

Hep C U Later – A whole system approach to eliminating hepatitis C

HEP C U Later

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¹: Inclusion, part of Midlands Partnership University NHS Foundation Trust

Provided by: **NHS**

inclusion

NHS **apa**

Background:

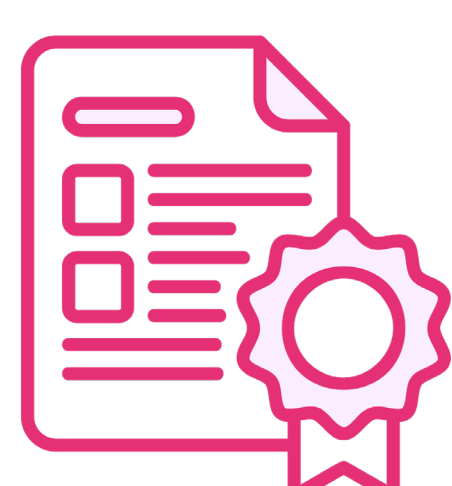
There are less than 60,000 people now living with hepatitis C (HCV) in England. The World Health Organisation's 2016 viral elimination strategy set a goal of eliminating hepatitis C by 2030, NHS England aim to do this ahead of the 2030 target.

The Hep C U Later Programme, set up in 2020, is currently an NHS England commissioned project, and has two components.

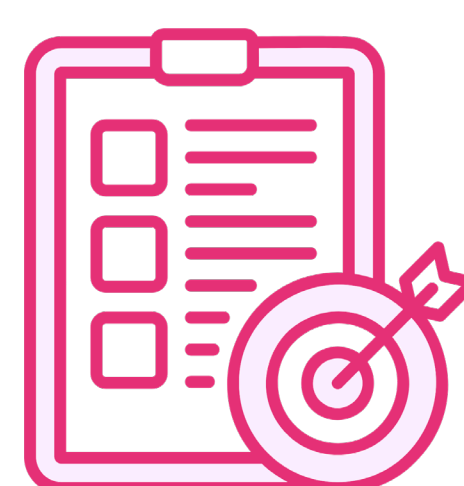
1. Micro-eliminating hepatitis C across services in the NHS Addiction Providers Alliance (NHSAPA, an alliance of 18 NHS Trusts in the UK providing addiction services, approx. 30k patients).
2. Providing resources, awareness and engaging with professionals in primary care, antenatal services and emergency departments.

Methodology:

Since **2020** Hep C U Later provided bespoke coordination to improve testing and treatment in NHS community drug & alcohol services for people at risk of HCV:



Education and resources



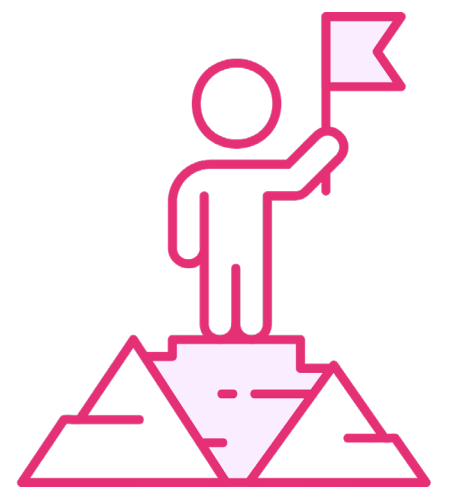
Targeted testing



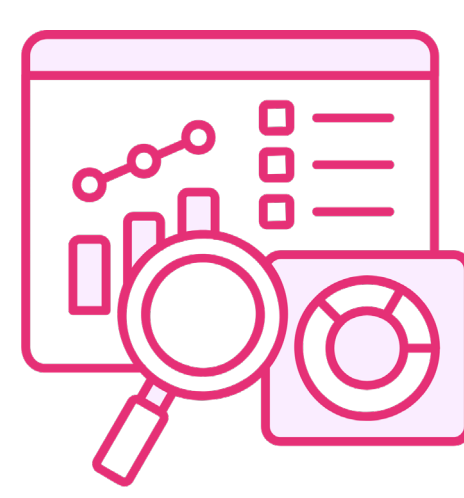
Marketing and comms



Innovations



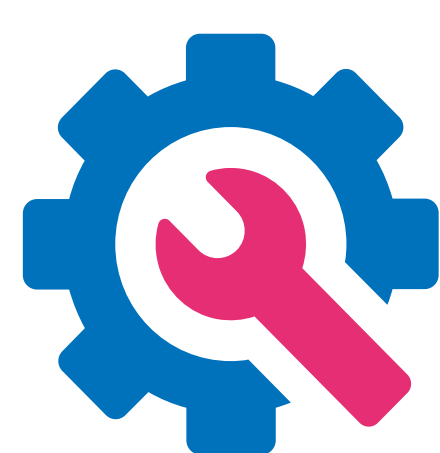
Pathway improvement



Data analytics

In **2023** Hep C U Later launched an engagement programme across primary care, antenatal services and EDs. Scope later grew to health and social care organisations across England.

