



Laura Hughes presenting at the CAVDAS Welsh Best Practice Event in Cardiff on the growth and impact of Hep C U Later

Hep C U Later Marketing Campaign

HEP C U Later

Marketing Campaign

Hep C U Later is the brand name of the programme which encompasses our shared ambition to eliminate hep C.

The bespoke Hep C U Later marketing and communications campaign aims to raise awareness, showcase excellence across NHS Addictions Provider Alliance member Trusts and support the ongoing activities both offline and online.

The communications aim to reduce barriers, increase awareness and educate those at risk, of treatment options, removing myths and helping to encourage and engage them into treatment.

This report focusses on the performance of Hep C U Later across its digital platforms. The website and social media accounts started January 2020 and have grown in interest and gathered momentum, with a steady upwards trajectory since its inception.

Social media accounts were created to support the programme and deliver on 4 key messages identified below. We look ahead, with a continued commitment to marketing activities to help more people say 'Hep C U Later' as services across the NHS APA strive for micro-elimination.

The digital platforms currently being used include:

- X (formerly Twitter)
- Website
- Facebook
- LinkedIn (launched April 2023)

Key messages identified for the Hep C U Later campaign:

1. Hepatitis C can be eliminated and we aim to do it
2. We are NHS APA - NHS bringing care, quality and trust
3. What 'at risk' behaviours are and how to reduce transmission
4. Treatment is quick, easy and accessible

Hep C U Later continues to lead the marketing and communication workstream for the drug and alcohol treatment providers forum.

This is a collaborative of the NHS APA member Trusts and non-NHS treatment providers with a shared ambition of achieving hep C elimination.

The Hep C U Later team continue to present at conferences and webinars over the last year. Some of these have included presenting for HCV Action, INHSU, The Public Health Practitioner Conference and the UKHSA UAM Symposium. This has resulted in raising awareness of the Hep C U Later project in new areas.



Hep C U Later Marketing Campaign



X (formerly Twitter)

The rationale for the Hep C U Later X account was to target an audience of professionals and influencers within the hepatitis field, whilst raising awareness of the programme of work and the Hep C U Later brand.

The Hep C U Later X account is followed by a mixture of people accessing drug and alcohol services and professionals. Our reach, impressions and followers continue to increase year after year.

From April 2023-March 2024 we have seen:



The most popular posts have been based on the following themes:

- Micro-elimination
- Campaigns and events
- Engagement Programme resources
- Collaborations

Over the past year we have taken part in:

- The Spring and Autumn European Testing Weeks
- World Hepatitis Day
- Drug Treatment Provider Forum collaborative social media planning
- Our own campaigns such as Love Yourself, Get Tested

These have led to a growth in engagement over the last year.

The hashtag #HepCULater is now one of the most noticeable hepatitis C hashtags in the UK and is being used across all services.

Hep C U Later Marketing Campaign



Facebook

Facebook was set up with the concept of targeting people accessing drug and alcohol services, raise awareness of hepatitis C, and provide a 'call-to-action' with advertising of pop-up clinics or face-to-face testing events.

The Facebook account is predominantly aimed at people accessing drug and alcohol services, however we are also followed by a number of professionals.

From April 2023-March 2024 we have seen:



The most popular posts have been based on the following themes:

- Micro-elimination
- Staff achievements
- Training

Over the past year we have taken part in:

- The Spring and Autumn European Testing Weeks
- World Hepatitis Day
- Drug Treatment Provider Forum collaborative social media planning
- Our own campaigns such as Love Yourself, Get Tested

Hep C U Later Marketing Campaign



LinkedIn

LinkedIn was set up in April 2023, after the launch of the Hep C U Later Engagement Programme. The aim is to target other professionals, particularly those working in primary care, antenatal services and emergency departments, and share our wide variety of resources and hep C information.

LinkedIn is also a great platform to showcase the work and achievements across the whole Hep C U Later project.

From April 2023-March 2024 we have seen:



The most popular posts have been based on the following themes:

- Micro-elimination
- Podcasts
- Conferences
- Testing portal
- Case studies
- Training

Hep C U Later Marketing Campaign



Website: www.hepculater.com

About the website

The website was launched in January 2020 and has continued to grow since its inception.

