

# HEP C u Later

## Engagement Programme Impact Report

*1st April 2023 - 31st March 2024*

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# *Introduction and Executive Summary*

The Hep C U Later Engagement Programme is an additional Hep C U Later initiative provided by Inclusion (part of Midlands University Partnership NHS Foundation Trust) and is commissioned by NHS England's Hepatitis C Elimination Programme. Although the programme is aimed at providing resources, awareness and engagement to professionals working within primary care, antenatal services and emergency departments, the work which has been completed within the last year has had a broader reach, and the resources have had a wider application than previously thought.

The Engagement Programme has been able to deliver key resources which have been shared regionally. For example, through Operational Delivery Networks, Local Dental Networks, Local Pharmaceutical Committee's, or individual GP practices. However, the programme has also had a wide national reach through the team's engagement with national professional organisations, locum agencies, organisations which provide learning, and through providing stalls at conferences to meet a large audience.

The data analytics demonstrate that professionals across multiple fields continue to engage with the Hep C U Later content, downloading and utilising resources, completing CPD-accredited training, engaging through social media, and enquiries through emails. The national hepatitis C testing portal has been accessed both through resources and the use of the website, which was also improved to provide meaningful content for each professional area.

Part of the added value of the programme has been to regularly release content on best practice across England, leading to a library of podcasts, written case studies, and videos which share learning but also show what is possible.

Year one of the Engagement Programme has delivered a high level of content, allowing for an even more enhanced focus on engagement with key areas and professional groups moving into year two.

*Deanne Burch, Hep C U Later Programme Lead*

# Background



The purpose of the Hep C U Later Engagement Programme is to engage with professionals working in primary care (general practice, dentistry and pharmacy), emergency departments and antenatal services and provide them with awareness, resources and training to support the elimination of hepatitis C in England. The engagement of these professionals is focused on those working within England.

The Hep C U Later Engagement Programme is an initiative provided by Inclusion (part of Midlands Partnership University NHS Foundation Trust) and directly commissioned by NHS England's Hepatitis C Elimination Team.

Inclusion are an award-winning NHS organisation, delivering community and prison-based drug & alcohol, mental health within prisons, IAPT, gambling, inpatient detox, and sexual health services across a wide national footprint.

Inclusion is the host organisation for the NHS Addiction Provider Alliance (NHSAPA) and Hep C U Later. Inclusion's scope and expertise enables the Hep C U Later Engagement Programme to flexibly respond to the needs of the wider hepatitis C elimination programme.

## *Joint Working Partners:*



# Engagement Programme Team



**Deanne Burch – Hep C U Later Programme Lead**

Responsible for the strategic direction of the programme.



**Candie Lincoln – Hep C U Later Project Manager**

Responsible for supporting projects within the programme.



**Claire Dudley – Engagement and Communications Manager**

Responsible for the engagement of professionals and oversight of communications activity.



**Edward Taylor – Engagement and Communications Officer**

Responsible for communications and branding activity.

# Resources for Professionals

## Summary

Part of the original specification for the programme included the development of specific resources. Since the commencement of the Engagement Programme all of the specified resources and additional assets listed below have been developed since April 2023.

## Scoping Surveys

The Engagement Programme launched surveys on specific professional groups in April 2023, resulting in gathering key information about what professionals would value in terms of resources, training and engagement. These surveys provided the team with additional information which enabled the programme to move forward effectively and responsively. Surveys were carried out amongst the following:

- GPs
- Practice Managers
- Health Visitors
- Antenatal Staff

## Printed Assets

After the Engagement Programme started, printed resources were developed to ensure professionals could signpost people accessing their services to information about hepatitis C and the national testing portal. Printed resources are available for professionals by emailing [connect.HepCULater@mpft.nhs.uk](mailto:connect.HepCULater@mpft.nhs.uk) and delivered normally within one week.

These printed resources have also been distributed to attendees at conferences. Ensuring printed materials are displayed in waiting areas ensures that signposting can take place with minimal resources required from the organisation or professional. More details about the amount of printed materials distributed can be found in the Engagement section.





### Hepatitis C Leaflet

The hepatitis C leaflet links directly to the national hepatitis C testing portal and contains key information about testing, results, treatment and support available.



Downloaded - 54

Distributed - 275

### Hepatitis C Wallet Sized Card

A wallet sized card was created as a discreet informative resource which links directly to the national hepatitis C testing portal, on the reverse side of the card you find a summary of the risk factors for hepatitis C.

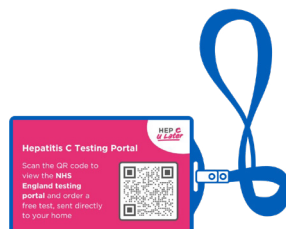


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### Hepatitis C Lanyard Card

The lanyard card is designed for professionals to keep with their ID card. One side features a QR code linking to the Hep C U Later resources, the other side has a QR code linking to the national hepatitis C testing portal, enabling professionals to order kits for people.



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Distributed - 160

### Hepatitis C Poster

**Three versions have been created:**

1. For primary care which has a QR code linked to the national hepatitis C testing portal
2. A non QR code poster for outside of England and drug services
3. A poster specific to dental practices so QR code analytics can be tracked



