

HEP C U Later

A Year of Review of Impact

**This report covers both Hep C U Later
programmes from April 2024 - March 2025**

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Introduction

Hep C U Later, commissioned by the NHS England Hepatitis C Elimination Team, has two main programmes. However, both programmes have some overlap, which is why we have included both programme reports collectively.

Our Aims, Objectives and Partners

The Hep C U Later Engagement Programme

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 - MPFT) and is commissioned by NHS England's Hepatitis C Elimination Programme.

The aims of the Hep C U Later Engagement Programme are:

1. Improving education and awareness of hepatitis C amongst health and social care professionals
2. Improving engagement with the national hepatitis C elimination programme amongst professionals
3. Providing resources to professionals

Joint Working Partners:



Our Aims, Objectives and Partners

The Hep C U Later Drug and Alcohol Focussed Programme

Hep C U Later is an initiative of the NHS Addiction Providers Alliance (www.nhsapa.com), which is an alliance of 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 - MPFT).

This reach currently extends to over **49,000** people who use drug and alcohol services, across 19 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 people engaged with community drug and alcohol services in 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 aims of the Hep C U Later Drug and Alcohol Focused NHS APA Programme are:

1. Reaching hepatitis C micro-elimination across all NHS Addiction Provider Alliance member services
2. Improving the ability of the NHS APA services to sustain micro-elimination
3. Improving harm reduction in drug and alcohol services and widening opportunities to improve testing, treatment and awareness (outside of drug treatment services)

The NHS APA member NHS Trusts are:



Executive Summary

The Hep C U Later Engagement Programme has significantly expanded beyond its original focus on primary care, antenatal services, and emergency departments. Recognising the wider potential of our networks, we now support a broader range of professionals and organisations to better reach people at risk of hepatitis C.

Over the past year, we've continued to break new ground in areas lacking hepatitis C education and resources. Key efforts have included translating materials, engaging universities and tattooists, and enhancing our primary care offer. Data analytics show professionals from diverse fields are using our CPD-accredited training and resources, helping to build an informed, stigma-free workforce.

We continue to promote the national hepatitis C testing portal, while showcasing innovations and successes at events and conferences. The programme remains agile, quickly developing new resources in response to identified needs.

Our original work with drug and alcohol services has helped 26 NHS community services reach hepatitis C micro-elimination, with many sustaining it, some for over two years. Testing across NHS APA sites has increased year-on-year, supported by our dashboards, analytics, and use of Cepheid GeneXpert machines (funded by MSD as part of the Hepatitis C Elimination Tender with NHS England). The cartridge re-distribution pilot alone has saved the system thousands of pounds.

We're proud of our progress and grateful to all partners working with us toward one shared goal — to eliminate hepatitis C. Together, we are making this a reality - improving lives, saving lives, and saying "Hep C U Later".

- Deanne Burch, Programme Lead for Hep C U Later

Our Impact at a Glance

Analytical data received from NDTMS data set submissions to Hep C U Later from NHS APA member Trusts.



41,867 hepatitis C tests across the NHS APA since 2020



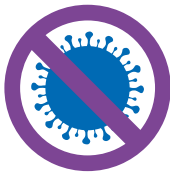
1,722 resources downloaded in the last year alone



Thousands of printed resources distributed to hundreds of services



Hundreds of professionals completed our CPD-accredited training



26 NHS APA services reached hepatitis C *micro-elimination*



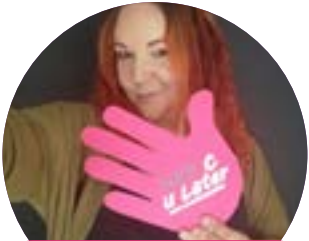
Since their introduction **1,481** people have accessed the NHSE hepatitis C testing portal through the Hep C U Later resources and website



The NHS APA have *increased* testing every year of the Hep C U Later Programme

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



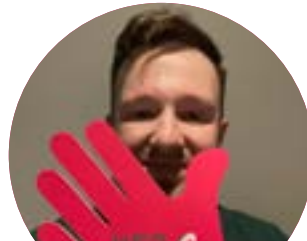
Louise Hansford
Hepatitis C Elimination
Coordinator (South/London)



Laura Hughes
Hepatitis C Elimination
Coordinator (Midlands/North)



Claire Dudley
Engagement and
Communications Manager



Edward Taylor
Engagement and
Communications Officer



Robert Fair
Hep C U Later
Data Analyst



Chris Heaps
Hep C U Later
Data Analyst



Tony Mullaney
Training & 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

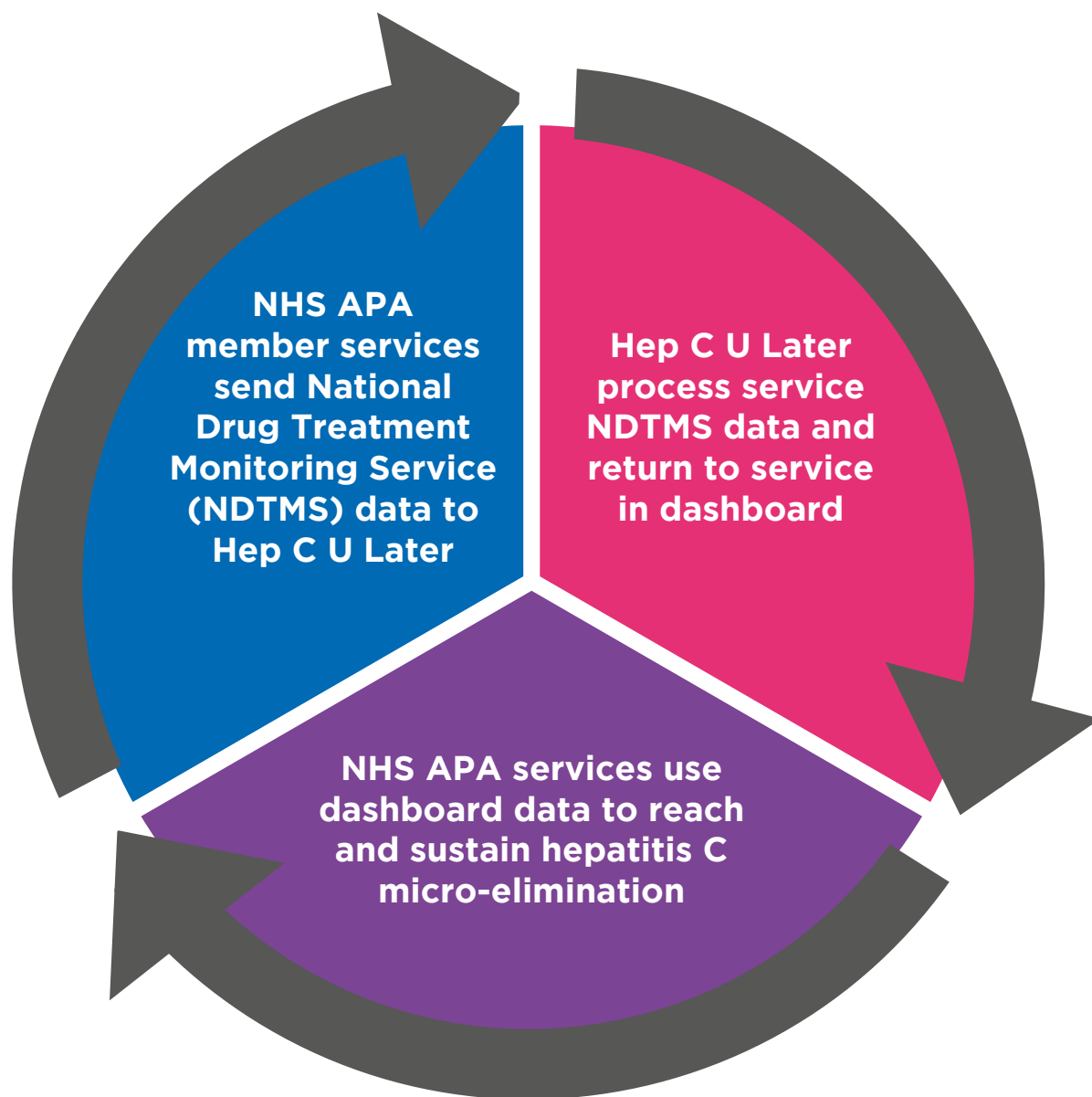
Emily Jones: Marketing and Communications Team Manager

Jonathon Platt: Senior Financial Business Partner

David Cupit: Commercial and Information Lead for Inclusion

Data

Pages 9-17



Data

Robert Fair, Hep C U Later Data Analyst, released a blog detailing the evolution of the Hep C U Later dashboards and how data is used to support hepatitis C micro-elimination.



[Click here to read.](#)

Hep C U Later led a consultation across the drug treatment sector to further improve the next data set from NDTMS.

The Dashboard on a Page (DOAP) was updated in September 2024, alongside the guide below.



[Click here to read.](#)

“Can you pass our thanks on to Rob for supporting us with this please?

I know a whole gang of other people do too, but he has stuck with us through the whole thing since we first stared at that pile of data going ‘how on earth are we getting through that?’. Thank you!”

- Liz McCoy, Head of Addictions, SDAS, Pennine Care



Data in Detail

A breakdown of data from NHS APA community drug and alcohol treatment services

Testing

It is important to note that overall testing numbers are much greater than shown, owing to the number of services who have transferred to non-NHS APA providers in the last year, due to the inability to access parts of the data.

NDTMS testing dates across the whole of the NHS APA per month, between April 2024 and March 2025:

