

+ ANNUAL REPORT 2014/2015

**VIRAL
HEPATITIS**

Information & Support

Marketing

Health
Promotions

Health In Prison | Health Outta Prison

NSP

Workforce Development

Hepatitis Helpline

Multicultural Program

hepatitiswa



OUR PURPOSE

TO RESPOND EFFECTIVELY TO THE NEEDS OF PEOPLE AFFECTED BY HEPATITIS, AND TO ENHANCE COMMUNITY AWARENESS, HEALTH AND WELLBEING THROUGH INFORMATION DISSEMINATION, EDUCATION, SUPPORT AND ADVOCACY IN RELATION TO HEPATITIS.

OUR VISION

TO PROVIDE LEADERSHIP IN DEVELOPING A WORLD WHERE PEOPLE AFFECTED BY HEPATITIS ARE ABLE TO MAXIMISE THEIR HEALTH AND WELLBEING AND WHERE HEPATITIS WILL BE ELIMINATED.

OUR AIM

- * MINIMISE THE PERSONAL AND SOCIAL IMPACT FOR PEOPLE AFFECTED BY HEPATITIS.
- * PROVIDE AN INFORMATION SERVICE ABOUT VIRAL HEPATITIS.
- * ASSIST IN PREVENTING THE TRANSMISSION OF HEPATITIS.
 - * PROMOTE COMMUNITY AWARENESS OF HEPATITIS.
 - * CONTRIBUTE TO COMMUNITY, STATE AND NATIONAL HEPATITIS PREVENTION INITIATIVES.
 - * INFLUENCE PUBLIC HEALTH POLICY AND PRACTICE, AND LAW IN RELATION TO HEPATITIS.

BOARD MEMBERS

Chairperson
Dr Susan Carruthers
(retired August)
Ms Ursula Swan

Vice Chairperson
Dr Aesen Thambiran

Treasurer
Ms Lyn Tolliday

Secretary
Ms Max Taylor

Non Executive Members
Dr Astrid Arellano
Mr Mark Lowery
Ms Carol Houghton
Ms Selena West

+ MESSAGE FROM THE CHAIRPERSON

On behalf of the Board of Directors of HepatitisWA it gives me great pleasure to present the Chairperson's report for 2015. This is my first report and I must say that the last 12 months have gone by very quickly.

The Board has experienced some changes during the last year, in that we have recruited but also lost some members for one reason or another. At the moment we have a dedicated group of people who have a belief in the commitment to ensure that the vision of HepatitisWA is supported by our endeavours from a governance stance.

In July last year the inaugural World Indigenous People's Conference (WIPC) on Viral Hepatitis was held in Alice Springs followed by the 9th Australasian Viral Hepatitis Conference. The WIPC was well attended with over 220 delegates from around our country as well as other parts of the world. I was fortunate to be able to attend as did some other Board Directors, some staff and volunteers. The Anwernekenke (pronounced un-wer-ne-nge-nee) Consensus Statement that was agreed to by all Indigenous peoples attending stated that:

"We acknowledge the fact that viral hepatitis is a major, devastating, under-recognised health issue within Indigenous communities globally. This statement recognises our desire to reduce the impact of viral hepatitis on Indigenous people's economic, social, emotional, physical and spiritual health. Doing so will help maintain our cultures and the future of Indigenous populations. We urge nation-states and their governments to make special provision in health and funding policies for equitable access to prevention, testing, treatment and management of viral hepatitis in Indigenous peoples."

It made me appreciate the hard work that HepatitisWA does for the community affected by viral hepatitis with education, support and advocacy.

In November 2014 the 21st National Symposium on Hepatitis B & C was held in Melbourne and Dr Aesen Thambiran attended. There were 145 participants, mainly clinical staff (GP's, nurses, allied health and specialists) who could attend different sessions to suit their needs. Listening to experts from the field and networking with others were a great benefit.

In closing, on behalf of the Board I would like to say 'Thank You' to the management team, all staff members and volunteers for continuing the wonderful work that HepatitisWA delivers to those affected by viral hepatitis. We anticipate the New Year will see some exciting new developments to alleviate this burden of disease in the community.

Cheers



Ursula Swan, Chairperson

+ EXECUTIVE DIRECTOR'S REPORT

The greatest asset of an organisation is its staff, so I take this opportunity to thank the staff for their good work and team spirit over the past twelve months. Fortunately there have been no staff changes during the past year so I presume to take that as a sign our staff are happy in their work, and the momentum and quality outputs of the projects have benefited from staff continuity.