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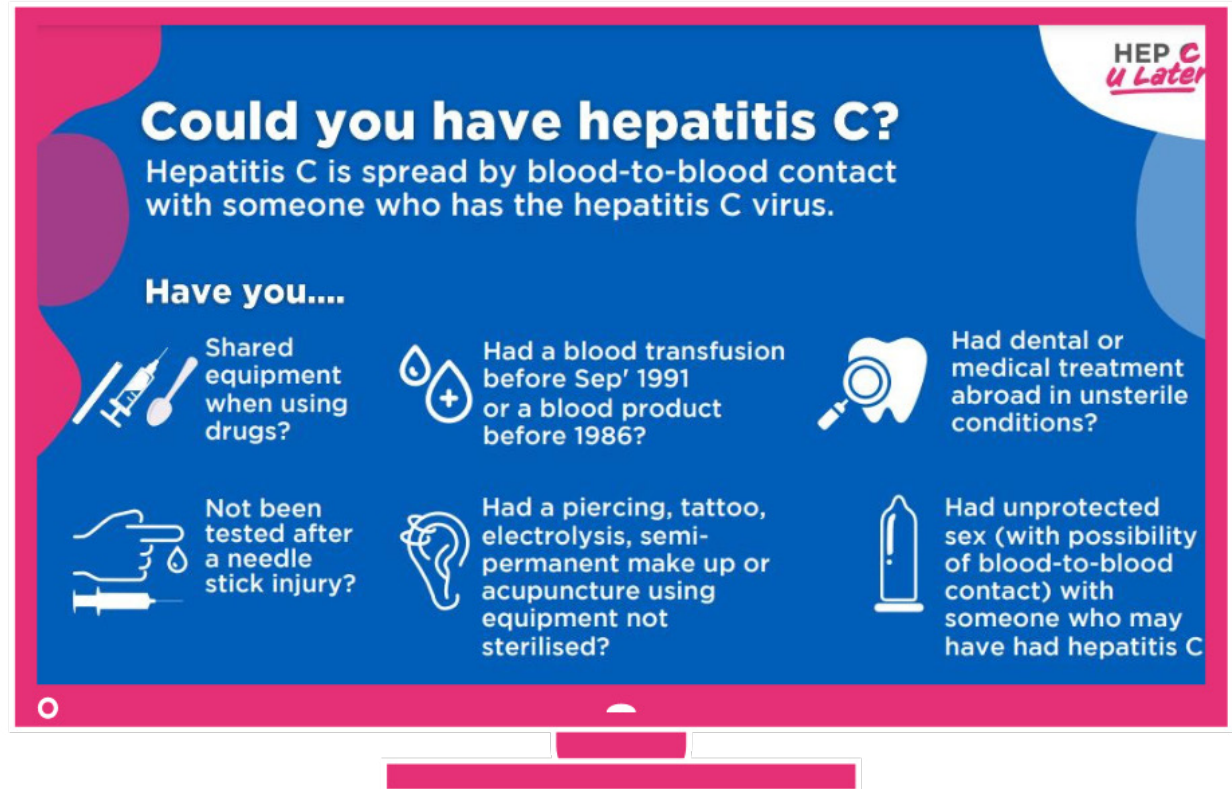
# Resources for Professionals

## Digital Tools

The Engagement Programme team have consistently developed online tools to assist in the elimination of hepatitis C to meet different needs. Many organisations such as general practice have TVs available in waiting rooms which allows for people to self-identify risk factors and seek hepatitis C testing through the national testing portal if our TV screen graphics are displayed. The team created an animated version, and a still version. There is also a version for primary care, advertising how to get a hepatitis C test, and a version for drug services which signposts people to recovery staff for testing.

Spreading awareness of hepatitis C in a variety of formats and at different levels is essential for the buy in of professionals into the hepatitis C elimination goal. Hep C U later developed a simple [factsheet](#) which can be shared amongst professionals and a larger training matrix aimed at providing professionals with access to further information such as guidelines, information on prevalence or other training modules.

It is recognised that some staff lack confidence in discussing risk factors for hepatitis C with people who may have been at risk or lack confidence in completing the test, as a result, Hep C U Later created a 'Top Tips for Testing' document which aims to give key information and advice on how to engage people with testing.



# Resources for Professionals

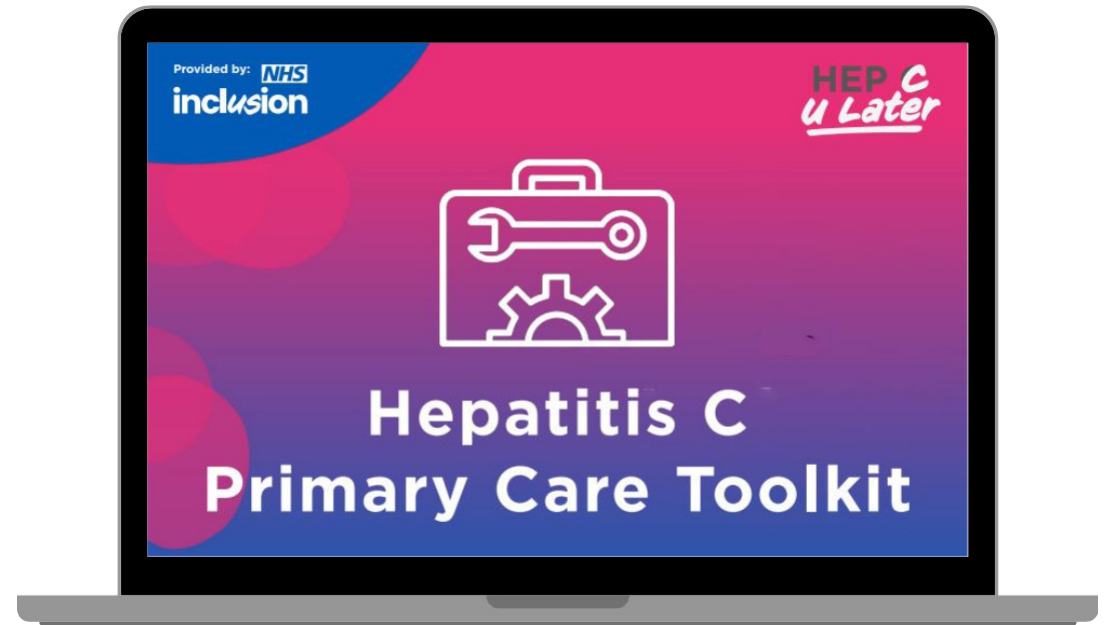
## Digital Tools

Hep C U Later developed a Primary Care Toolkit which has been distributed extensively to engage primary care professionals in becoming involved with hepatitis C elimination, providing them with options as to how to engage depending on their level of capacity. The primary care toolkit contains the following:

- **Basic hepatitis C information**
- **Overview of hepatitis C elimination and progress**
- **Information of GP Champions**
- **Resources for patients and support available**
- **Information about Operational Delivery Networks**
- **Links to free CPD-accredited training**
- **Information about stigma**
- **Case studies (GP, pharmacy and dentistry) showcasing good practice already being undertaken**
- **Options for involvement in hepatitis C elimination initiatives (from displaying posters to receiving support to work through patient information to identify and treat those at risk)**
- **Relevant guidelines, data and reports**

Hep C U Later are aware of how powerful it is to share what you care about on social media and created [social media profile banners](#) and [email signature banners](#).

