

The Hep C U Later Engagement Programme

HEP C U Later

Using resources, education and marketing to eliminate hepatitis C

Provided by: **NHS**
inclusion

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

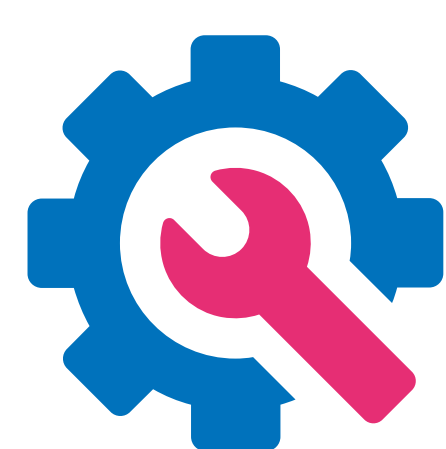
Background:

The Hep C U Later Engagement Programme (EP) is an NHS England commissioned project, delivering engagement and educational resources to professionals in health and social care services across England.

With an estimated 62,600 people living with hepatitis C (HCV) in England it was recognised a national engagement, education, and communications team would build awareness of HCV amongst professionals. Providing professionals with educational assets supported them to better reach marginalised groups most at risk of HCV. The EP improved awareness of HCV risks, HCV elimination, and the national online HCV testing portal supporting the World Health Organisation's global elimination ambition.

Methodology:

Bespoke digital and printed resources were created for professionals, all linking to the HCV testing portal.



Toolkits



Factsheets



Posters



Leaflets



Wallet cards



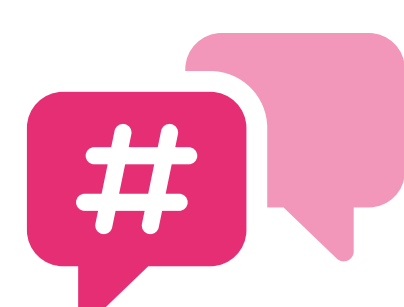
CPD-accredited training was shared across England.

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 social media, websites, and newsletters, including sharing by external organisations/bodies reaching thousands of professionals.

A social media toolkit was shared with organisations, providing key learning where they lacked resources to create educational content/events themselves.



Stalls/attendance at UK conferences, including the RCN Congress, engaged professionals with educational content and training was delivered at local learning events.

Data analytics assessed progress and supported future focus.



A University Toolkit shared with universities delivered awareness to nursing/midwifery cohorts.

Conclusion and next steps:

The programme demonstrates national communications, education and engagement initiatives can create vast reach, helping thousands of professionals improve awareness and support the elimination of a deadly virus.

Effectiveness:

What we have implemented:



Communications and engagement plan



Updated website and resources



LinkedIn page to reach professionals

Conferences:



250+ students and nurses engaged by the team at one conference, sharing practical resources.

Training

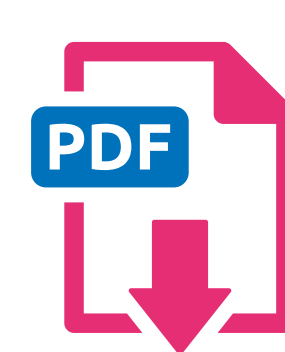


CPD-accredited training completed by 184 health, social care and criminal justice professionals.

Resources:

Resources were distributed to:

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



Education and resources supported drug treatment services to test 46,000+ people.

Analytics:

- 27,457 impressions
- 9.46% engagement rate
- 1,302 reposts
- 1,900 resource downloads
- 400 QR code scans
- 76,000 Facebook & LinkedIn post views
- 93,435 post views on X
- 2,000+ new followers
- 1,700+ new website users

Learning outcomes:

- Underpinning engagement alongside educational materials can help deliver national awareness-raising campaigns effectively.
- Using a variety of educational methods including practical toolkits, CPD-accredited training and podcasts, can engage professionals in education, helping them better reach and support inclusion groups.
- A robust communications and engagement plan can help to plan and deliver educational resources to a national audience.
- To improve the reach of educational resources methods such as marketing, branding, targeted social media, and asking external organisations to share the content can increase impact.