Testing across the APA Last 12 Months

Total 2024-2025

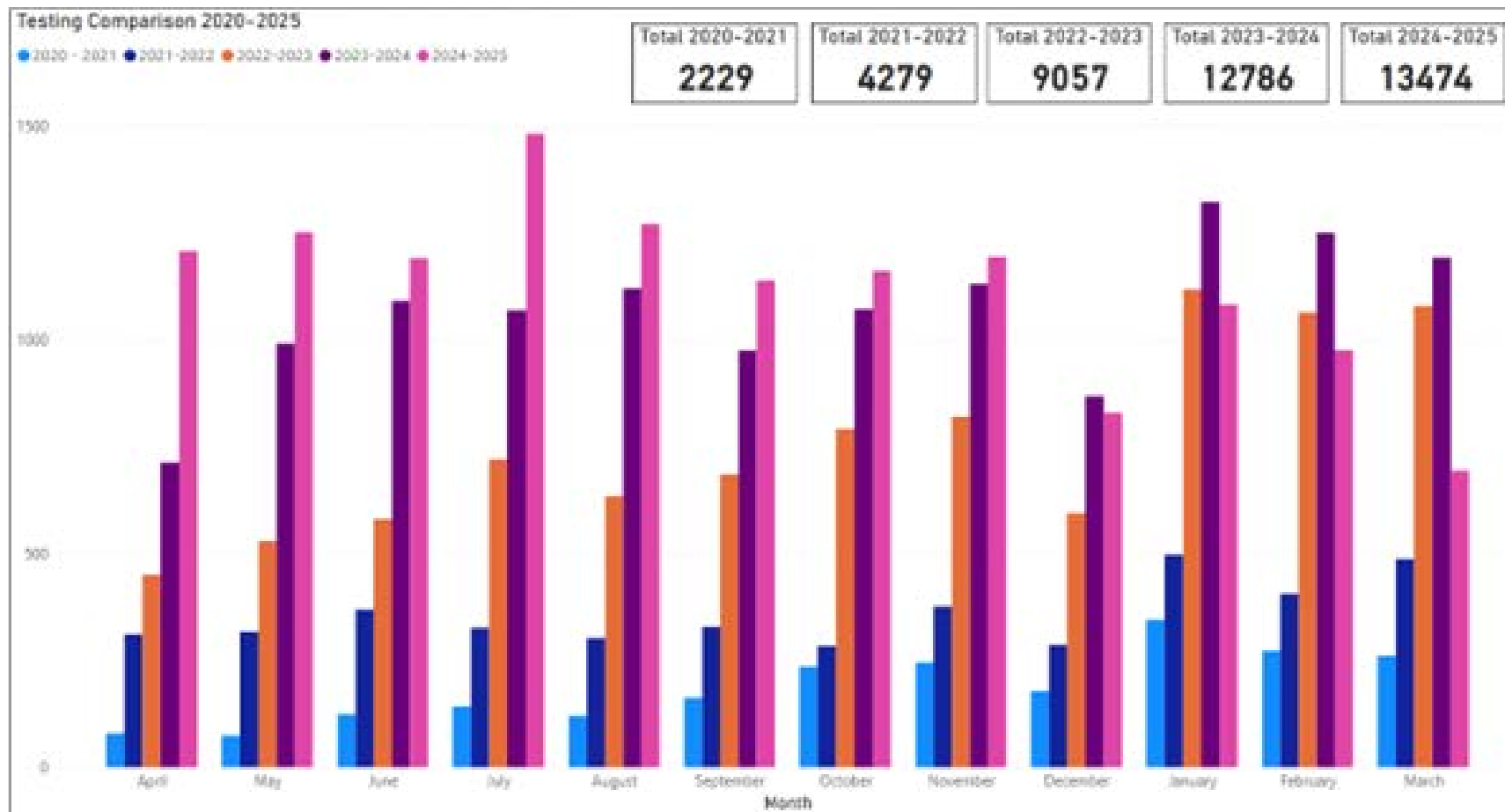
13474



Data in Detail

A breakdown of data from NHS APA community drug and alcohol treatment services

NDTMS testing data for the NHS APA for each year (April to March, 2021-2022, 2022-2023, 2023-2024, 2024-2025 - services which have been part of the NHS APA but have left in the last year do not show on this data):



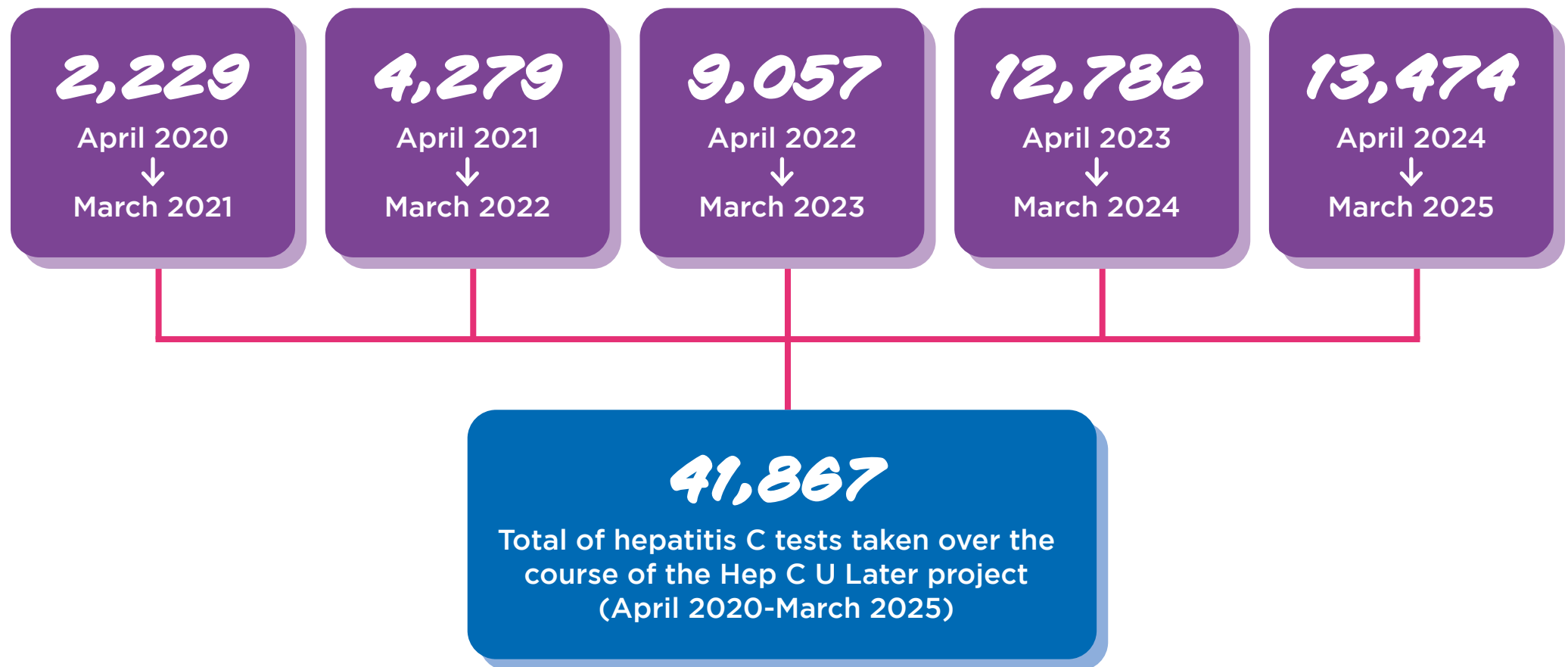
*It is important to note: 1) This data relates to individuals tested as the data comes from the last test date. For example, if they have had multiple tests in the year the data will only count the last test they had. Therefore, the number of actual tests completed is likely to be much higher. 2) This data includes people in structured treatment. 3) 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. 4) Additionally as NHS services leave or re-join the NHS APA due to re-tendering this may alter the year's total number of tests. For example the NHS APA services which have changed to third sector providers in this last year will not be fully represented, again the total number of tests is much higher than currently represented.

Data in Detail

A breakdown of data from NHS APA community drug and alcohol treatment services

Over **13,474** hepatitis C tests have been completed in the last year

Total number of hepatitis C tests taken across the NHS APA by year:

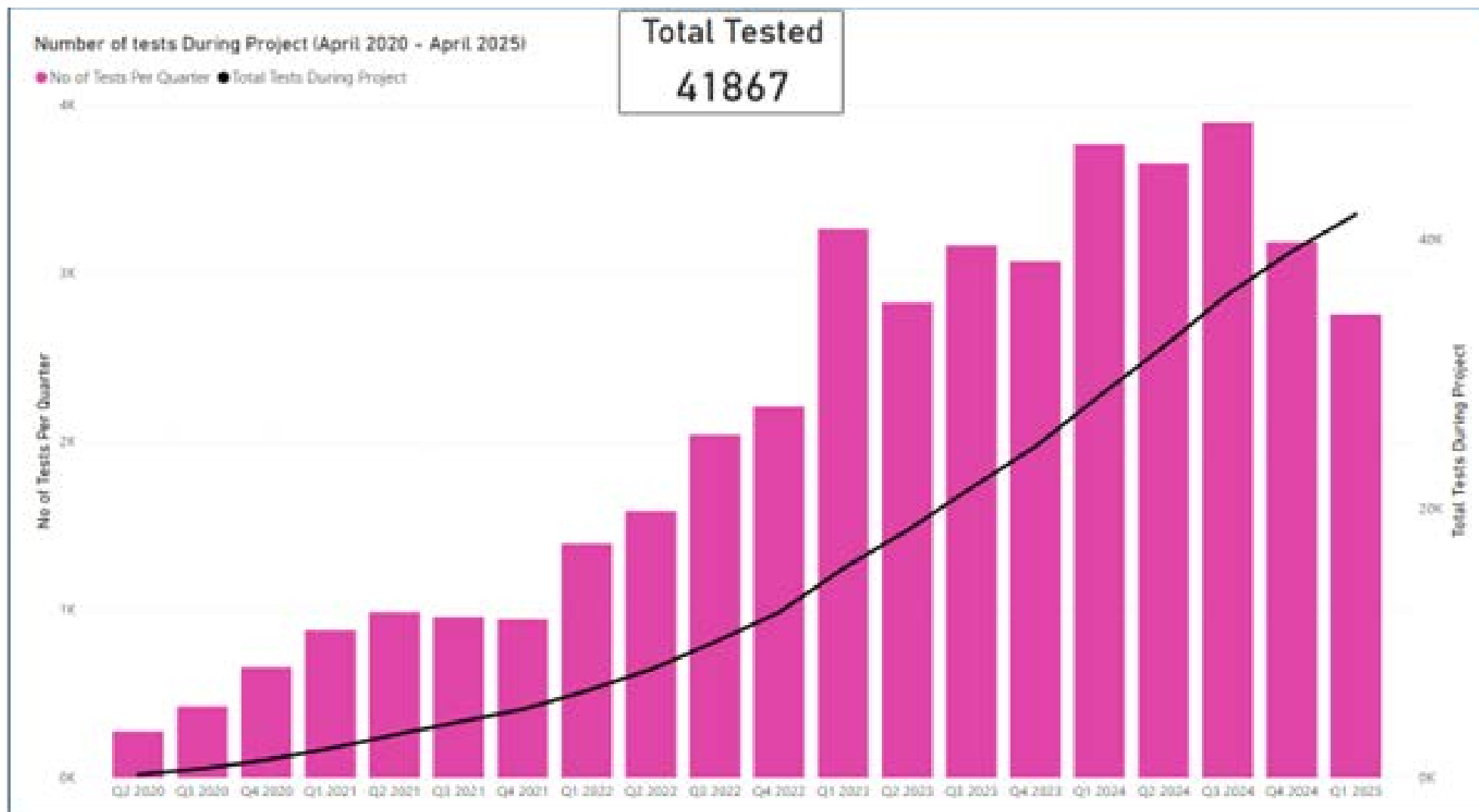


Analytical data received from NDTMS data set submissions to Hep C U Later from NHS APA member Trusts.