Over the past 4 years, Hep C U Later have accrued a lot of learning about how to engage people, produce resources, share learning and have put this together in a comms shared learning document for sharing with Operational Delivery Networks. Take a look at it [here](#).



## GP Toolkit



Downloaded - 73

## Training Matrix



Downloaded - 36

## Primary Care Toolkit



Downloaded - 46

## Hepatitis C Factsheet



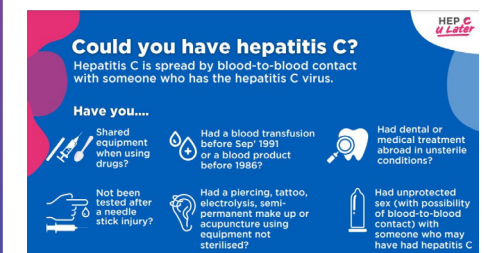
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## Email Banner



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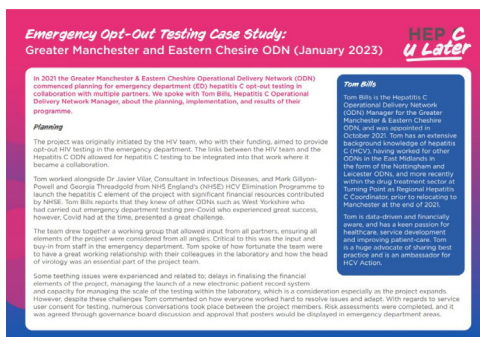
## GP TV Screen



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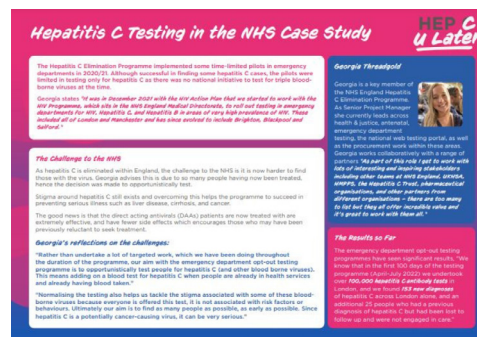
## Written Case Studies

The release of case studies has been an important element in engaging other areas of healthcare to explore what they can do to support hepatitis C elimination in their area. These are developed to share learning, inspire others and showcase the excellent work being carried out across England.



Downloaded - 20

### Tom Bills – Greater Manchester and Eastern Cheshire ODN Manager - Emergency department opt-out testing case study



Downloaded - 16

### Georgia Threadgold – Senior Project Manager NHSE HCV Elimination Team - NHSE hepatitis C elimination programme case study



Downloaded - 13

### Southampton Outreach Case Study - Emergency department opt-out testing case study



Downloaded - 12

### Duncan Creswell – Sussex ODN Manager - Eliminating hepatitis C in Sussex case study

# Resources for Professionals

## Podcasts

Podcasts were developed to provide professionals with information and best practice across England. There are further podcasts currently under development and those listed below have been completed and shared on the Hep C U Later social media platforms.

- Mark Gillyon-Powell – Head of NHS England's Hepatitis C Elimination Programme – The national programme



- David Byrne – Cheshire and Merseyside ODN Manager – Eliminating Hepatitis C Across Cheshire and Merseyside



- Sam Uveges – Pharmacy Technician for Hep C Homecare and Nottingham University Hospital Trust – Hepatitis C Testing in Pharmacies



- Aneesha Noonan - National Primary Care Lead for Hepatitis C Elimination - Expanding Hepatitis C Elimination into Primary Care Settings



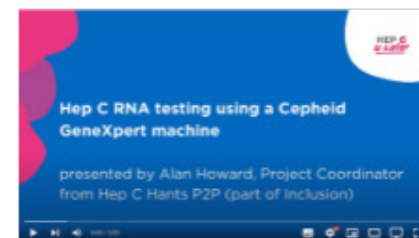
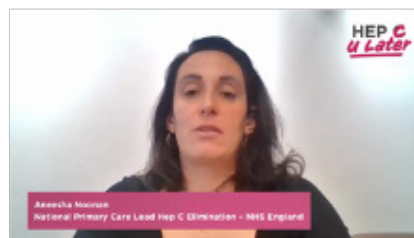
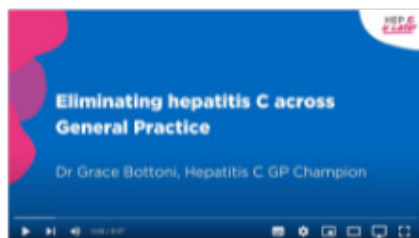


# Resources for Professionals

## Videos

Short videos featuring information related to hepatitis C have been developed and will continue to be built upon over the full course of the programme. These are released on social media but are also situated on the Hep C U Later website. Many of the videos were created in direct response to feedback from different professional groups.