All the projects have performed very well and meet and often exceed our expected outputs and outcomes. With the support of the Sexual Health and Blood Borne Virus Research and Education Network (SiREN) we employed a consultant to work with staff for six months to develop operational plans for the projects with an emphasis of improving evaluation and feedback mechanisms, which will enhance outcomes in the future. I extend my thanks to Sally Rowell, the Community Services Manager, for co-ordinating this important initiative.

We successfully negotiated a renewal of a four year contract with the Department of Corrective Services to provide prevention education through the Health In Prisons-Health Otta Prisons (HIP HOP) Project. We will continue to deliver this project to male and female inmates in all metro and outer metro prisons. The new contract also contains improved evaluation measures which will enhance our work in the future. My congratulations to the Prisons Education Team for their outstanding work in relatively isolated and often challenging environments.

The Pharmaceutical Board Advisory Committee recommendations to make available the new interferon free treatments for hepatitis C on the Pharmaceutical Benefit Scheme without restrictions, as soon as an acceptable price can be negotiated, came as a welcome surprise. We are hopeful that there will be positive developments on the availability of these important and groundbreaking treatments in 2016. Access to the new treatments will revolutionise our response to hepatitis C and provide people living with hepatitis C life changing, and in some cases, life saving opportunities.

HepatitisWA provided a written submission to the Federal Parliamentary Committee on Hepatitis C and presented at the Perth Committee hearing. We also contributed to the development of the State Hepatitis B and C Strategies.

I take this opportunity to thank my managerial colleagues Sally Rowell and Vivianne Brown for their support and dedicated work, and I also extend my thanks to all staff, our members, the HepatitisWA Board and our partner organisations for their continued support.

Frank Farmer

Executive Director

+ TREASURER'S REPORT

We have enjoyed a good year, financially speaking, with no unforeseen expenses to create any budgetary problems for us.

It has also been a relatively busy year for management, staff and Board members with a number of staff and Board members attending the Viral Hepatitis Conference in Alice Springs in September 2014. Several of these participants also attended the Indigenous component of the Conference beforehand.

HepatitisWA also sponsored a Community Representative of Hepatitis Australia to attend the Alice Springs Conference, again including the Indigenous component of the Conference. One Board member was also afforded the opportunity to attend a seminar on hepatitis B in Melbourne last year.

HepatitisWA was successful in negotiating a new contract with the Department of Corrections for the presentation of Health In Prison – Health Outta Prison (HIP HOP) sessions in all metropolitan prisons, including juvenile, and in Bunbury Regional Prison.

A total of \$104,676 funding has been rolled over to the new financial year. This sum incorporates core funding, the Vending Machine Project. Some \$15,400 from reserve funds was spent on advertising in preparation for Hepatitis Awareness Week in July 2015. Provision for staff entitlements

was increased this year in view of the length of service of some staff and increased provision has been made for IT server replacement which is anticipated in approximately three years. An additional provision has been made for staff to attend a health conference in Sydney in October this year.

In view of the fact that a number of the Executive members of the Board were new to their positions, governance training was made available to all at the expense of HepatitisWA.

HepatitisWA continues to be in a healthy financial position to face the challenges of a new year and continues to adhere to prudent fiscal budgeting and management.

Lyn Tolliday, Treasurer



\$105K

Funding
rolled over



\$15K

Spent on
advertising

+ BALANCE SHEET



30TH JUNE 2015

VIV BROWN

Assets

Current Assets		
Cash On Hand		
Cheque Account	\$382,393.47	
Term Dep Bank Gtee 134Aberdeen	\$31,559.31	
Total Cash On Hand	<u>\$413,952.78</u>	
Receivables	\$11,191.00	
Total Current Assets		<u>\$425,143.78</u>
Total Assets		<u>\$425,143.78</u>