Data in Detail

A breakdown of data from NHS APA community drug and alcohol treatment services

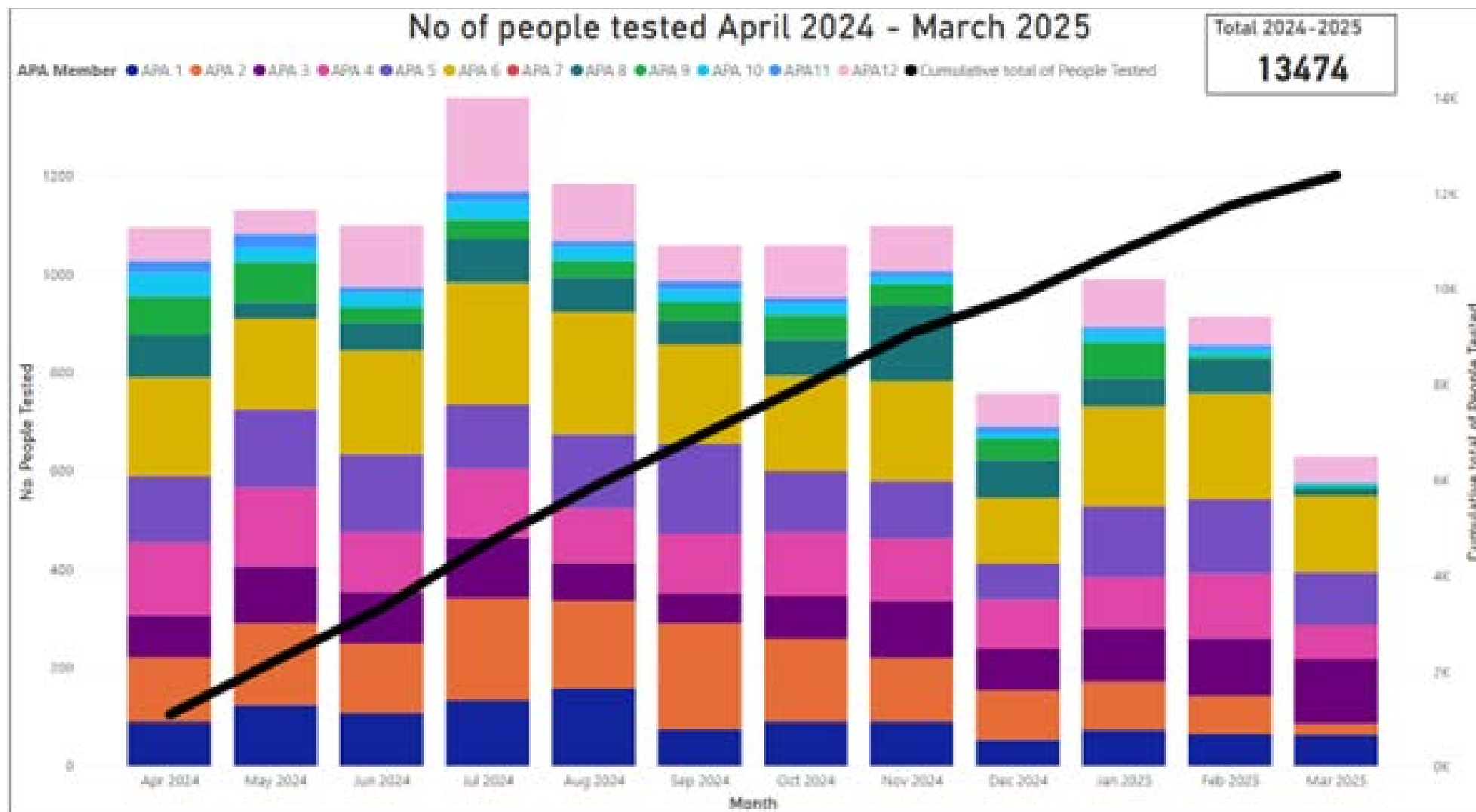
Hepatitis C testing numbers per quarter (January 2020 to March 2025):



Data in Detail

A breakdown of data from NHS APA community drug and alcohol treatment services

Testing completed per month in each NHS APA service over the last year (April 2024 - March 2025):



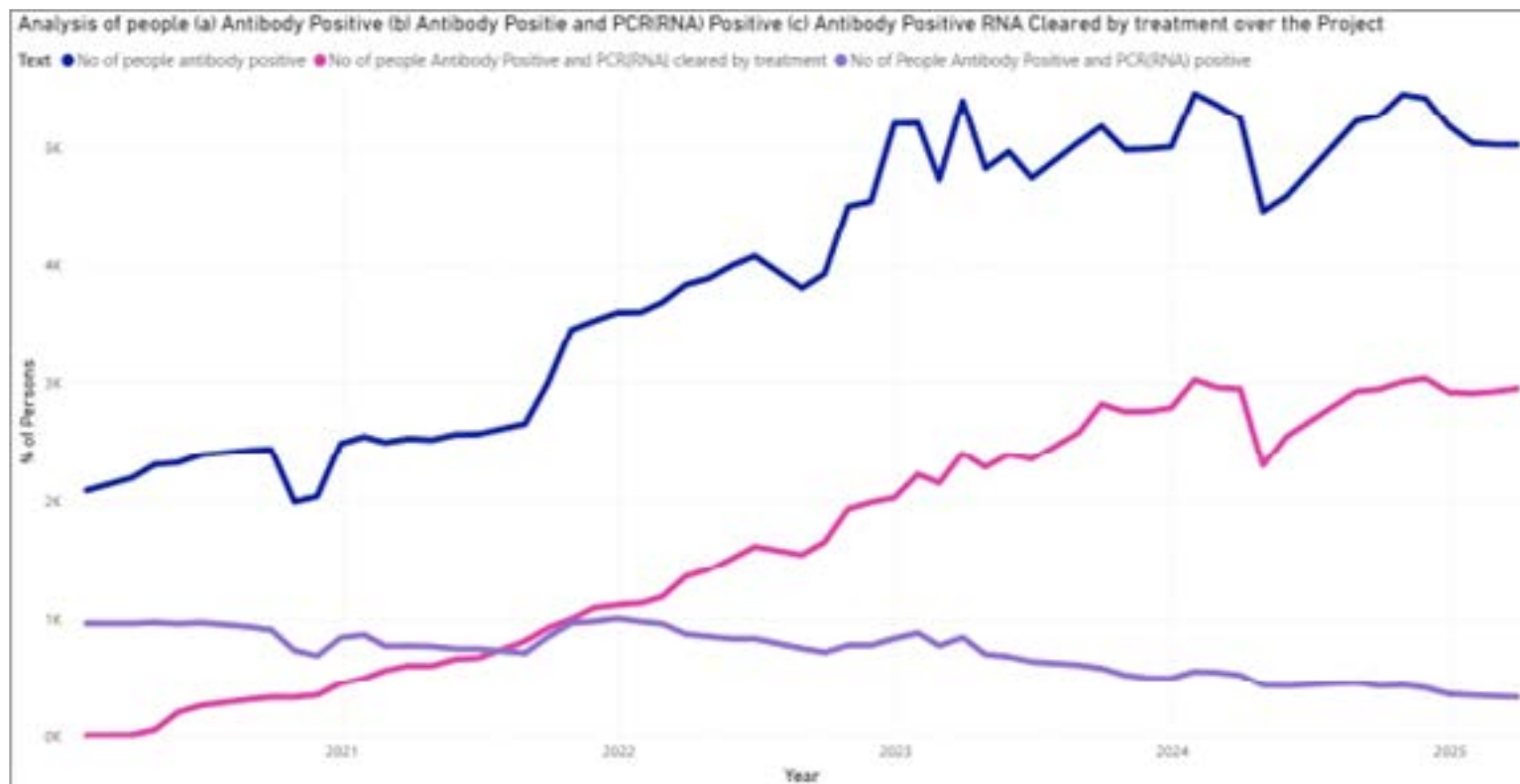
Data in Detail

A breakdown of data from NHS APA community drug and alcohol treatment services

Treatment

The number of people receiving hepatitis C treatment continues to increase significantly whilst the number of people with an active hepatitis C infection declines.

Comparison between the number of people with a hepatitis C antibody positive status, an antibody positive and cleared by treatment status, and an antibody positive and RNA positive status over the course of the Hep C U Later Project (January 2020 - March 2025):



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

Over the last year, **714 people** had their status changed to 'cleared by treatment' across the NHS APA.

**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 as this will not be recorded on NDTMS capturing systems. Therefore, the number of people left to treat is lower than shown.*

Data in Detail

A breakdown of data from NHS APA community drug and alcohol treatment services

Progress to hepatitis C micro-elimination:

As of the end of March 2025...

The NHS APA have reached *micro-elimination* in 26 community drug and alcohol services

Many NHS APA services have also re-declared hepatitis C micro-elimination at 6, 12, 18 and 24 months of maintaining it.

NHS APA member NHS Trust services who have reached hepatitis C micro-elimination

- | | |
|--|--|
| 1. Inclusion Visions Thurrock - 2/6/22 | 14. Inclusion Recovery Hampshire (New Forest) - 20/9/23 |
| 2. Notts Clean Slate - 28/4/23 | 15. BSMHFT SIAS Solihull - 27/9/23 |
| 3. CNWL Hounslow - 28/4/23 | 16. Inclusion Isle of Wight - 26/10/23 |
| 4. Inclusion Recovery Hampshire (Fareham) - 5/5/23 | 17. Inclusion Recovery Hampshire (Basingstoke) - 26/10/23 |
| 5. Inclusion Recovery Hampshire (Gosport) - 5/5/23 | 18. Inclusion Recovery Hampshire (Winchester) - 26/10/23 |
| 6. Mersey Care Brook Place - 13/6/23 | 19. AWP BaNES - 21/2/24 |
| 7. Telford STaRS (Inclusion) - 29/6/23 | 20. Pennine Care Stockport - 22/2/24 |
| 8. Inclusion Recovery Hampshire (Eastleigh) - 2/8/23 | 21. Achieve Bury (GMMH) - 12/7/24 |
| 9. One Recovery Bucks (Inclusion) - 21/8/23 | 22. Notts Shared Care - 30/7/24 |
| 10. Inclusion Recovery Hampshire (Aldershot) - 4/9/23 | 23. Richmond (SLaM) - 4/10/24 |
| 11. CNWL Hillingdon - 11/9/23 | 24. Milton Keynes (CNWL) - 7/10/24 |
| 12. Inclusion Recovery Hampshire (Andover) - 20/9/23 | 25. Bristol ROADS (AWP) - 15/10/24 |
| 13. Inclusion Recovery Hampshire (Havant) - 20/9/23 | 26. Trafford (GMMH) - 19/2/25 |