- Grace Bottoni – Eliminating Hepatitis C across Primary Care and GP Champions – [Watch here](#)
- Fibroscans – [Watch here](#)
- Opt-out Testing – [Watch here](#)
- Cepheid Testing – [Watch here](#)



# Engagement

## ICBs:

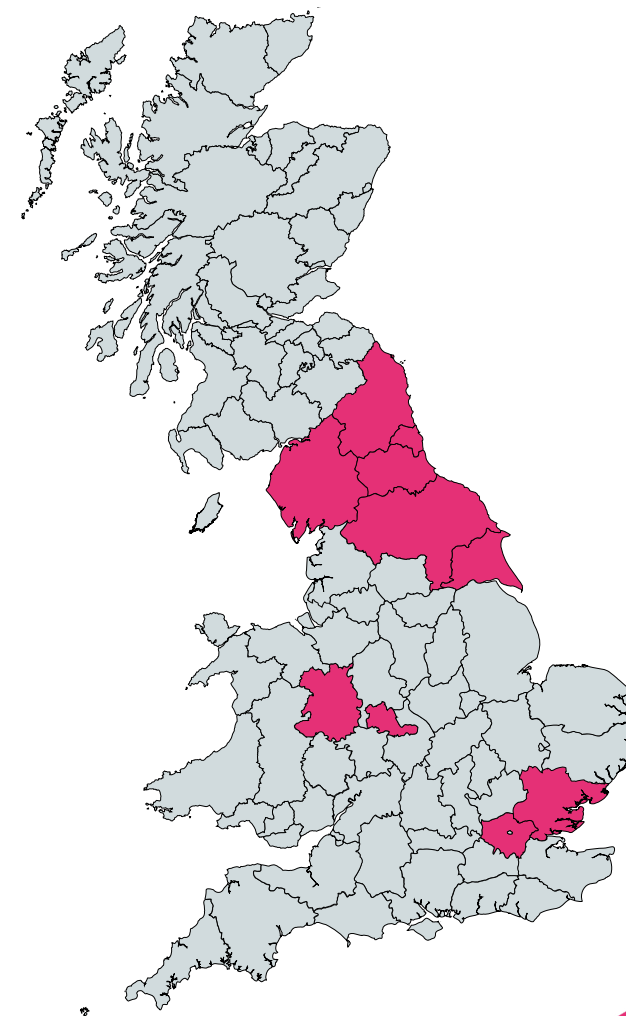
The Hep C U Later team have engaged with ICBs, GPs, practice staff, community pharmacy clinical leads and Primary Care Networks. Below is a summary of some of the engagement work carried out and impact across general practice:

ICBs engaged with:

- North Yorkshire and Humber
- Shropshire and Telford and Wrekin
- North East and North Cumbria
- Birmingham and Solihull
- North Central London
- Mid and South Essex
- North East London

### *What's an ICB?*

Integrated care boards (ICBs) replaced clinical commissioning groups (CCGs) in the NHS in England from 1 July 2022. An ICB is a statutory NHS organisation which is responsible for developing a plan for meeting the health needs of the population, managing the NHS budget and arranging for the provision of health services in a geographical area.





# Engagement

**In December 2023 the Hep C U Later Engagement Programme was shortlisted for a Fab Academy award for the Primary Care Toolkit.**

## General Practice

General practice is a key area for Hep C U Later to engage with but it is recognised that there are multiple challenges that general practice face. In light of this, Hep C U Later have ensured that any ask is considerate of the lack of resource or capacity.

Understanding the structures in place across primary care and how to best engage has been an essential

task for the Hep C U Later Engagement Programme. This helped inform a strategy which the team have been following, as well as seeking out opportunistic engagement.

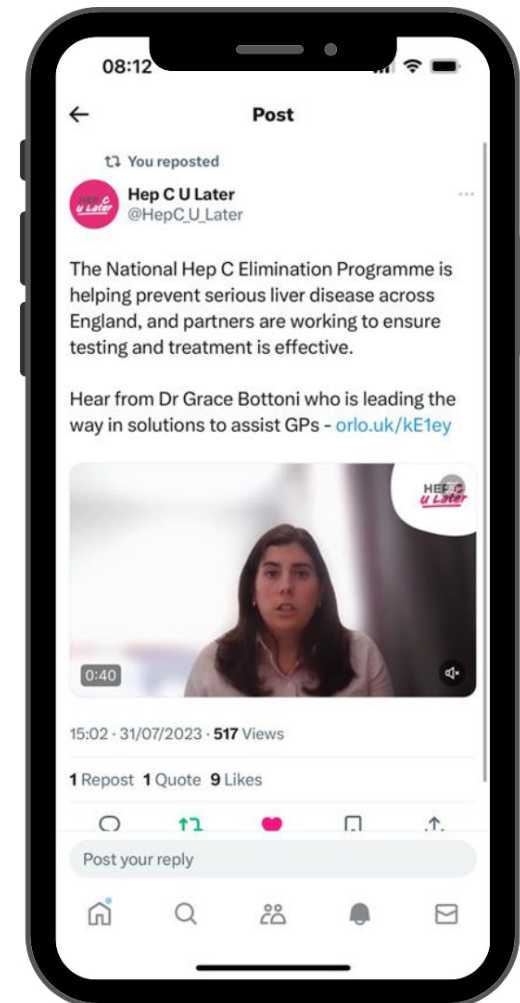
Hep C U Later have been successful in opening up conversations about GPs becoming GP Champions and these enquiries have been linked with the NHS England team.

## GP Champions:

- Hep C U Later have explored opportunities to recruit interested GPs into GP champion roles through social media, a video of a GP Champion (Grace Bottoni) and the Primary Care Toolkit.

## Some of the GP Practices printed resources have been sent to:

- Chertsey Centre (Surrey)
- North Wood Group Practice (London)
- Speedwell GP Practice (London)
- Parkside Medical Practice (Chelmsford)
- NHS Herefordshire and Worcestershire



# Engagement



## RCGP Conference

- In October 2023 Hep C U Later held a stall at the RCGP Conference in Glasgow. The stall communicated the national aim to eliminate hepatitis C by 2030, advertised the national hepatitis C testing portal, and the free Hep C U Later resources.
- The team spoke with roughly **200 GPs** across 2 days and queries and requests for resources were followed up within a week.
- Many of the GPs we spoke to were not aware of the aim to eliminate hepatitis C, and all apart from one did not know about the national hepatitis C testing portal.
- GPs and practice staff were given printed resources (poster, leaflets, wallet sized cards, lanyard cards) and merchandise. All were encouraged to access the online digital tools available on the website and follow our social media platforms.
- Following the conference the Primary Care Toolkit was sent to **400 people** who joined the mailing list.



