

The Hep C U Later Engagement Programme

HEP C U Later

Using resources, education and marketing to engage healthcare professionals in hepatitis C elimination.

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¹Inclusion part of Midlands Partnership University NHS Foundation Trust (MPFT)

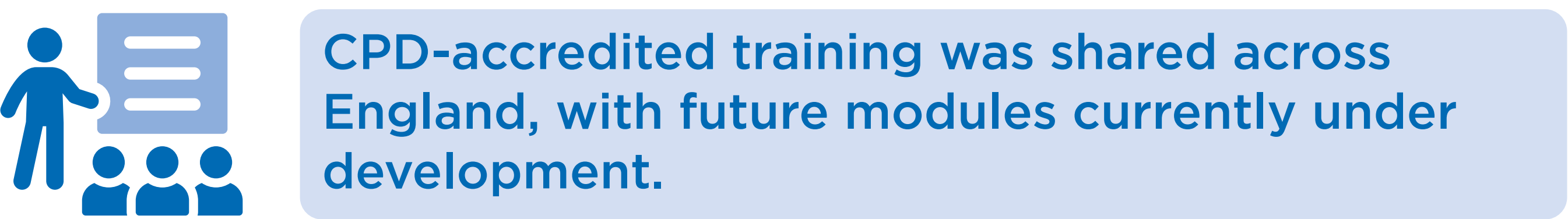
Background:

The Hep C U Later Engagement Programme (EP) is an NHS England commissioned project hosted by Inclusion, a specialist service of Midlands Partnership University NHS Foundation Trust (MPFT). It delivers engagement and resources to primary care professionals, antenatal and emergency services across England.

With approximately 70,000 people living with hepatitis C (HCV) in England, it was recognised a national engagement, communications/marketing team would build interest of HCV amongst professionals. The EP improved awareness of HCV risks, HCV elimination, and the national HCV testing portal.

Methodology:

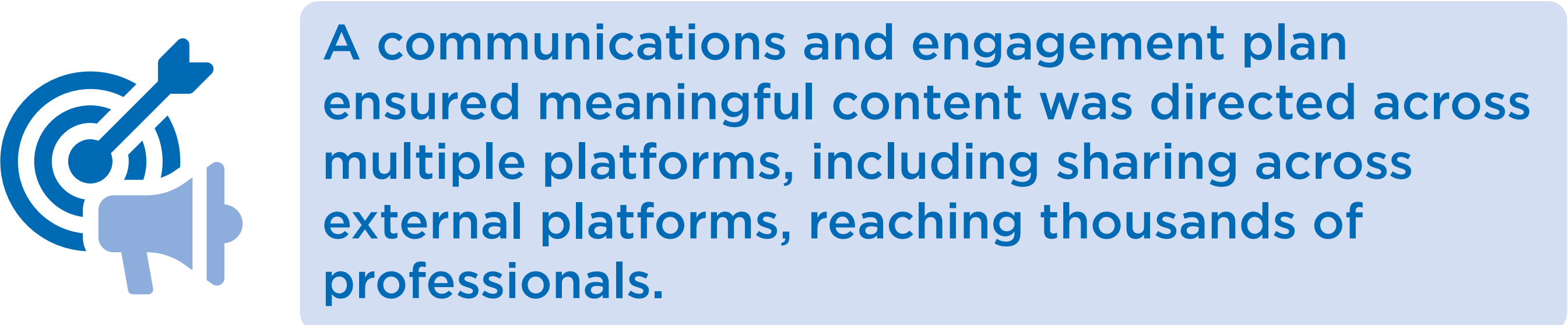
Bespoke digital and printed resources were created for each professional group including:



CPD-accredited training was shared across England, with future modules currently under development.



Case studies (written, podcasts and videos) were created, building awareness of HCV innovations in specific professions.



A communications and engagement plan ensured meaningful content was directed across multiple platforms, including sharing across external platforms, reaching thousands of professionals.



A social media toolkit was shared with organisations, assisting with resources to create their own content.



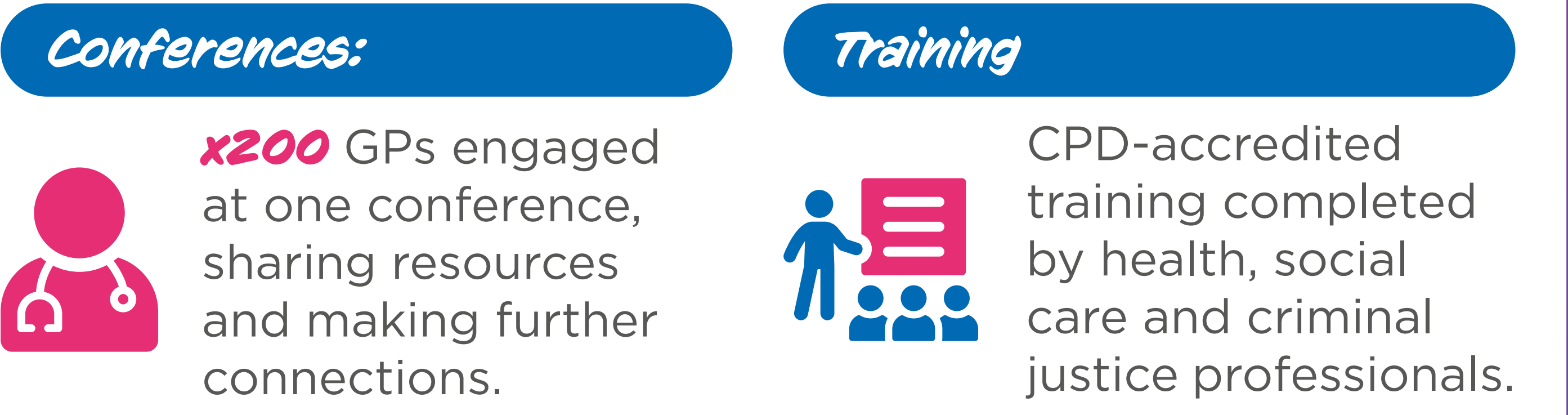
Exhibiting at and attending various conferences in the UK has engaged professionals.