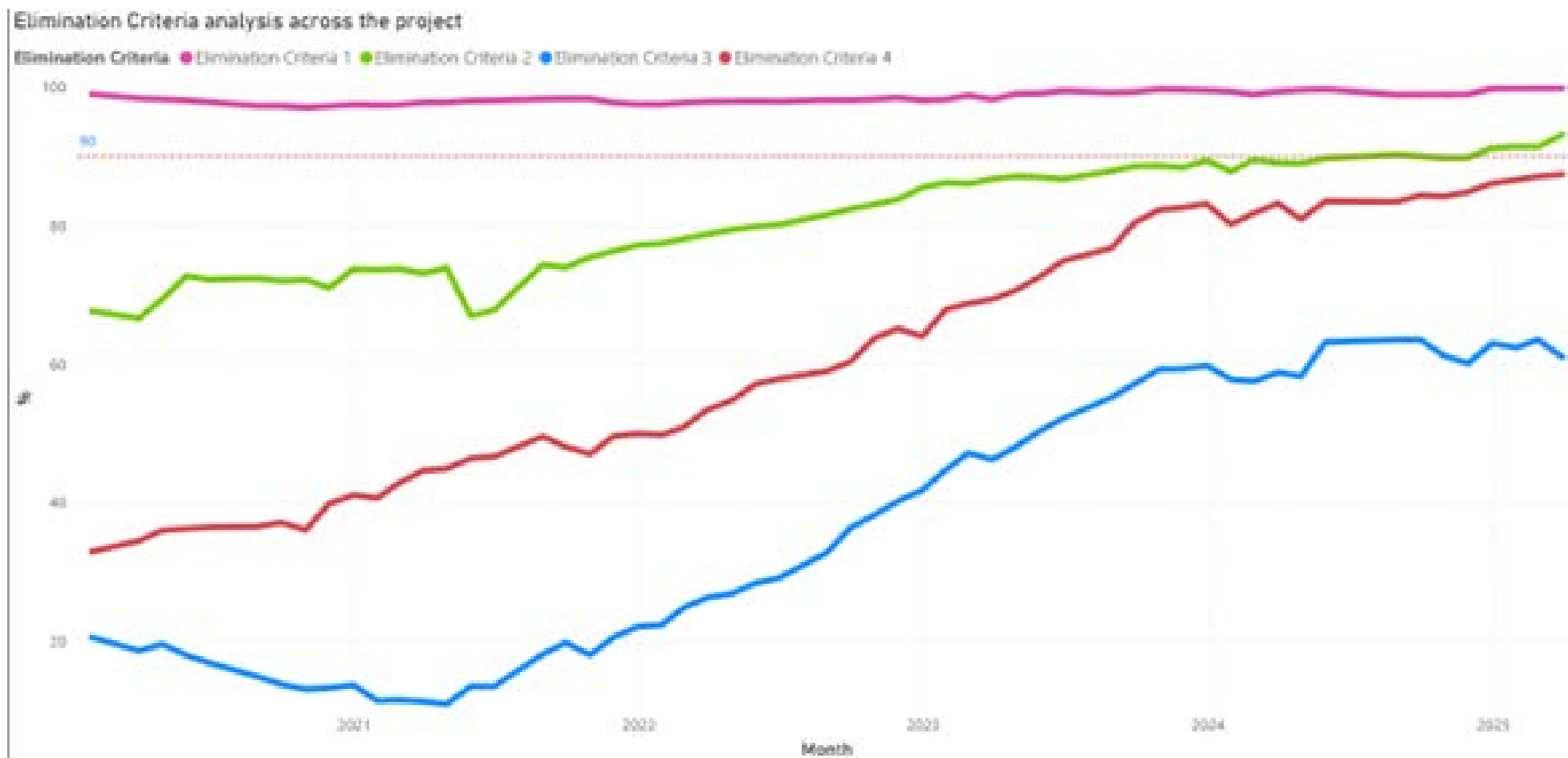
- In 2024, Hep C U Later led a Sustaining Hepatitis C Micro-Elimination Forum, drawing together learning from micro-eliminated NHS services. A Sustainability Toolkit was later created, alongside an editable sustainability plan for services.
- Hep C U Later developed a data anomalies report for services to improve data quality piloting in services. A forum to launch it across the NHS APA is scheduled for April 2025.

Data in Detail

A breakdown of data from NHS APA community drug and alcohol treatment services

The NHS APA has continued to work towards micro-elimination and is increasingly getting closer to meeting these measurements in all its services.

Trajectory of each micro-elimination criteria for the whole of the NHS APA over the period of the project:



NHS APA Service Activity

Midlands and North

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

Pages 19-28 share an insight into the progress over the last year.

NHS APA Service Activity

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

- Significant data quality work across all GMMH Achieve Services.
- Awareness and data quality events held with Salford and Bolton sites.
- Testing events at Bolton and Salford services supported by The Hepatitis C Trust and Cepheid GeneXpert machine.
- Assertive outreach testing for Bury and Trafford in remote areas.



**GMMH have micro-eliminated
in both their Bury and
Trafford Services!**

“Can’t fault the passion and drive to reach micro-elimination from the Hep C U Later team. Their support and encouragement is infectious (excuse the pun) Laura has been a constant inspiration and really helps us keep motivated and going when sometimes it can seem like such a hard task. Thank you Hep C U Later team!”

- Nigel Critchley, Achieve, GMMH



NHS APA Service Activity

Mersey Care NHS Foundation Trust - Brook Place

- High level of engagement with data quality work and ensuring regular reviews.
- Event/open day held to celebrate their impressive achievements.
- As a result of regularly utilising the Hep C U Later Cepheid GeneXpert machines the service acquired their own machine.
- The service will no longer be provided by the NHS from April 2025.



Mersey Care declared micro-elimination in June 2023 and have re-declared for 18 months!



NHS APA Service Activity

Pennine Care NHS Foundation Trust - Stockport

- Pennine continue to successfully sustain micro-elimination.
- The service is now a hepatitis C treatment hub, ensuring a prompt pathway into care.
- The service collaborated with Brinnington Surgery in July 2024 for a hugely successful testing event – over 90 dry blood spot tests completed, and over 60 fibroscans.
- Sue Docherty featured in a Hep C U Later podcast about the importance of identifying, testing, and treating hepatitis C within drug treatment services.



[Click here to listen to the podcast.](#)



Pennine Care declared micro-elimination in January 2024 and continue to re-declare micro-elimination!



“We have just attained 12 months micro-elimination and there is absolutely no way we would have done this without Hep C U later - Laura’s unending support, enthusiasm and practical support with meetings or queries and Rob on the data as well as the support the team (Tony) has offered us to community events - huge thank you”

- Sue Docherty, SDAS, Pennine

NHS APA Service Activity

Rotherham, Doncaster & South Humber NHS Foundation Trust – Aspire

- Hep C U Later delivered awareness and dry blood spot testing refresher training.
- Cepheid GeneXpert machine installed over June-August - 39 tests on the machine within two weeks alone.
- The services presented and shared their learning at the Hep C U Later Cepheid GeneXpert Practitioner's Forum.
- Clear pathways into treatment for hepatitis C established, underpinned by hepatology nurse and Aspire team collaboration.



NHS APA Service Activity

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

- The Nottingham team continue to push to achieve micro-elimination in all their sites, micro-eliminating in two so far.
- Innovative approaches used to facilitate individuals into treatment, including a treatment advent calendar – a truly collaborative approach alongside the pharmacy.
- Mass targeted testing event in November-December - 248 tests completed in that period.



The Nottinghamshire Clean Slate achieved hepatitis C micro-elimination in March 2023 and have continued to re-declare micro-elimination!



The Nottinghamshire Shared Care service reached hepatitis C micro-elimination in July 2024!

“As an organisation, Hep C U Later continue to be an amazing service to work with. Supportive from all leadership perspectives, whether this is current and forecasting data, new initiatives, the opportunity to promote our service from a national perspective and guidance with respect to changes in policy/national updates.”

- Maria and Lou, The Health Shop, Nottingham



NHS APA Service Activity

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

Solihull:

- Data quality work to ensure the most up to date and accurate testing information.
- Innovative testing approaches for individuals identified as having potential risk factors.
- New Blood borne virus (BBV) Lead in place to continue sustaining micro-elimination.



SIAS achieved micro-elimination in September 2023 and continue to re-declare!

Wolverhampton:

- Staff awareness and engagement event alongside The Hepatitis C Trust to improve testing and reviewing.
- BBV awareness training with alcohol services, ensuring all risk factors are reviewed.
- Fibro-scanning and engagement work undertaken within Gurdwaras.

“The Hep C U Later team have been nothing short of amazing. Always on hand for support and words of encouragement when the going gets tough!! I am proud to of taken over a service in Micro-elimination and between myself and Laura, we are determined to keep it this way. The knowledge and passion in the wider Hep C U later team is mind-blowing – but it is clear to see why they have achieved, and will continue to achieve so much for such an important and worthwhile cause.”

- Laura Anning, Senior Nurse, SIAS



NHS APA Service Activity

Humber Teaching NHS Foundation Trust

- Cepheid GeneXpert machine mobilised across 2 hubs to support in hepatitis C RNA confirmation and SVRs.
- Testing events held across all hubs in the summer.
- One of the pilot services for the anomaly report.



“The East Riding Partnership have had the support of Laura and all the team at Hep C U Later for a year now. They have helped us transform our in-house hepatitis C service and we are now well on the way to declaring micro-elimination!!

Laura is always available for support and advice and to help us with our data. The whole Hep C U Later team have been invaluable in our journey towards micro-elimination. Thank you guys...we couldn't do this without you.”

- Sian and Sarah, East Riding Partnership

NHS APA Service Activity

**Inclusion (Midlands Partnership University NHS Foundation Trust) -
Staffordshire Treatment and Recovery System (STaRS) and Telford STaRS**

Staffordshire (STaRS):

- Data quality work to ensure all testing dates and review information is captured.
- Movement in hubs with new bases being found.
- Staff positivity and commitment to Hep C U Later has not wavered despite the changes and challenges they have faced.
- Service has completed some exceptional collaboration between Inclusion, Staffordshire Council and the Local Pharmaceutical Committee to increase the number of pharmacies delivering needle and syringe provision.

Telford STaRS:

- Staff awareness training in conjunction with the Hepatitis C Trust to support staff understanding and awareness of people's personal experiences.
- Significant data quality work with key workers focusing on their own caseloads.
- Testing and reviewing events held in July.



**The Telford service achieved
hepatitis C micro-elimination
in June 2023!**



NHS APA Service Activity

Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust

- Six-weekly senior leadership multi-disciplinary team meetings.
- Meeting with, and commitment from the ODN has helped address local needs through rural service pathways in Northumberland and North Tyneside. ODN continues to progress the bid and planning for a clinical van.
- Louise supported The North-East and North Cumbria ODN to submit an abstract for INSHU, with hepatology nurses attending the conference to present this as a poster. They joined the INHSU Nurses Forum.
- Louise works closely with The Hepatitis C Trust peers across the region and supported the development of the Harm Reduction North-East Forum which is led by Mark Roberts from The Hepatitis C Trust.

Newcastle:

- Offering treatment on site and have treated over 50 people.
- Delivered micro-elimination update training to whole system over 2 days.
- Deep data work completed, particularly for criteria 4.
- Close to reaching micro-elimination.



NHS APA Service Activity

North Tyneside:

- Regular meetings with lead nurse and training sessions offered.
- Met with Turning Point Data Lead in January to explore why the data is not evidencing the work being completed in the service. The service is in transition to a new 3rd sector partner, therefore, plans for in depth data work are due to be carried out in June 2025.

Northumberland:

- Training delivered to whole service over both sites.
- Deep data work undertaken with dramatic improvement to data dashboards.
- Peers embedded and recruitment underway for dedicated Hepatitis Trust Peer.



South and London

**Louise Hansford oversees the South and London NHS APA services.
Pages 30-39 share an insight into the progress over the last year.**

NHS APA Service Activity

Inclusion (Midlands Partnership University NHS Foundation Trust) -
Hampshire, Isle Of Wight, Wessex ODN Clinical Van, Buckinghamshire and Portsmouth



Inclusion achieved hepatitis C micro-elimination in all of their services at the time in November 2023! Since then, many services have continued to re-declare!

Buckinghamshire:

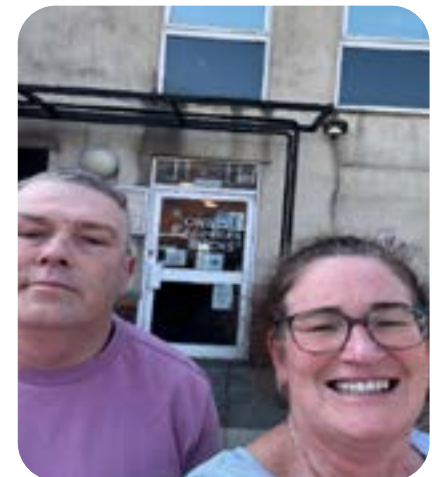
- Delivered micro-elimination update training with the ODN.
- Working closely with the ODN Clinical Van.
- Very close to re-declaring for 18 months.



The Buckinghamshire service achieved hepatitis C micro-elimination in August 2023!