# Engagement

## Pharmacies

Pharmacies experience particular challenges in their capacity to engage with the hepatitis C elimination programme. Hep C U Later have tried to offer a bespoke approach to improving awareness when linking in with pharmacies, particularly through offering a variety of resources for those in the community and offering CPD-accredited training.

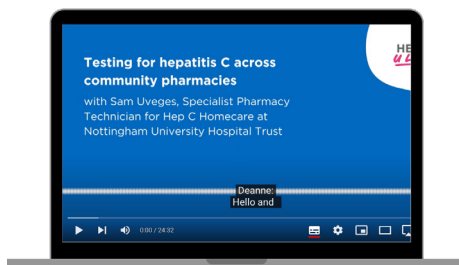
Hep C U Later attended The Pharmacy Show in Birmingham in October 2023 which led to the following impact:

Links made with **4 pharmacy locum agencies** who have agreed to host the Hep C U Later CPD-accredited training on their websites.

Discussion with the **Local Pharmacy Committee (LPC)** in North East London who have distributed links to resources and the CPD-accredited training to their networks and community pharmacies (approximately **375 community pharmacies**).


Printed resources sent to a **pharmacy in Bristol**.

Links made with **3 other ICBs**, specifically the Community Pharmacy Clinical Leads which will continue to be explored.



## Pharmacy Podcast

Hep C U Later have also completed a podcast with Sam Uveges, a pharmacy technician explaining the work undertaken in Nottingham to inspire others who may want to become involved.

 Listen to it [here](#).

# Engagement

## Dentistry

Dentistry is an area which has not yet been fully explored nationally, however, Hep C U Later have been working to create contacts with Local Dental Networks (LDNs).

In early 2023 the team presented to the Staffordshire and Shropshire LDN which led to initial discussions taking place around the completion of testing pilot within a dental hospital. At the time of writing this impact report the team continued to explore this. Additionally, it was agreed with the Local Dental Network Lead to send out printed resources (posters, leaflets and wallet sized cards) to **217 community dental practices** with a letter jointly signed by NHSE, Hep C U Later and the LDN. This letter raised awareness about the goal to eliminate hepatitis C, the national hepatitis c testing portal, and other resources that could be accessed through social media and the website.

Following this, a poster specifically for dental practices has been developed and printed with a specific QR code to enable analysis of how many people access hepatitis C testing through the link on the poster.

Specific social media posts with a call-to-action have featured across our social media platforms.

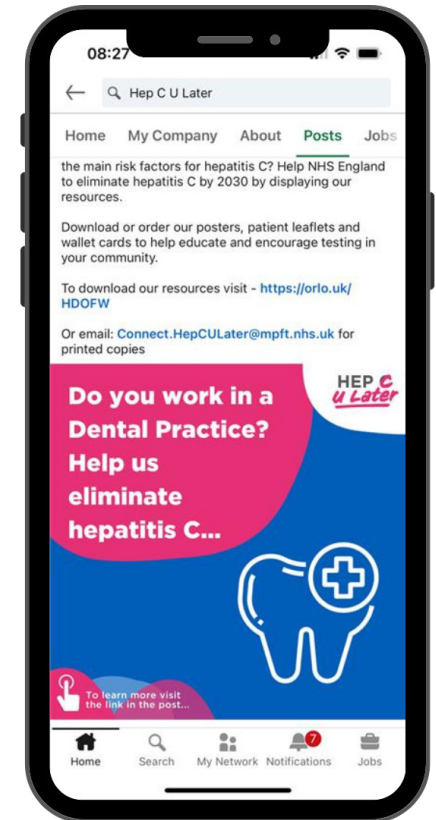
## Antenatal

Hepatitis C testing in antenatal services can vary, additionally from the completion of a survey at the beginning of the programme it highlighted the need for increasing awareness of hepatitis C amongst professionals in this area.

Although not in the original scope of the programme, Hep C U Later have supported NHS England with the filming of a short video discussing the challenges and solutions of testing within antenatal services. This video is part of a wider toolkit available to antenatal staff, especially when implementing pilots.

Hep C U Later aim to continue to build upon this work through completing additional podcasts and videos which support staff.

The team are currently developing an antenatal hepatitis C factsheet and CPD-accredited training specifically for antenatal professionals, answering some of the questions identified in the initial scoping surveys carried out amongst antenatal staff.



# Engagement

## Emergency Departments

It was recognised early on that due to emergency department opt-out testing provision being very process-driven there was little need for Hep C U Later to engage professionals taking the tests. As a result, it was agreed that Hep C U Later would share relevant resources aimed at optional knowledge improvement such as CPD-accredited training and factsheets.

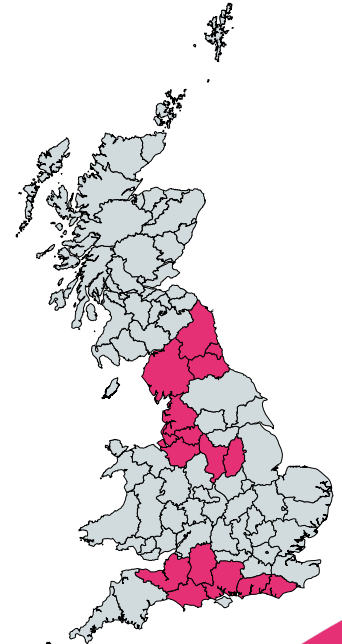
In addition to this Hep C U Later focused on spreading key information about the success of these initiatives across social media and with other organisations through case studies and results achieved.

A video explaining what opt-out testing is was created in direct response to hearing feedback that some professionals did not fully understand what it meant. This video was released on social media but was also sent to the emergency department opt-out testing working group.