Data analytics assessed progress and supported future focus.

Effectiveness:

What we have implemented:

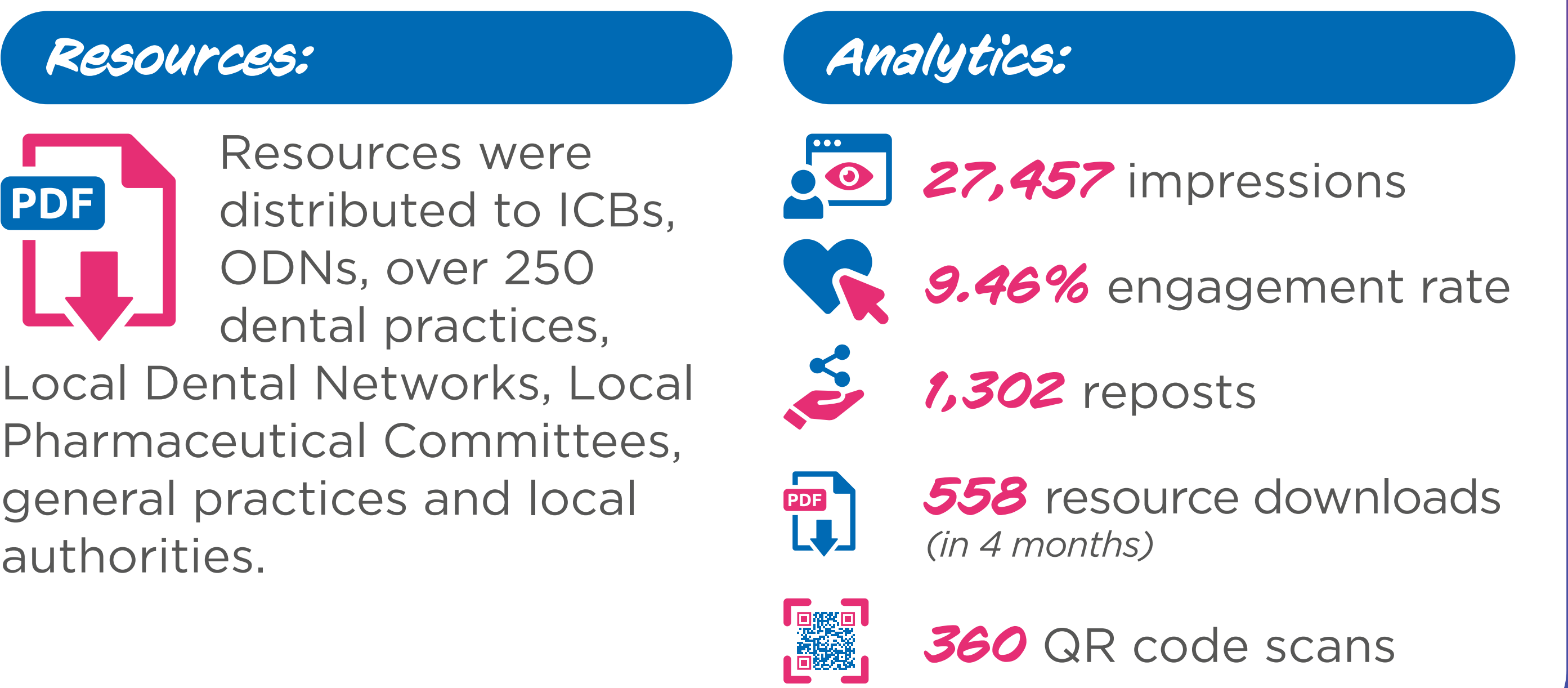


Conferences:

x200 GPs engaged at one conference, sharing resources and making further connections.

Training

CPD-accredited training completed by health, social care and criminal justice professionals.



Resources:

Resources were distributed to ICBs, ODNs, over 250 dental practices, Local Dental Networks, Local Pharmaceutical Committees, general practices and local authorities.

Analytics:

- 27,457 impressions
- 9.46% engagement rate
- 1,302 reposts
- 558 resource downloads (in 4 months)
- 360 QR code scans

Conclusion and next steps:

The programme's first year demonstrated that national communications and engagement initiatives can create vast reach, helping thousands of healthcare professionals improve awareness of HCV amongst people who access services.

Disclosure of interest statement:

The Hep C U Later drug and alcohol focused programme has been supported through an Association of the British Pharmaceutical Industry (ABPI) 'Joint Working' initiative between Gilead Sciences Ltd., and Midlands Partnership University NHS Foundation Trust. However, the Engagement Programme has not received funding from the pharmaceutical industry.