“Working hard to maintain Hepatitis C elimination within Inclusion community drug and alcohol services is an outstanding achievement and a true collaboration between us and the Hep C U Later team. It stands as a testament to the unwavering commitment of our staff teams, ensuring that the people who use our services lead healthier and improved lives.”

- Tracy Braddock, Deputy Head of Ops, Inclusion (MPFT)



NHS APA Service Activity

Inclusion (Midlands Partnership University NHS Foundation Trust) - Portsmouth

Portsmouth:

- Inclusion are 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.
- High intensity test and treat weeks undertaken every quarter.
- Cepheid GeneXpert machine on site and regular training provided.
- Dedicated support for women with testing and awareness sessions at Project W..

“The support Hep C U Later and Louise are providing here in Portsmouth is extremely helpful. They are accessible, flexible and supportive and this approach continues to help ensure we can quickly and easily refer relevant individuals in for follow up testing and treatment.”

- Martin Cook, Clinical Lead, Portsmouth



NHS APA Service Activity

Inclusion (Midlands Partnership University NHS Foundation Trust) - Hampshire

Hampshire:

- Working very closely with Hep C Hants P2P.
- National Inclusion BBV forum hosted by Hampshire and supported by Louise.
- Fibro-scan pilot being supported by Louise.
- Homeless pathway now business as usual following a successful pilot.
- INHSU abstract submitted in partnership with Sheffield Pathology Laboratory on the hepatitis B anomalies in July 2024.

The following Hampshire services achieved hepatitis C micro-elimination:

- | | |
|------------------------------|-------------------------------|
| • Andover (September 2023) | • Havant (September 2023) |
| • Aldershot (September 2023) | • Winchester (October 2023) |
| • Basingstoke (October 2023) | • New Forest (September 2023) |
| • Fareham (May 2023) | • Eastleigh (August 2023) |
| • Gosport (May 2023) | |



All of the Inclusion Hampshire services have re-declared hepatitis C micro-elimination after sustaining it for one year and some have re-declared for 18 months!



“The Hep C U later team have consistently supported Inclusion Hampshire’s Drug and Alcohol Service in our mission to reduce the harm caused by Hep C. Their experience and knowledge of the sector alongside the great statistical information provided has ensured that practitioners can directly focus their time on those that require support.”

- James McDermott, Service Manager, Inclusion Recovery Hampshire

NHS APA Service Activity

Inclusion (Midlands Partnership University NHS Foundation Trust) -
Isle of Wight

Isle of Wight:

- Working to redeclare at 18 months
- New community pathways developed
- Regular visits and meetings



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



NHS APA Service Activity

Inclusion (Midlands Partnership University NHS Foundation Trust) - 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 with operational oversight from Louise, therefore, it has been included in this report.

- Hep C U Later continue to provide strategic and operational support to the Wessex clinical van.
- Finalised year 2 of the Needs Assessment.
- Ran several GP projects to find people coded as 'hep C +' - to date over 45 people started on treatment - some of whom would not have been found otherwise.
- Secured 2 Genexpert machines and held naming ceremony for them, affectionately named 'Georgia' and 'Gillyon'.
- Supported the planning for Emergency Department Opt-Out Testing across Dorset.
- Hosted a testing event Masjid Abu Bakr Mosque in Southampton with over 100 people tested.



NHS APA Service Activity

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

Hep C U Later coordinate the dashboards for Hillingdon, Hounslow and Milton Keynes and have supported Via with Brent and CGL with Ealing.

Hounslow:

- Maintained micro-elimination for 2 years.
- Poster and workshop abstract submitted for INHSU on the 'Cost of Elimination' model.
- Supported Needs Assessment Year 2 testing.

Hillingdon:

- Working to redeclare after 18 months.
- Regular stakeholder meetings.

Milton Keynes:

- Project board established to keep BBVs on the agenda.
- Comprehensive data work completed to declare micro-elimination.
- Utilisation of the ODN Clinical Van.



Hounslow achieved hepatitis C micro-elimination in April 2023 and redeclared in April 2024 and Hillingdon achieved it in September 2023. Milton Keynes achieved hepatitis C micro-elimination in October 2024, meaning the CNWL services in its entirety has micro-eliminated!

NHS APA Service Activity

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

Richmond:

- Louise granted pilot access to clinical systems to complete data work with the ODN – this resulted in Richmond needing only a few people to test to achieve micro-elimination.
- Louise and Tony carried out testing events and the service was able to declare micro-elimination.

Wandsworth:

- Replicated data work and testing clinics whilst the 6 month pilot with full data access was in place. Due to success permanent access is now being sought.
- Very close to reaching micro-elimination.

Bexley:

- Working exceptionally well with Find and Treat team and homeless provision.

Lambeth:

- Regular work on data anomalies.
- Plans to complete, large data cleanse, then a High Intensity Test and Treat event.



Richmond micro-
eliminated hepatitis C in
October 2024!

NHS APA Service Activity

Avon & Wiltshire Mental Health Partnership NHS Trust – BaNES (Bath), Bristol Roads and Dorset

Dorset:

- Handed over the monthly reporting to Waythrough (new lead provider), however, Hep C U Later provide ongoing support with ad-hoc data and their clinical system.
- Regular Pan Dorset stakeholder meetings.
- Supporting testing in rural areas.

Bath:

- Monthly data work to sustain micro-elimination, supporting them to re-declare in March 2025.
- Service transitions to Turning Point in April 2025.



Bath achieved hepatitis C micro-elimination in February 2024!
They re-declared in March 2025.

“Louise Hansford and her team have been significant contributors with B&NES reaching micro-elimination and re-declaring this. Their involvement with creating dashboards, lists and magic data to find people from all the criteria needed has been crucially important. They have been ever so helpful when requested information or updates. Thank you!

Louise has the greatest energy, passion and skills with what she is doing. It has been such a pleasure to work with her. She has the attitude of ‘everything is possible and can be done’. It has been long process and Louise has always been very encouraging throughout. Thank you very much!!”

- Katja Geitel, BBV Nurse, Bath, AWP

NHS APA Service Activity

Avon & Wiltshire Mental Health Partnership NHS Trust –
BaNES (Bath), Bristol Roads and Dorset

Bristol:

- Poster submitted for INHSU conference.
- Contributed to the EPIToPe study.
- Declared micro-elimination in October 2024 and supported with sustainability.
- Data work identifying new infections and infections not yet treated.
- Engaging with Turning Point Hepatitis C Lead to ensure continuity of care when the service transitions over to them in April 2025.



Bristol achieved hepatitis
C micro-elimination in
October 2024!

“Hep C U Later have played a pivotal part in our service reaching micro-elimination in 2024 which was a huge milestone us. Lou, Chris and Rob have helped us understand and manage our data and to implement practise changes within our workforce to try to maintain our achievement. Big thanks to Louise, Rob and Chris from Hep C U Later!”

- Jess Oke, BBV Nurse, Bristol, AWP



NHS APA Service Activity

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

- Monthly meetings with Clinical Lead and Data Leads.
- Deep data work carried out, especially relating to treatment.
- Service linked with ODN who are supporting testing.
- Hep C U Later Cepheid machines deployed.



Cepheid GenExpert Machines

Hep C U Later's growing body of resources, learning and expertise in effectively using Cepheid GeneXpert machines (*funded by MSD as part of the Hepatitis C Elimination Tender with NHS England*) across England, led to the creation of the [Cepheid web page](#).



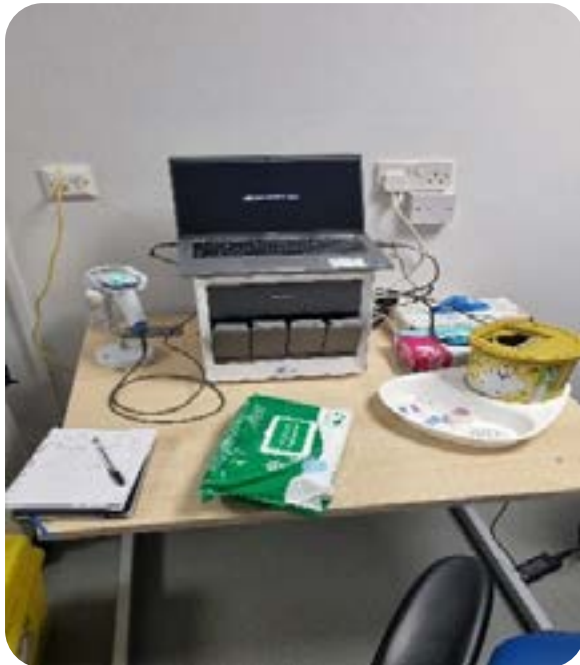
1560 Cepheid tests
since 2022, with **238**
RNA positive results



19 drug and alcohol
services trained, **13**
loans to teams



In September 2024, Hep C U Later ran a practitioners
forum - with presentations on Cepheid use within
general practice, drug & alcohol, prisons & UKHSA data



Cepheid GeneXpert Machines

Cepheid cartridge re-distribution pilot

Hep C U Later has taken the lead in re-distributing Cepheid GeneXpert cartridges which are due to expire across the national hepatitis C network. The most recent episode saw 140 cartridges re-distributed, leading to a saving of £4,200. Through leading this project, Hep C U Later are actively reducing the cost burden on the NHS and other organisations, and reducing unnecessary waste alongside our green sustainability principles.

“This incredibly impressive initiative has helped the NHS minimise waste and help use resources more efficiently, which is both necessary for assisting the NHS in reaching its ‘Greener NHS’ goals, and for improving patient care. It has ensured that Cepheid cartridges are getting to where they are most needed and has prevented valuable NHS resources going to waste. Tony and the team have worked tirelessly to make this happen, and my hope is that this can be replicated across the system.”

- Georgia Threadgold, Senior Project Manager, NHSE HCV Elimination Programme



Partnerships

Reaching hepatitis C elimination in England requires a whole system approach. We're proud to collaborate and work alongside multiple partners.

“Following the change in Bristol's tender agreement for drug and alcohol treatment services from April this year, we are very sorry to learn that Hep C U Later will no longer be needed to provide oversight for our ODN's largest DSA teams. I wanted to take the opportunity to thank you for the invaluable support, mentorship and advice you have provided to our ODN team throughout the time you have been with Hep C U Later. This has not only been through remote advice and meeting attendances, but often through your frequent voluntary hands-on support for ODN screening events, data cleanses in DSAs and even arranging sharing of resources such as Cepheid machines or your ODN's van to fill unplanned gaps in our service. Given that you live >2 hours away, we have really appreciated this. We are also very grateful for your continued support for Bristol and Severn ODN's through frequent social media posts and in your work nationally, which have helped maintain our team's enthusiasm and commitment, I am sure. Finally, we are very grateful for your help in Wessex and Dorset ODN's decision to pilot use of the Bristol UKHSA Capillary testing service recently. This has been a great boost to the Virology service and we hope this will help ensure longer term funding for this service.”

- Dr Fiona H Gordon, Consultant Hepatologist & Clinical Lead Bristol & Severn Hepatitis C Operational Delivery Network

“Louise, and the Hep C U Later team, have been integral to the ODN's strides towards elimination this year. Their work has fostered collaboration between the ODN, drug treatment services, and pharma. Their support is continuing to unblock challenges and facilitate improved testing and treatment for patients and service users in the North East. Thank you for your continued efforts.”