## Operational Delivery Networks

All Operational Delivery Networks (ODNs) have received emails containing links to resources they can utilise in their regions, the following ODNs have received printed resources or support at events:

- Wessex ODN – Resources have been sent to 12 general practices in the region
- Derby and Nottingham ODN – supported an ODN event through providing merchandise and resources.
- Cheshire and Merseyside ODN – Resources sent
- Lancashire and South Cumbria – Resources sent
- Sussex ODN – Resources sent
- North East and North Cumbria – supported the ODN by sending printed resources
- Greater Manchester and Eastern Cheshire – Linked a GP into the ODN to explore testing across settings where asylum seekers were housed



# Engagement

## Nursing

Hep C U Later have purchased a stall for the Royal College of Nursing (RCN) Congress in June 2024. The key aim of this will be to spread awareness of hepatitis C, share the CPD accredited training and the resources linking to the hepatitis C testing portal. It is hoped that this 4-day conference will reach nurses in a large variety of settings and lead to further opportunities to link people to hepatitis C testing.

## Out of Programme Scope Activity

The Hep C U Later Engagement Programme Team are keen to not miss any opportunity to engage people who may need a hepatitis C test and professionals who would benefit from additional information.

### Image and Performance Enhancing Drugs Campaign:

Hep C U Later created a social media campaign in November 2023 focused on people using image and performance-enhancing drugs (IPEDs) which ran for a week. As a result, a poster has also been developed for organisations such as ODNs to utilise.

Reach

404

Impressions

1.2K

Engagement Rate

5.84%

### Sexual Health Resource:

A discreet wallet sized card with a specific QR code has been developed by the team to use within sexual health services.





# Engagement

## North East Commissioning Unit:

Through the work being completed by the NHS Addiction Providers Alliance, the team have sent resources to the North East Commissioning Unit. This has resulted in our resources being distributed across:

**13**

**Local Authorities**

**8**

**Acute Trusts**

**2**

**Mental Health  
Trusts**

**1**

**Ambulance Trust**

## Other organisations who have received resources:

- Blackpool Teaching Hospital
- University Hospital Birmingham
- Wiltshire Council (Public Health)
- Turning Point Rough Sleepers Service
- Cardiff Homelessness Services
- Institute of Liver Studies
- University College London
- Ashford and St Peters University Hospital





# Engagement

## DDN Conference:

In July 2023 the team had a stall at the Drink and Drug News (DDN) conference. The aim of this event was to provide smaller organisations linked with drug and alcohol services, particularly those who were not involved in the wider elimination tender, and rehabilitation centres with resources they could use. We engaged with, and provided resources to the following:

- **Veterans outreach services**
- **Other drug services distributing to local pharmacies, GP surgeries and gyms**
- **Other drug services not currently involved in the elimination programme**
- **Sexual health**
- **Rehabs**
- **Hostels**
- **Lived Experience/Recovery Groups and Advocacy Services**



## Welsh Best Practice Event:

In November 2023 the team attended the CAVDAS Best Practice Event in Cardiff, bringing together all Welsh drug and alcohol services. The team presented on the engagement programme and following the event supporting resources were shared with the event organisers to pass on to all services.

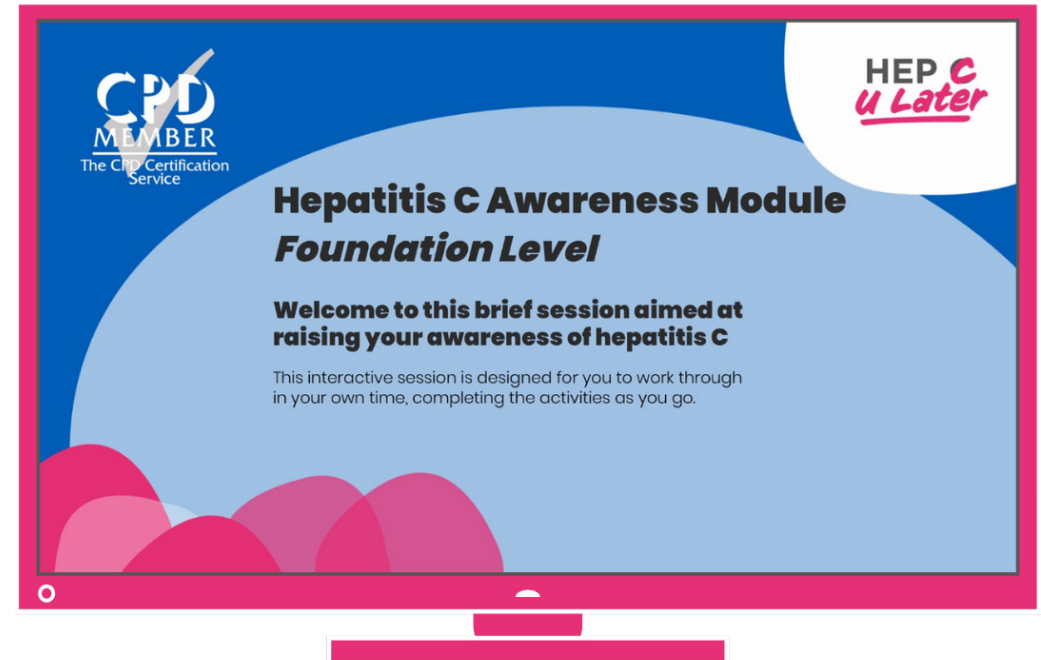
# CPD-Accredited Training

The original Engagement Programme bid aimed to provide events for professionals, however, after the scoping and surveys, and discussing with NHSE it was agreed that professionals would find CPD-accredited training more valuable and the work programme was subsequently altered.

It was highlighted that CPD accreditation was extremely valuable to professionals within primary care and Hep C U later have since put a CPD accreditation process in place. The CPD modules use the Page Tiger platform and sit on the website and are regularly posted on social media. Every person who completes the training (including the knowledge quiz) receives a CPD-accredited certificate and a Hep C U Later certificate.