The website, hosts information about what hepatitis C is, how it can be transmitted, symptoms, those at risk, testing facilities across the NHS APA testing sites, as well as success stories from those who have been treated and have said 'Hep C U Later'.

In the last year, The Hep C U Later website has been re-designed to include specific professional areas as part of the Engagement Programme. We now also host a resource library and ensure the national hepatitis C testing portal is accessible to anyone viewing the website.

Website analytics

The analytics tell us that there has been a decrease in views and users overall compared to last year. However, this will have a lot to do with the website having an overhaul and search engines need time to crawl the website for SEO ranking.

However, stats show that 56.65% of users visit our website from a desktop, as opposed to mobile, which indicates these could be professionals - the main target for the Engagement Programme.



Users

1,355



Page views

7,566



Engagements

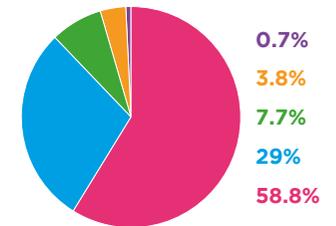
18,872



Resource downloads

842

Referral sources



● Direct ● Social ● Other
● Organic ● Referrals

Hep C U Later Engagement Programme

In 2023, Hep C U Later implemented an additional engagement, communications and awareness programme focusing on professionals who work in primary care, antenatal services and emergency departments. This was an additional Hep C U Later initiative provided by Inclusion (Midlands Partnership NHS Foundation Trust), as part of the NHS APA collaboration and commissioned by NHSE.

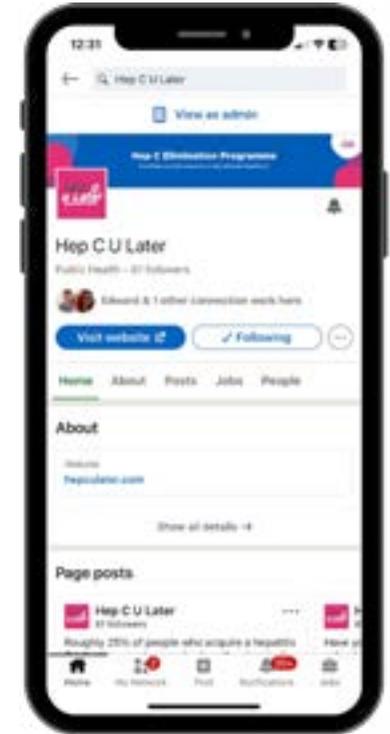
The Engagement Programme has produced a high volume of resources for different professionals and areas of work, some of which may be beneficial for drug and alcohol services and their localities:

- [Primary Care Toolkit](#)
- [Hepatitis C Factsheet](#) and [Top Tips for Testing](#)
- [Email Banner](#)
- [Posters](#), [Leaflets](#), [Wallet-Sized Cards](#), [Lanyard Cards](#)
- [TV Screen Graphics](#)
- [Training Matrix](#)
- [Podcasts, videos and case studies](#)
- [CPD-Accredited Training](#)

The Hep C U Later website has been re-designed to include specific professional areas and ensure the national hepatitis C testing portal is accessible to anyone viewing the website.

The Engagement Programme team have engaged with many professionals across ICBs, dental practices/networks, pharmacies, general practice, local authorities, antenatal services and public health, as well as running stalls at national conferences such as RCGP.

To stay up to date with this programme, follow the [Hep C U Later LinkedIn page](#) or [join our mailing list](#) to be sent resources and a quarterly newsletter.



Hep C U Later Project Review

Midlands and North

South and London

Gallery

Hep C U Later Project Review - Gallery



Hep C U Later Project Review - Gallery



Sarah and Ben (SIAS) presenting to the Birmingham ODN how they achieved micro-elimination.



