

Hep C U Later - Supporting NHSE to eliminate hepatitis C through Primary Care

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² NHS England Viral Hepatitis Elimination Programme

Background:

Hep C U Later is commissioned by NHS England's (NHSE) Viral Hepatitis Elimination Programme, and an initiative of the NHS Addictions Provider Alliance (NHS APA). Hep C U Later support the elimination of hepatitis C (HCV) through intensive pathway improvement, data analytics, education, resources, communications, raising awareness and engaging healthcare professionals across England.

Among one of the many key professional groups needed to reach the ambition of HCV elimination ahead of the WHO 2030 target was general practice. It was recognised that an innovative approach to engagement and education across general practice was required to build awareness of HCV among professionals – professionals who could be 'activated' to reach people the national programme could not. Hep C U Later applied a mixed-methods approach to compliment the work NHSE have led.

Hep C U Later Activity to Drive Elimination in General Practice:

A mixed methods approach was used to engage general practice professionals with HCV education and activity they could be involved in:



Case studies and podcasts – showcasing best practice in case finding initiatives

Conference engagement – face-to-face engagement, distribution of printed patient information resources, and presentation of multiple conference poster abstracts



Online CPD-accredited training modules, face-to-face training and factsheets – providing both CPD accreditation required for revalidation and bespoke training focused on stigma and potential general practice activity

Printed patient information distribution -

Leaflets, posters, wallet cards, and TV screen graphics

Outlining transmission risks with QR codes to self-order a free NHSE HCV home test kit



Primary Care Toolkit – outlining guidance, training, GP champion role and specific activity for involvement dependent on capacity.

GP text message videos – URL links to send to patients via text with explanation video alongside link to free HCV test



Search tool guidance – step-by-step guide for how to search for people at risk on general practice systems based on coding

Website - general practice professionals page



Testing events – multi-organisational collaborations to provide testing at general practice sites

Social media campaigns



Newsletters

Effectiveness:

Since 2023...

- Hundreds of professionals completed online Basic HCV Awareness CPD-accredited training
- 2000 people accessed HCV testing through printed resources
- 1500 professionals engaged at conferences
- 3,302 resource downloads
- Face-to-face training delivered to a range of general practice professionals

Social Media:

-  7.86% Engagement Rate
-  645,173 Post Impressions
-  2,998 Followers

- 223 Primary Care Toolkit downloads
- Thousands of printed patient resources distributed to hundreds of services across England

Conclusion and next steps:

Hep C U Later demonstrate that national mixed-methods approaches to educating general practice professionals alongside providing practical tools and resources:

- Empowers general practice to reach marginalised groups, engaging those who are unaware they have this deadly virus, ultimately saving lives.**
- Enables the earlier identification and treatment of HCV, reducing the risk of liver disease, liver cancer and death.**
- Creates a larger network who are better able to opportunistically engage people at risk**
- Raises awareness of HCV, and the effective approaches which can be applied to other health issues**
- Raises awareness of the larger NHSE viral hepatitis elimination programme**
- Creates value in the system through collaboration and partnership linkage**

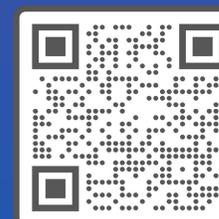
With this learning Hep C U later are better able to quickly mobilise further health programmes aimed at other health issues such as hepatitis B and liver disease.



Hepatitis and Stigma CPD-Accredited Training



Basic Hepatitis C CPD-Accredited Training



The Primary Care Toolkit

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