Hep C U Later have explored a number of other platforms where it is hoped the training will sit:

- Red Whale - the primary care platform for training, has agreed to host this training on their site.
- A national pharmaceutical magazine - still being explored
- 4 pharmacy locum agencies
- Local Pharmacy Committee newsletter
- Mental Health Trust prospectus
- ICBS across England within GP Network Communications
- Community Pharmacy England Communications
- Addictions Professionals newsletter and website: Hep C U Later Update | Addiction Professionals



# CPD-Accredited Training

## Basic Hepatitis C Awareness – Foundation Level

This basic hepatitis C awareness module was 'soft' launched in December 2023 across the NHS Addiction Providers Alliance and on social media to ensure we captured and resolved any teething issues, however, there have not been any problems encountered.

The module is now live and being used by a variety of healthcare professionals and police.

This training module covers the basics on:

- Hepatitis C and how it is transmitted
- How the liver works
- Testing methods
- Treatment
- Barriers to testing and treatment
- Stigma
- Useful resources and guidelines
- Support available

## Hepatitis C Testing and Results – Intermediate Level

This module has been drafted and is awaiting development on Page Tiger. It is an intermediate level and covers the following:

- Hepatitis C testing and results recap
- How to engage people in testing
- Specific resources which can be used to test
- National hepatitis C testing portal
- Opt-out testing
- Cepheid Testing
- Dry blood spot testing
- Capillary blood testing
- Examples of testing innovation within multiple areas of healthcare
- Ideas of how individuals can become involved with hepatitis C elimination through testing
- Guidelines, reports and data
- Case studies, videos and podcasts
- Support available
- Stigma

# CPD Accredited Training

## Hepatitis C Treatment - Intermediate Level

This module has been drafted and is awaiting development on Page Tiger. It is an intermediate level and covers the following:

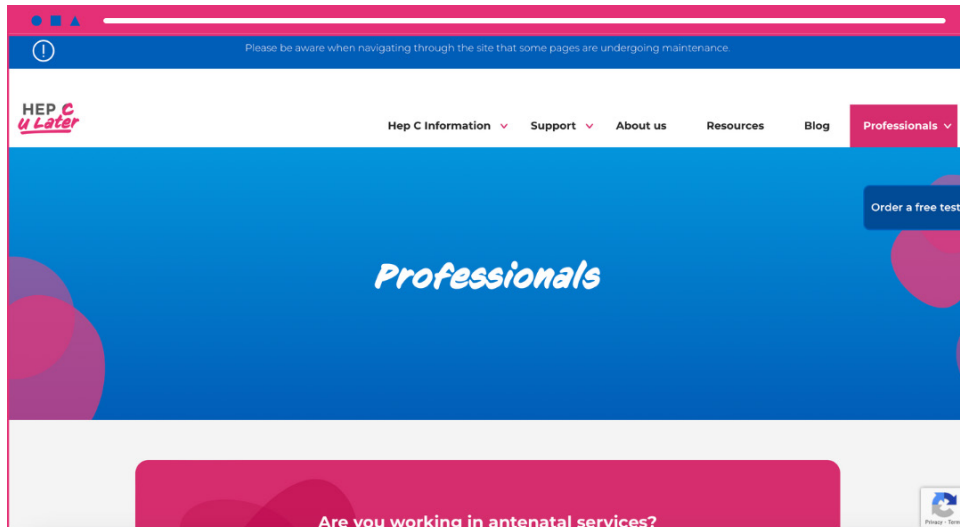
- Recap on the function of the liver
- Podcasts and videos about hepatitis C elimination
- Fibrosis and cirrhosis
- Liver disease complications
- Monitoring liver damage
- Hepatitis C treatment
- Medicines used to treat hepatitis C and links to more information
- Treatment FAQs
- Accessing treatment and ongoing care
- Support available
- Guidelines and reports
- Stigma
- Innovation examples of engaging people in treatment from across healthcare

## Hepatitis C and Stigma - Intermediate Level

This module has been drafted and is awaiting development on Page Tiger. It is an intermediate level and covers the following:

- Definitions of stigma, research and evidence
- The effect of stigma on people with hepatitis C
- Stigma and physical health
- Stigma and mental health
- Self-stigma and peer stigma
- Stigma in healthcare settings
- Breaking down and challenging stigma
- Anti-stigma language
- Examples of how to tackle stigma
- Guidelines and resources
- Sources of further information and organisations tackling stigma

# Website Development



**Part of the initial engagement programme proposal was to develop the website to better suit the needs of the key professionals Hep C U Later engage with.**

The Hep C U Later team subsequently reviewed all information on the website, the functionality and features, and the new website was launched in February 2024. The website contained key features such as:

- Easy access to a get tested button which linked directly to the national hepatitis C testing portal.
- Specific professional areas with a relevant summary, quote, links to case studies, blogs and resources.
- Updated information about hepatitis C and support available
- Ability to host videos and podcasts
- An updated resource page



# Communications

## Newsletters

In order to showcase the recognisable Hep C U Later brand and capture the attention of those who had signed up to the mailing list the team purchased a Stripo account, enabling additional functionality when the newsletter was sent in email format. Our first newsletter launched in January 2024, with the intention of releasing newsletters every 3-6 months.

## Mailing List

The Hep C U Later Engagement Programme team have used a variety of methods to encourage key audiences to join the mailing list including social media posts, competitions at events and through email communications.

At the time of writing this report, there are over 200 people on our mailing list. The mailing list can be joined by clicking [here](#).

## Features on Platforms

To spread the use of our resources, inform and engage professionals the team have engaged with the following:

- **Fab Academy** – A specific Hep C U Later landing page was created with links to resources, blogs and key information. The Fab Academy have approximately **35,000 followers** which are healthcare professionals.
- **Red Whale** – Our training and resources have been shared on the Red Whale site which has a significant reach across primary care.
- **PEP Talk Newsletter** – Information about the programme, key NHSE Hepatitis C elimination programme successes and links to our resources and the national hepatitis C testing portal was circulated digitally to approximately **8,500 staff**. The newsletter had **1,139 views** in December 2023.
- **NHS Addiction Providers Alliance Annual Stigma Conference** – The Hep C U Later hepatitis C poster with the link to the national hepatitis C testing portal formed part of an interactive gallery for the **800 attendees** from the online conference in November 2023.