Bespoke digital/printed resources were created linked to a free HCV test:



Toolkits



Factsheets



Posters



Leaflets



Wallet cards



CPD-accredited training was shared across England.

Case studies were created building awareness of HCV innovations, snowballing momentum.



A communications and engagement plan ensured content on social media, websites and organisation newsletters.

Stalls/attendance at UK conferences engaged professionals with educational content and training was delivered at learning events.



Effectiveness:



Communications and engagement plan



Updated website and resources



LinkedIn page to reach professionals

Conferences:



1000+ professionals engaged by the team at conferences, sharing practical resources.

Training:

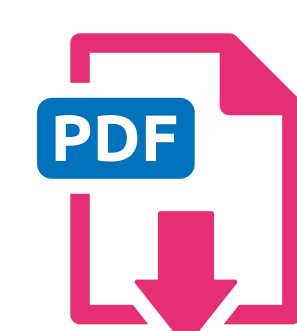


CPD-accredited training completed by **200+** health, social and criminal justice professionals.

Resources:

Resources were distributed to:

- ICBs
- ODNs
- Over 250 dental practices
- Local dental networks
- Local pharmaceutical committees
- General practices
- Local authorities



2,365 resources downloaded from our website.

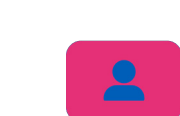
Analytics:



7.64% engagement rate



606k+ post impressions



2,898 total followers

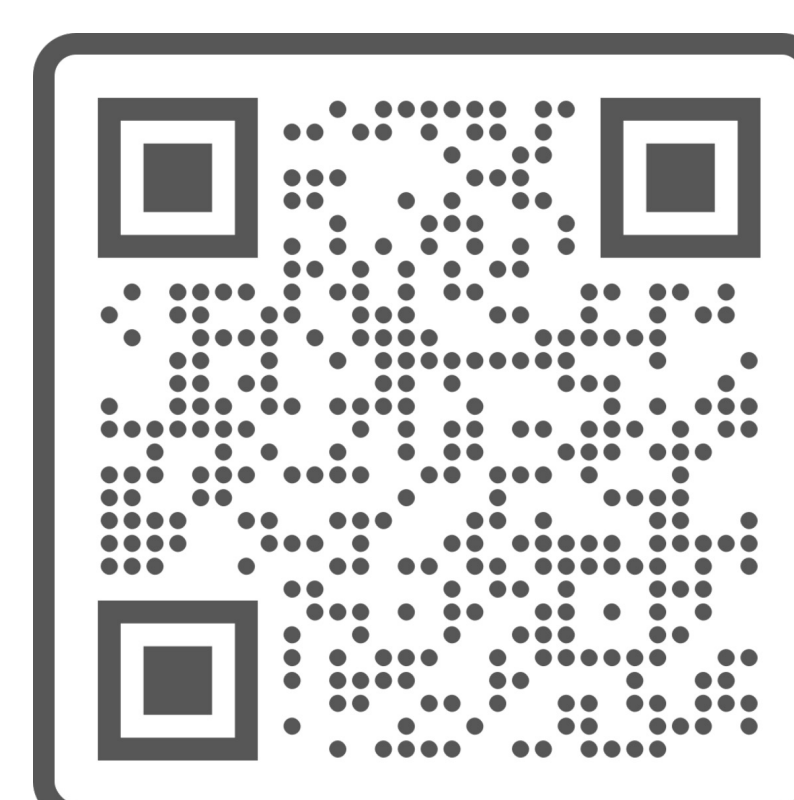


1242 QR code scans

Hep C U Later supported the NHS APA to:

- **46,000+** tests taken
- **25** sites helped to reach HCV micro-elimination
- **1000s** treated for HCV

Conclusion and next steps:



Scan the QR code to access our free CPD-Accredited training module.

The Hep C U Later programme demonstrates that by creating a wrap-around programme improvements in healthcare delivery can be given momentum. Through a mixture of bespoke pathway improvement, utilising data to target care, providing education, driving innovation, highlighting good practice, and delivering communications and marketing to professionals we can create vast reach and motivation, helping thousands of professionals improve awareness and support the elimination of a deadly virus.