- Andrew Brown, Assistant Operational Service Manager, North East & North Cumbria Hepatitis C ODN

“We are so pleased to hear that Hounslow and Hillingdon have maintained their micro-elimination status; this has been an excellent example of working collaboratively to achieve the shared goal of eliminating Hepatitis C in West London. The teams have worked exceedingly hard to ensure all clients are tested and treated, in particular Hounslow have been able to maintain micro elimination month on month which is really quite impressive.”

- Professor Ashley Brown, West London ODN Clinical Lead and Michelle Turner West London Hepatitis C Elimination Programme Manager

Partnerships

Reaching hepatitis C elimination in England requires a whole system approach. We're proud to collaborate and work alongside multiple partners.

“I have found working in collaboration with other organisations makes delivering easier, I have worked with Louise Hansford and her lovely Team from Hep C U Later a number of times over the year.

Working with alongside with their teams, covering south asian testing events enabled us to cover a vast number of clients in Mosques and Gurdwaras.

Being able to deliver successful sessions meant because we had extra staff & volunteers engaging in conversations, raising awareness and then supporting them through testing, i.e. support /translating in completing consent forms/explain the testing procedure, testing and answering any queries and supporting follow-ups if required.”

- Ms Shabana Begum/National South Asian Projects Coordinator, The Hepatitis C Trust



“We really appreciate the clear data Hep C U Later produce for the elimination criteria. If we have any questions or need help with anything Louise is always very helpful and accessible.”

- Lizi Sims, Hepatology Community Nurse Manager, Thames Valley Hepatology



“Laura has been doing some great education sessions for the ED testing and she has done a fantastic job with the drug treatment providers. I have total faith in her abilities and it means I can concentrate on other things.”

- Sally Bufton, Birmingham ODN



National Work

King's Fund Report

The joint working between Hep C U Later and Gilead Sciences has been published in the following King's Fund Report - ***NHS and Life Sciences Industry Partnerships: Collaborating to Improve Care***

[Click here to read](#)



Return to Care

Louise, Rob and Chris have been leading the return to care work in the Wessex area, working with UKHSA and UCL in refining the list nationally. The current work is around refining the lists and matching NHS numbers.

Through the Gate

Hep C U Later are working with Gilead Sciences to improve the sharing of blood borne virus (BBV) testing and results from prison to community, and vice versa.

UKHSA Research

Louise is the Principle Investigator for a UKHSA Qualitative Study and together, with the team, are carrying out 20 research interviews on the barriers and facilitators to engaging and re-engaging people with viral hepatitis C healthcare.

Inclusion Health Practices

Hep C U Later and NHSE's Hepatitis C Elimination Programme are sending a joint letter to 80 inclusion health practices with training and resources included.

Cost of Elimination

Hep C U Later have been working with Gilead Sciences on a 'Cost of Elimination' model (based on Hounslow data) which is nearly ready to be published.

Fibroscan Survey

Supporting NHS England with a drug treatment sector-wide survey of Fibroscans, analysing the data and reporting back to NHSE to highlight different pathway approaches, areas of need and gaps in provision.

Cepheid Data & Cartridge Stock App

Exploring how to ensure Cepheid data is shared to reduce gaps and unnecessary re-testing. Additionally, Chris has created an app to help monitor cepheid GeneXpert cartridge stock.

Resources for Professionals

Printed Resources - Distributed and Downloaded

Professionals continue to order printed materials, linked to the hepatitis C testing portal, by emailing connect.HepCULater@mpft.nhs.uk. Printed resources were also distributed via various conferences.



**1722 resources
downloads in the
last year**



**Thousands of printed materials
have been distributed across
England, and to every county.**

The list below shows some of the diversity in organisations receiving printed Hep C U Later materials, but is not a list of every service.

- | | | |
|---|--|---|
| 1. South Yorkshire ODN | 13. Umbrella Sexual Health | 25. Bristol Drug and Alcohol Services |
| 2. Lancashire and South Cumbria ODN | 14. Healthy Lifestyles Thurrock | 26. CNWL Drug & Alcohol Services |
| 3. Dudley Urgent Care Centre | 15. Connection Support Housing | 27. IOW Drug and Alcohol Service |
| 4. Coventry University | 16. DentaId | 28. Wolverhampton Drug and Alcohol Service |
| 5. Bucks New University Wellbeing Hub & Student Services | 17. British Liver Trust | 29. Greater Manchester Drug and Alcohol Services |
| 6. Recovery Walk | 18. No Wrong Door Hampshire | 30. General Practice in Leicester |
| 7. Black Country pharmacy event (20 pharmacies) | 19. Thurrock Mental Health Primary Care Team | 31. General Practice in Sussex |
| 8. Birmingham ODN | 20. CNTW Drug and Alcohol Services | 32. General Practice in Knutsford |
| 9. Hepatitis C Trust (for Prisons and South Asian Project) | 21. CGL Northampton Drug and Alcohol Services | 33. General Practice in West Yorkshire |
| 10. Ukranian Society (Leeds) | 22. SLAM Drug and Alcohol Services | 34. General Practice in Manchester |
| 11. Veterans services – 5 towns veteran support hub (Pontefract) | 23. Hampshire Drug and Alcohol Services | 35. General Practice in Leeds |
| 12. Inclusion Sexual Health | 24. Staffordshire Drug and Alcohol Services | 36. General Practice in Portsmouth |
| | | 37. General Practice in Surbiton |
| | | 38. General Practice in Worcester |

Resources for Professionals

Legacy Printed Resources (click to view)



[GP Poster](#)

185 downloads



[Hepatitis C General Info Leaflet](#)

167 downloads



[National Testing Wallet Card](#)

75 downloads

Printed Resources Created in the Last Year (click to view)



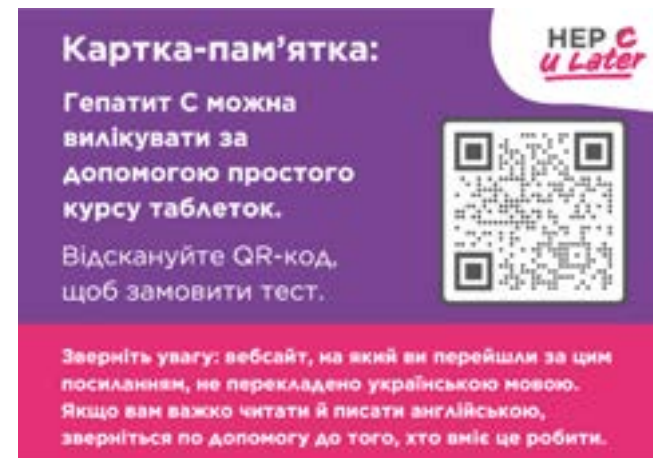
[Testing Event Poster](#)

16 downloads



[Urdu Wallet Card](#)

22 downloads



[Ukrainian Postcard](#)

19 downloads

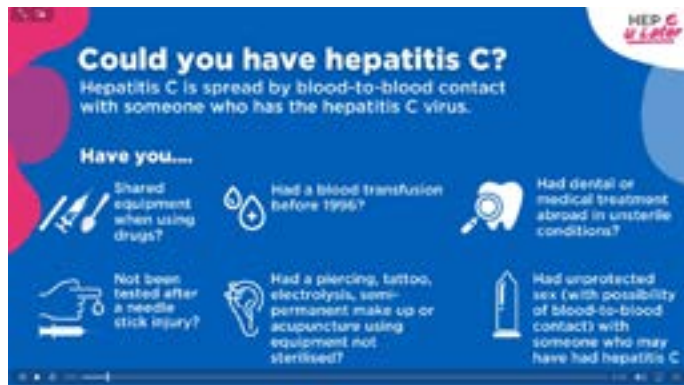
Resources for Professionals

Hepatitis C Testing Portal

All printed materials have a QR code linked to the hepatitis C testing portal, additionally there is an **'order a test'** button on every page of the Hep C U Later website.

Since their introduction **1,481 people** have accessed the NHS hepatitis C testing portal through the Hep C U Later resources and website.

Legacy Digital Resources *(click to view)*



GP/Clinic TV Screen Graphics

36 downloads



Hep C Factsheet

91 downloads



Stigma Toolkit

43 downloads



Tips for Testing

55 downloads



Email Signature Banner

28 downloads



Primary Care Toolkit

106 downloads



Hepatitis C Training Matrix

52 downloads

Resources for Professionals

Digital Resources Created in the Last Year (*click to view*)



[Antenatal Factsheet](#)
5 downloads



[Core 20 Plus 5 and Hepatitis C Brief](#)
5 downloads



[University Toolkit](#)
170 visits



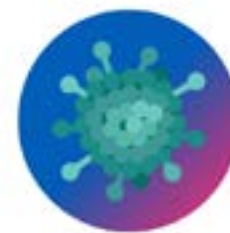
[Hepatitis B and D Factsheet Web page](#)
21 visits



What is the University Toolkit?
The University Toolkit is a resource for health professionals working in the field of Hepatitis C. It provides information on the latest research, clinical practice, and policy. The Toolkit is designed to be a one-stop resource for health professionals working in the field of Hepatitis C. It includes information on the latest research, clinical practice, and policy. The Toolkit is designed to be a one-stop resource for health professionals working in the field of Hepatitis C.

What is Hepatitis B?

Hepatitis B is a viral infection that affects the liver. It is caused by the Hepatitis B virus (HBV). The virus is spread through contact with infected blood or body fluids. The virus can cause liver damage and lead to liver cancer. The virus can also cause other health problems, such as kidney disease and bone disease. The virus can be prevented by vaccination. The virus can be treated with medication. The virus can be cured with surgery.



Case Studies, Podcasts and Videos

The Hep C U Later Engagement Programme highlights the people and organisations driving innovation and progress in hepatitis C elimination. Below, we detail the case studies, podcasts and videos that have been created and downloaded.

Legacy Podcasts and Case Studies *(click to view)*



[Tom Bills – Greater Manchester and Eastern Cheshire ODN Manager - Emergency Department Opt-Out Testing Case Study](#) | **16 downloads**



[Georgia Threadgold – Senior Project Manager NHSE HCV Elimination Team - NHSE Hepatitis C Elimination Programme Case Study](#) | **22 downloads**



[Southampton Outreach Case Study - Emergency Department Opt-Out Testing Case Study](#) | **18 downloads**



[Duncan Creswell – Sussex ODN Manager - Eliminating Hepatitis C in Sussex Case Study](#) | **23 downloads**



[Storing Hepatitis C Treatment in Drug and Alcohol Services \(CNTW\)](#) | **15 downloads**



[Maintaining Micro-Elimination in Mersey Care Case Study](#) | **16 downloads**



[Maintaining Micro-Elimination in Hillingdon \(CNWL\) Case Study](#) | **21 downloads**



[Leading Hepatitis C in England with Mark Gillyon-Powell – Head of NHS England's Hepatitis C Elimination Programme](#) | **58 listens**



[Eliminating Hepatitis C Across Cheshire and Merseyside with David Byrne – Cheshire and Merseyside ODN Manager](#) | **113 listens**









[Testing for Hepatitis C Across Pharmacies with Sam Uveges - Pharmacy Technician for Hep C Homecare and Nottingham University Hospital Trust](#) | **99 listens**







[Expanding Hepatitis C Elimination into Primary Care Settings with Aneesa Noonan - National Primary Care Lead for Hepatitis C Elimination](#) | **55 listens**