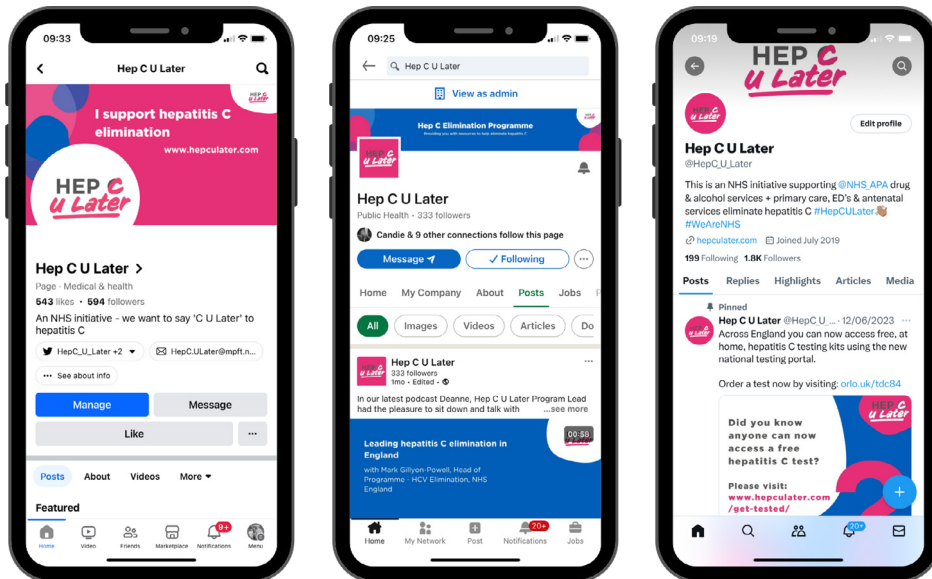
## HEP C u Later Social Media

The Hep C U Later Engagement and Communications Plan was launched in March 2023, detailing the key drivers, key messages, frequency, audience, and graphics plan for all three

social media accounts with content drafted for 9 months. Content pillars included engagement, spreading knowledge and focusing on good practice.

Social media objectives:

- Provide education via signposting to priority groups
- Release products which support priority groups
- Engage priority groups in events and resources
- Showcase good practice
- Grow engagement in hep c discussion
- Enable analytics to be collected on the engagement programme



## LinkedIn

The Hep C U Later LinkedIn was set up at the beginning of the programme to target an audience of professionals working in other areas of healthcare, whilst also raising awareness of the programme of work and the Hep C U Later brand.

The Hep C U Later LinkedIn account is followed by a mixture of professionals from around the UK and the world. Our reach, impressions and followers have been increasing since we started the programme.

From April 2023 - March 2024 we have seen:

Post engagement

**9.27%**

Link clicks

**1,236**

Reactions

**1,339**

Followers

**333**

Impressions

**30k**

The most popular posts have been from promoting our podcasts and latest resources, spreading awareness of hepatitis C testing and treatment and introducing people to members of our team.



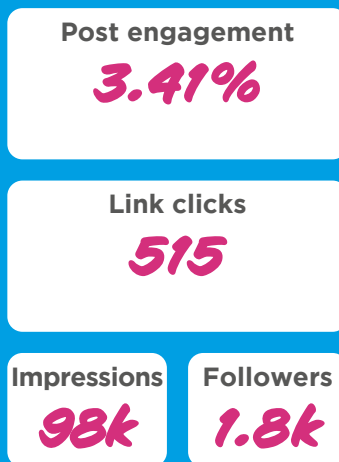


X

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 Twitter account is followed by a mixture people affected by drug/alcohol dependence or hepatitis C and professionals. Our reach, impressions and followers are far higher than the average of a service our size.

From April 2023 - March 2024 we have seen:



The most popular posts have been from promoting our podcasts and latest resources, introducing our followers to our team members and highlighting our work at events.



Facebook

The Facebook Page was predominantly set up with the concept of targeting service users to (i) raise awareness of HCV and (ii) provide a 'call-to-action'.

The Hep C U Later Facebook account is predominantly aimed at people affected by drug/alcohol dependence or hepatitis C, however, we are also followed by a number of professionals.

From April 2023 - March 2024 we have seen:



The most popular Hep C U Later posts on Facebook have been those sharing news of testing events, campaign promotions, and celebratory posts relating to award nominations.

# Hep C U Later Project – Year 2 Plans

Now that the Hep C U Later Engagement Programme has created a variety of resources the focus of year 2 will be to ensure engagement with these assets. This will be approached through systematic engagement work with ICBs, Local Dental Networks, general practice and other organisations where there is a need. Additionally, the team will attend conferences and events (RCN Congress, Primary Care Show, Dentistry Show) to seek opportunities to spread further awareness and opportunities for ODNs or the national hepatitis C elimination programme.

The team will continue to develop the CPD-accredited training modules, increasing awareness at every opportunity amongst key professional groups.

The social media platforms will continue to follow a communications and engagement plan aimed at increasing our following and reach through publishing useable content with the recognisable Hep C U Later brand.



## *Conclusion*

Year one of the Hep C U Later Engagement Programme has been well received by organisations and individuals, and is evidenced by the engagement and analytics we have captured.

Now that the implementation period has been completed and year one achievements have been met, the team are looking forward to having an even greater impact across multiple systems for the next year.

As a new programme under the already established Hep C U Later project, which has previously focused on drug and alcohol services, the learning accrued over the past year will position the team well to focus existing and planned work to support the NHSE hepatitis C elimination programme team in the goal of eliminating hepatitis C ahead of the 2030 target.

**Deanne Burch, Programme Lead for Hep C U Later**

Follow us on social media:



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