GMMH Achieve staff working with Hep C U Later



Chris and Callum from Nottingham Recovery Network receiving eliminator awards for their work towards hepatitis C micro-elimination



The Wolverhampton team



The SIAS team celebrating achieving micro-elimination



Mersey Care staff celebrating reaching hepatitis C micro-elimination

Hep C U Later Project Review - Gallery



Hep C U Later supporting Telford's World Hepatitis Day event



Mark Prescott, Clinical Lead for Inclusion's One Recovery Bucks service showing his support for Hep C U Later



Alan Howard (P2P), and the Inclusion Recovery Hampshire team



Hep C U Later's Tony Mullaney attending the Telford Recovery Conference.



Hep C U Later and the Northumberland team



Howard King, Director of Specialist Services at MPFT showing support for HCUL



Alan Howard (P2P), Tony Mullaney (Hep C U Later), Lorna Mooney (Inclusion).

Hep C U Later Project Review - Gallery



Laura Hughes presenting at the RDaSH training meeting



The Wolverhampton team receiving Cepheid training



The iAccess Surrey team receiving Cepheid training



Hep C U Later and the Bristol team



Hounslow team (left to right): Val, Eugenia, Hep C U Later team and CNWL staff and Hep C U Later supporting Milton Keynes staff with data work.

Hep C U Later Project Review - Gallery



Louise Hansford & Dr Kate Robson, Hep C GP Champion



Inclusion staff and peers supporting the Hep C U Later stand at the DDN Conference



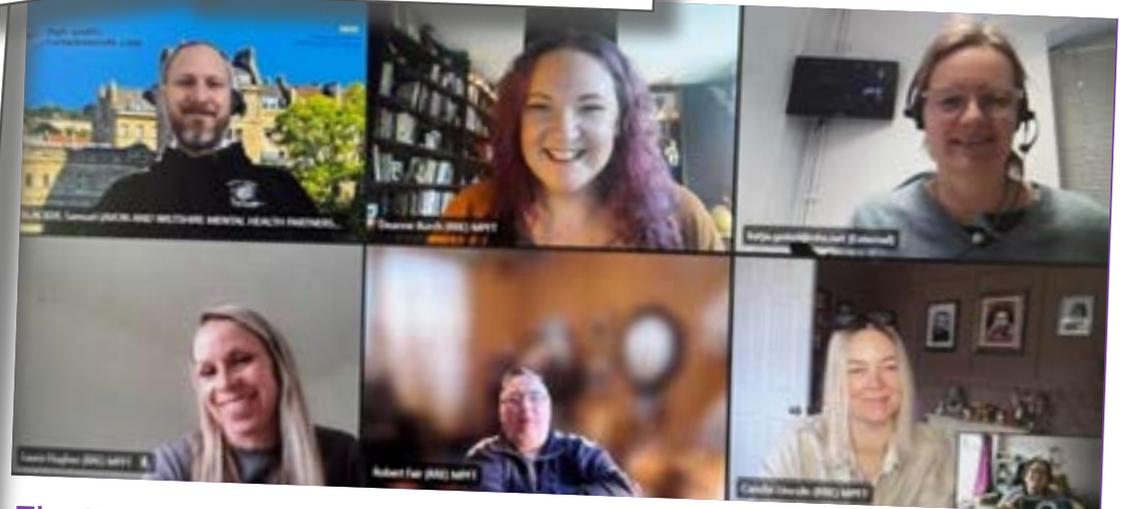
Hep C U Later supporting a Telford community testing event



Ben (SIAS) and Tony (HCUL) using the Cepheid machines



The Wessex Clinical Van team, the Hep C U Later team and the P2P team



The Hep C U Later team and the Bath and North East Somerset team celebrating reaching micro-elimination.

Hep C U Later Project Review - Gallery



Ben and Sarah from SIAS



Elaine Dawson, Wessex Clinical Van Coordinator



Jayne Harwood (ODN Manager), the Hep C U Later team and CNTW staff



Paul, Hepatitis C Trust Peer, showing support for HCUL on the Isle of Wight.



Kieran, BBV Lead from Isle of Wight using the Cepheid machine



THANK YOU

to everyone who has engaged in the Hep C U Later journey so far!





@HepC_U_Later



Hep C U Later



Hep C U Later



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HEP C
U Later