Case Studies, Podcasts and Videos




Podcasts & Case Studies Created in the Last Year

-  [Professor Ashley Brown Podcast – West London ODN and the National Programme Podcast](#) | **50 listens**
-  [Danny Morris - The work of the Hepatitis C Trust Podcast](#) | **31 listens**
-  [Louise Hansford and Laura Hughes – The work of the Hep C U Later Coordinators Podcast](#) | **22 listens**
-  [Fibroscanning in Community Drug and Alcohol Services](#) | **71 listens**
-  [Prescribing Hepatitis C Treatment in Pennine Care NHS drug and alcohol service](#) | **26 listens**
-  [Wessex Clinical Van Case Study](#) | **45 downloads**

Supplementary videos:

-  [Hepatitis C testing in the lab](#)
-  [Hepatitis C testing in antenatal services – cost and capacity](#)
-  [Hepatitis C treatment for children](#)
-  [Transmission](#)

Legacy Videos

-  [Grace Bottoni – Eliminating Hepatitis C across Primary Care and GP Champions Video](#) | **181 views**
-  [Fibroscans Video](#) | **268 views**
-  [Opt-out Testing Video](#) | **21 views**
-  [Assessed as Not Appropriate to Offer](#) | **23 views**

Videos created in the last year

-  [How to Take a Dry Blood Spot Test Video](#) | **118 views**
-  [How to Take a Capillary Blood Test Video](#) | **38 views**
-  [How to Take a Cepheid GeneXpert Sample](#) | **52 views**
-  [Antenatal \(Full\) Video](#) | **163 views**

Harm Reduction Series

Harm Reduction Content Created in the Last Year



[Bucks Peer to Peer Naloxone Case Study](#)



[Drug Related Deaths and Hepatitis C Blog – Dr Judith Yates](#)



[Drug Consumption Rooms Blog - Tony Mullaney](#)



[10 Points for Compassion for the Wellbeing of People Who Use Drugs Blog - Claire Hatherley](#)



[Drugs and Older People Blog – Tony Mullaney](#)



[Low Dead Space Needles Blog – Tony Mullaney](#)



[What is Harm Reduction? Blog – Tony Mullaney](#)



Needle and Syringe Pack Pilot

Hep C U Later are currently undertaking a pilot in collaboration with Exchange Supplies and Inclusion's One Recovery Bucks service.

This pilot is distributing wallet cards linked to the hepatitis C testing portal in 8,000 needle and syringe packs across pharmacies in Buckinghamshire. The pilot will finish in May 2025.



Engagement

We have engaged with at least one organisation or professional group in every county in England. This may have been through engaging professionals at conferences, reaching out to specific organisations to share or deliver training, or sending resource packs to services.

The list below features some of the organisations we have engaged with in the last year. This is not an exhaustive list, but gives an idea of the range of organisations we are engaging with.

- | | |
|--|--|
| 1. York St John University | 18. Social Prescribers (Leeds) |
| 2. York University | 19. Yorkshire Air Ambulance |
| 3. Huddersfield University | 20. Leeds Council Social Services |
| 4. Keele University | 21. West and North Yorkshire Probation |
| 5. Bucks New University | 22. Salvation Army in Newcastle Under Lyme (Staffordshire) |
| 6. Leeds Council Housing Services | 23. Ryecroft Primary Care (Staffordshire) |
| 7. West Yorkshire ICB Comms Department | 24. Leeds Teaching Hospital ED |
| 8. SSAFA – Veterans Services | 25. 5 Towns Veterans Hub (Leeds) |
| 9. Mid Yorks Trust Comms Department | 26. Ukranian Society (Leeds) |
| 10. Kirklees Council Infection Control Team | 27. Leeds Probation |
| 11. Leeds CCG | 28. Ingeus Rehabilitative Services (West and North Yorkshire) |
| 12. West Yorkshire Police | 29. Bristol Shared Care Network |
| 13. Leeds Multi-Faith Hub | 30. Wessex Cancer Alliance |
| 14. Women's Aid (Leeds) | 31. Hampshire Inequalities and Long-Term Conditions Lead |
| 15. Leeds Local Pharmaceutical Committee | 32. Portsmouth General Practice |
| 16. GP Confederation (Leeds) | 33. Southampton GP Trainees |
| 17. Veterans Group (Leeds) | 34. British Liver Trust |

Engagement

Conferences

Hep C U Later created a strategic plan to maximise engagement with key professional groups, through attending or having exhibition stands at conferences. After exhibiting, analytics show a spike in professionals accessing the training, website and hepatitis C testing portal.

INHSU Conference

View our INHSU posters below, or click to view them online.

The Hep C U Later Engagement Programme

HEP C U Later

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

Burch D¹ Masinuka G¹ Dudley C¹ Lincoln C¹ Taylor E¹
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:
Tools: Toolkits, Factsheets, Posters, Leaflets, Wallet cards
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:
Communications and engagement plan
Updated website and resources
LinkedIn page to reach professionals
Conferences: 1200 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.

Provided by: **NHS inclusion**

Analysis and use of a statutory dataset in the elimination of hepatitis C across 15 NHS Trusts

HEP C U Later

Fair R¹, Heaps C¹, Hansford L¹, Hughes L¹, Burch D¹, Lincoln C¹, Mullaney T¹
¹Hep C U Later (Inclusion part of Midlands Partnership University NHS Foundation Trust - MPFT)

Background:
The NHS Addiction Providers Alliance (NHSAPA) is a group of 18 NHS Trusts in the UK providing addiction services. In 2020, 15 Trusts signed up to Hep C U Later (HCUJ), which is the NHSAPA's HCV elimination project, representing over 50,000 patients, with an estimated 36% at risk of contracting hepatitis C (HCV).
The data analytic component provides high-level statistical analysis, using subsets of standardised Statutory National Drug Treatment datasets (NDTMS). This is provided monthly to HCUJ under data sharing agreements using unique client identifiers. In 2022, the use of data was enhanced to enable analysis and subsequent targeting for testing and treatment of HCV. The analysis identified individual patients requiring interventions and the initiation of HCV treatment packages. In 2023, the performance management was further developed with the introduction of the UK's Drug Treatment Providers 4 micro-elimination targets.

Methodology:
By providing analysis of NDTMS data:
Monthly dashboards are created, along with specific data spreadsheets, which are then returned to services.
These enable targeted testing on a needs basis, and an assessment of progress towards micro-elimination.
We ensure all those identified as RNA+ are referred and supported into treatment and SVRs are obtained.
Robust monitoring for reinfections is also being completed using the data.

Effectiveness:
Using data-driven testing, the project has seen:
42,000+ people tested for HCV
2,393+ successfully treated for HCV
significant improvements in HCV data quality
The data analysis has allowed 20 services to declare and maintain micro-elimination of HCV (based on 4 micro-elimination criteria).

Conclusion and next steps:
The program has been successful in moving the NHSAPA towards the World Health Organization (WHO) elimination target by using advanced data analytics and AI to enable the services to manage and maintain micro-elimination.

Disclosure of interest statement:
This project 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.

Novel approach to re-engage people into hepatitis C care

HEP C U Later

Hansford L¹, Woodcock G¹, Oke J¹, Fair R¹, Heaps C¹, Gordon F¹, Marshall J¹, Gitahi J¹
¹Hep C U Later (Inclusion part of Midlands Partnership University NHS Foundation Trust - MPFT) | ²Bristol Drugs Project | ³Avon and Wiltshire Mental Health Partnership NHS Trust (AWP) | ⁴University Hospitals Bristol & Weston NHS Foundation Trust

Background:
Avon and Wiltshire Mental Health Partnership NHS Trust (AWP) and Bristol Drugs Project (BDP) are part of Bristol ROADS (Recovery Orientated Alcohol and Drugs Service) drug treatment system. Both organisations collaborate with Hep C U Later (HCUJ).

UKHSA data showed high levels of RNA+ in Bristol, but low levels of treatment uptake.
In 2017, out of 114 people currently or recently injecting drugs (<2 years), although 49% were approved for treatment, only 46% (26 people) actually started treatment.
High levels of new infections continued, with 58 new diagnoses in Jan-May 2020.

As of 31st December 2021, BDP had 245 people who were RNA+ and further analysis of data showed over 185 had been diagnosed >5 years previously. An innovative way was needed to address this.

Methodology:
In 2022, funding was secured, which was match-funded by University Hospitals Bristol, to employ a Hep C Assertive Engagement Worker to work alongside the AWP BBV Specialist Nurse and lead on a multi-agency approach to re-engage the 245 RNA+.
A multidisciplinary project board was established.
Care records were searched and people stratified into lists depending on needs, including:
• priority people with cirrhosis
• those dispensed treatment and lost to follow-up
• outstanding SVRs
Hep C Assertive Engagement Worker
Offering intensive support to re-engage people
Allowing people time to discuss their needs
Utilising mobile phones and sim cards
Utilising incentive vouchers
Accompanying people to appointments or being with them for telephone assessments.

Effectiveness:
200+ people have now been treated.
The project has ensured:
Meaningful professional relationships
Robust and ongoing support
A truly person-centred approach
The unconditional care and time has been invaluable in engaging people, many of whom reported multiple barriers and inequalities during their original treatment pathway.

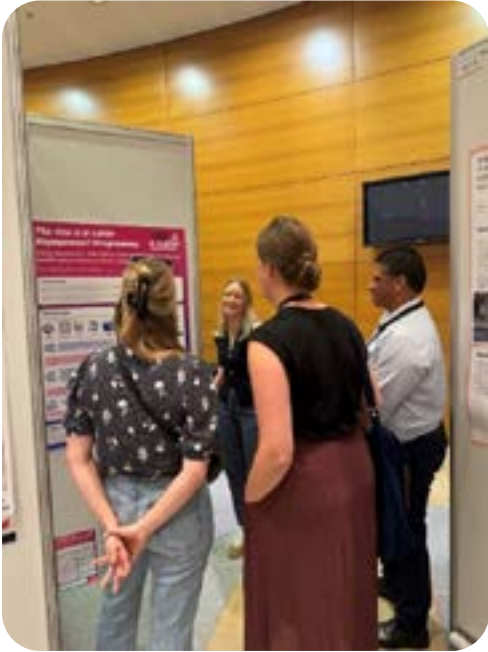
Conclusion and next steps:
This project has been essential in engaging these RNA+ into treatment and therefore significantly reduced onward transmission rates. Work continues to monitor reinfections and ensure robust harm reduction initiatives.

Disclosure of interest statement:
This project 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.

Engagement

INHSU Conference (continued)

Louise highlighted the UK approach to scaling up needle and syringe programmes at the INHSU 2024 Policy Day, sharing the work of Hep C U Later and learning across NHS APA.



Lisbon Addictions Conference

Louise attended the Lisbon Addictions Conference as part of the INHSU point of care forum. Louise attended a Women's health event and spoke about meaningful lived experience involvement and how to facilitate BBV testing in drug consumption rooms. Louise also hosted a session.

Engagement

DDN Conference

Deanne presented at the DDN conference, alongside Debbie Moores from Waythrough, on the work of the Provider Forum, our national progress and requested feedback for how we can get to the final stages of elimination

[Click here to read more \(page 16-17\)](#)



Engagement

Recovery Walk and Conference

Louise and Tony spoke at the Recovery Conference, focusing on hepatitis C testing and treatment in recovery.



NHS Confed Expo

Deanne attended the NHS Confed Expo to make connections and look for opportunities to share training and resources

Giant Health Conference

Candie and Laura attended the Giant Health Conference to speak to organisations about hepatitis C elimination.



Engagement

UKPHR Conference

Louise and Laura attended the UKPHR conference to network with like-minded professionals and share information about the Hep C U Later programme and its impact.



RCN Conference (Wales)

The Hep C U Later team held an exhibition stand at the RCN Annual Conference, speaking to over 250 nurses.



Reducing Harm for Safer Communities Illy Conference

Louise, Chris and Rob presented at the Illy conference, sharing how Hep C U Later are using data to save lives. This conference was focused on commissioners and was a perfect opportunity to spread the message around the need for sustaining the work in drug and alcohol services, and the need for using the BBV Standards: ILLY Commissioners Forum 2024 – Reducing Harm for Safer Communities – ILLY Systems (illycorp.com)



Engagement

- **Integrated Care Delivery Forum** – attended to make connections with ICB colleagues.
- **Best Practice Show** – Attended to engage with other organisations to explore opportunities.
- **Primary Care Show** – The team engaged approximately 300 primary care professionals with an exhibition stand, handing out resources and directing people to training.
- **British Journal of Nursing** – The team engaged with approximately 100 professionals at the first BJN conference held in March 2025. Additionally, the Hep C U Later team presented a poster on the whole system approach to eliminating hepatitis C, and an additional NHS Addictions Provider Alliance poster on the Stigma Kills campaign.
- **RCN Education Conference** – The team attended this conference and presented a poster on the Hep C U Later Engagement Programme, showcasing its creative approaches to improving awareness and its impact.



Engagement

Organisations Sharing Key Content

Hep C U Later have actively made contact with specific organisations requesting them to share messaging on social media, information about the hepatitis C testing portal and the CPD-accredited training on their websites, or via bulletins and newsletters.

Some of the organisations who have done this have been:

- Hallam Medical (average 450 website new visitors a week and 8.4k social media followers)
- Core 20 PLUS 5 Ambassador Forums (700 ambassadors)
- The Healthcare Quality Improvement Partnership (www.hqip.org.uk) have shared our resources on their website
- Florence Nightingale Foundation Newsletter
- Faculty of Public Health
- Marie Curie
- ICB Communications (including Royal Cornwall and Isles of Scilly)
- Primary Care Toolkit and CPD Accredited Training added to the Q Community (Health Foundation) website
- South Central Ambulance Service put testing portal and key information on health & wellbeing portal, CPD training sent out via education team
- University Hospitals of Leicester NHS Trust - Shared social media squares/portal link
- Health and Justice (Hampshire and IOW) - Health and Justice distributing resources and will invite Hep C U Later to deliver training across probation
- 3 Chequers Medical Practice (84 staff completed training and key information and portal hosted on their practice website)
- Featured in Woman's Weekly



Training and Education

CPD-Accredited Training

Hundreds of professionals have completed the *Hep C U Later Basic Hepatitis C Awareness CPD-Accredited Training* since its launch.

In one Salisbury GP practice, 84 professionals completed the training in 2 days, without direct Hep C U Later engagement. Exchange Supplies are adapting the Hep C U Later training to sit on their website.

Bespoke Training Delivery

Drug & Alcohol Services

Training has been delivered to drug and alcohol services across England, supporting a range of professional roles to complete testing, understand micro-elimination and use the Cepheid GeneXpert machine.



Bupa Dental

Hep C U Later delivered hepatitis C awareness training to the Bupa learning lounge, an event with over 700 attendees, and delivered face-to-face training to BUPA Dental services in Leeds.



Training and Education

Universities

Hep C U Later have provided the following training for universities:

- 30 students on the Nursing Associate programme at Keele University.
- 40 students during a lived experience day for the Midwifery programme at Keele University focused on stigma.
- Delivered training to 160 Keele University Adult Field BSc and MSc students in January. This presentation focused on the aspects of a successful public health programme, basic hepatitis C awareness and the national programme.
- Additionally, the university toolkit web page on the Hep C U Later website includes a training presentation university programme leads can deliver, a handout and a social media pack for student social media platforms.



A total of **230 students** have received bespoke hepatitis C training so far.



33 students went on to complete the Hep C U Later CPD-accredited basic hepatitis C awareness training module



Universities

Some of the other organisations who have received training include:

- General Practice in various areas
- RCN Regional Learning Event (West Midlands)
- Buckinghamshire Community Drug & Alcohol Partnership regional meeting (with public health and commissioners)
- Homeless Hampshire and IOW Forum

Communications and Marketing

Recovery Project Pilot

A pilot is currently being implemented to reach people who may have come into contact with hepatitis C many years ago through injecting or snorting, but may have never made contact with drug and alcohol services. This pilot enables people who may have networks or friends on their social media to share hepatitis C awareness information, links to testing and support through a comms pack. This pilot is due to be launched in May 2025.

Quarterly Newsletter

Hep C U Later continue to release a quarterly newsletter to the ever-growing mailing list.

Social Media

Content is shared across three Hep C U Later social media platforms (X, Facebook, LinkedIn). The Hep C U Later Communications and Engagement Plan undergoes an annual review and campaigns are planned in advance.



Followers
1,819



Link Clicks
409



Post Impressions
48,116



Post Engagement
4.59%



Followers
620



Account Reach
82.95



Account Impressions
40,862



Post Reach
33,742



Post Engagement
5.87%



Link Clicks
229



Followers
469



Account Reach
29.68



Account Impressions
22,652



Post Reach
11,104



Post Engagement
5.66%



Link Clicks
216

Communications and Marketing (Campaigns)

Liver Health

Hep C U Later ran a month-long Liver Health Campaign in January 2025. Key materials created and released included:

- [Liver Disease in community drug and alcohol services blog – Dr Rachel Turner](#)
- [Liver Health web page](#)
- [Hepatitis B & D web page](#)

World Hepatitis Day

The Provider Forum approach to World Hepatitis Day focused on people's personal experiences.



World AIDS Day

For World AIDS day the Hep C U Later social media platforms focused on raising awareness of HIV for the week – with key messages being:

- Undetectable = untransmittable
- HIV People First Charter
- Co-infection with hepatitis C
- Where to find out more information about HIV

HIV Testing Week

HIV Testing Week focused on informing people how to get a free HIV test alongside hepatitis C testing. 16 people accessed HIV testing as a result of the campaign.

Liver Cancer Awareness

The liver cancer awareness campaign focused on providing information on liver cancer, further resources and statistics.

Healthcare Science Week

Healthcare Science week featured content on laboratory testing, cepheid GeneXpert machines and fibroscanning.

Communications and Marketing (Campaigns)

European Testing Weeks

In addition to the social media campaign, Hep C U Later ran a competition across the NHS APA to motivate teams for the best photo using Hep C U Later resources. The winner was GMMH with their entry titled *'Collaboration is key, to say bye to hep C'*.

“Laura is one of our biggest supporters, she is always behind us and cheering us on as we inch closer towards achieving micro-elimination at Achieve Salford, Trafford and Bolton. She motivates and inspires us to keep going, always offering her unwavering support in all hep C matters, from data crunching and on hands support at testing events and partnership events. We are hugely grateful to her for all she does to support us.”

“Achieve BBST held two partnership events in September with presentations and discussions to highlight to the Achieve team their commitment to continued effort and contributions, emphasise that testing is vital to achieve micro-elimination and identify those who have Hep C and connect them to treatment.”

“Tony Horrocks and his team of hep C peers Gary, Maria, Lisa and Carrie, all go above and beyond with their contribution to support our clients, providing practical and emotional support to get them through Hep C treatment.”



Awards

HSJ Awards

Hep C U Later were shortlisted for the HSJ NHS Communications Initiative of the Years Award.



Nursing Awards

Hep C U Later Programme Lead, Deanne Burch, won the Midlands Partnership University NHS Foundation Trust 'Infection Prevention Nurse of the Year' Award, and the Silver British Journal of Nursing Award for Infection Prevention Nurse of the Year



Plans for Next Year

Hep C U Later has another year to support NHS APA services in reaching hepatitis C micro-elimination — and, crucially, to help embed sustainable practices that ensure long-term success. This vital legacy work is already well underway.

Looking ahead, the team will increase its focus on tackling stigma, engaging universities and tattoo studios, and further strengthening its offer to primary care. The team have a myriad of exciting pilots, national work and national learning reports to release, alongside even more CPD-accredited training.

The Hep C U Later team is proud of the progress made so far and the meaningful impact this work continues to have on people's lives.

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



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



Joint Working Agreement (JWA) Statement

Hep C U later (an NHS APA initiative, hosted by Inclusion, Midland Partnership University NHS Foundation Trust) is commissioned by NHS England's Hepatitis C Elimination Programme, and is an output of an NHS Addictions Provider Alliance (NHS APA) and Gilead Sciences joint working initiative. Hep C U Later do not receive funding from Gilead Sciences, however, have received funding previously to support specific Hep C U Later projects.

The Midlands Partnership NHS Foundation Trust (MPFT) and Gilead Sciences Limited are engaged in a Joint Working Project to identify, test and treat people at risk of having Hepatitis C with the goal of eliminating Hepatitis C in advance of the WHO target of 2030.

In July 2019, the parties entered a Joint Working Agreement in support of NHS England's commitment to achieve elimination of hepatitis C (HCV) in England by 2025. The project, which became the Hep C U Later Drug and Alcohol Services Programme (Hep C U Later), ran for an initial period of three years to March 2022 and was subsequently extended by a further two years to run until March 2024.

In discussion the Parties have agreed to develop a new agreement in accordance with the principles and guidance relating to joint working between the NHS and the pharmaceutical industry, in line with the ABPI Code of Practice for the Pharmaceutical Industry.

All parties have committed resources to support this project, which commences in August 2024 for a period until March 2026.

Aims:

- Support progress to ensure remaining people in NHS APA drug services are cured of Hepatitis C
- Deliver micro-elimination across all NHS trusts participating in the Hep C U Later Drug and Alcohol Services Programme
- Work towards ensuring a secure future for micro-elimination for people accessing NHS APA drug and alcohol services.
- Drive sustained micro-elimination of all 46 NHS APA drug services by March 2025
- Support the adoption of the Treatment Services Hepatitis C Drug Treatment Provider Forum Service Standards or similar by the English Substance Use Commissioning Group.
- Co-develop opportunities for people outside of drug services to be cured of hepatitis C including but not limited to pharmacies and NSP (Needle and Syringe) providers.
- For learnings from Hep C U Later to be shared more widely and complement Gilead's patient activation work in Wales, Scotland, and Northern Ireland.

Joint Working Agreement (JWA) Statement *(continued)*

Benefits:

- Patients will benefit from reduced time from viral infection to diagnosis and improved access to specialist care and treatment to prevent disease progression and complications with the ultimate objective of elimination of Hepatitis C within this patient population.
- Patients and the NHS will benefit as earlier diagnosis and care interventions may also prevent onwards transmission of Hepatitis C.
- Patients and the NHS will benefit from the development of innovative hepatitis C care pathways.
- Gilead and the NHS will benefit from a better understanding of the effectiveness and value of early testing and the creation of innovative hepatitis C care pathways particularly in high prevalence areas.
- All Joint Project Group members will have the option of co-authoring presentations and publications from this work.
- The project will direct public health protection interventions through patient engagement in harm reduction programs and treatment of at-risk individuals.
- Better understanding of the challenges faced by the NHS in delivering high-quality patient services and care.
- Faster implementation of NHSE HCV Elimination Programme which benefits Gilead ambition to eliminate HCV as public health risk.

For further information please contact Matt.Milner@gilead.com



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