Liabilities

Current Liabilities		
Trade Creditors		\$8,122.72
Volunteers expense		\$1,500.00
Health Promo/Conference		\$2,690.52
GST Liabilities		
GST Payable Control	\$39,330.73	
GST Input Tax Credit	<u>-\$10,846.51</u>	
Total GST Liabilities		<u>\$28,484.22</u>
Payroll Liabilities		
PAYG Tax Withheld		\$10,239.72
Employer Superannuation Paybl		\$4,734.95
Workcover		\$3,044.21
Super Sal Sac contributions		\$2,800.00
Staff Entitlements		\$44,248.93
Other Liabilities		
Maintenance		\$7,230.09
IT/Server Provision		<u>\$8,389.50</u>
Total Liabilities		<u>\$121,484.86</u>
Net Assets		<u>\$303,658.92</u>

Equity

Retained Earnings		\$152,159.53
Current Year Surplus/Deficit		\$114,654.39
Opening Balance		<u>\$36,845.00</u>
Total Equity		<u>\$303,658.92</u>

+ PROFIT & LOSS STATEMENT

JUL 2014 - JUNE 2015

INCOME

GovWA Health Dept Core (CDCD)	\$895,275.00
Grant balances bfwd	\$123,477.87
Org Develop (WA Health CDCD)	\$4,545.45
CommGrants (WA Health CDCD)	\$5,000.00
Grant Indexation	\$23,725.00
GovWA Dept CorrectionsHip Hop	\$118,299.12
Donations	\$357.50
Memberships	\$633.73
Sponsorship	\$15,000.00
Bank Interest	\$9,899.32
NSP	\$722.80
Reimbursements/refunds	\$5,098.63
Total INCOME / Gross Profit	<u>\$1,202,034.42</u>
Operating Expense	
Advertising/Media	\$44,601.98
Auditors fees	\$4,000.00
Bank Charges	\$965.12
Venue Hire	\$1,861.83
Health Promotion Events	\$8,735.58
Clinic services	\$4,556.68
NSP Consumables	\$3,103.35
NSP Promotion	\$327.98
Support Services	\$640.36
Interpreters and Translators	\$1,050.00
Computer Systems Management	\$2,184.55
Internet	\$1,203.64
IT Tech Support	\$3,500.00
Software	\$2,261.98
Computer Hardware	\$2,598.45
Website Consults	\$126.36
Phone/Fax/Copy	\$3,947.01
Consultancy Fees	\$29,513.52
Insurances	\$5,190.91
Govt Charges/stamp duty	\$23.10
Memberships	\$3,311.81
Postage	\$4,219.58
Stationery	\$5,336.39
Publications & Info Resources	\$18,293.63
Resources Other	\$14,879.05
Office Equipment	\$4,584.60
Rent/Outgoings/Electricity	\$116,593.38
Security& Maintenance	\$8,978.36
Sundry Expenses	\$3,879.69
Salaries & Wages Expenses	\$690,316.39
Training & Development(staff)	\$2,768.88
Travel Expenses	\$69,987.56
Special Project Exp	\$18,086.00
Volunteers Expense	\$5,752.31
Total Operating Expense	<u>\$1,087,380.03</u>
Operating Profit / Net Surplus / (Deficit)	<u>\$114,654.39</u>

This year has seen the consolidation and growth of the projects, and for many of the staff who were reasonably new in the first half of the year it was a steep learning curve, one which they all handled very well. The second half has been used to build on the foundations and to grow their projects. This growth has included the development of new initiatives to make the projects more engaging and to better target at risk communities. This has seen a growth in the number and diversity of organisations requesting us to provide educational and informational workshops. These new workshops improved the way in which we deliver the messages of transmission, prevention, testing and monitoring for hepatitis B and C, along with breaking down myths, stigma and discrimination.

During the year we had the opportunity to employ a health promotions consultant from The Sexual Health and Blood-borne Virus Applied Research and Evaluation Network (SiREN)

who was able to work one-on-one with staff to develop their evaluation skills along with designing appropriate tools to enable them to more effectively evaluate their projects. This will help us as an agency to look at what we are doing, what impact we are having and what more or differently we could be contributing. It is also a terrific opportunity for staff to see the impact that their projects are having on the people they are working with. This year has also bought some major events in the world of viral hepatitis. Firstly, a National Parliamentary Inquiry on hepatitis C was announced. This was an opportunity for us as an agency to provide a submission and to also present to the Parliamentary Inquiry Committee our ideas and recommendations on what needs to be done to ensure that the needs of people living with hepatitis C are being addressed. Unfortunately, the result and recommendations that have come out of this inquiry have been what we

would see as very lukewarm and in some ways this has been a missed opportunity.

The other big news that has come out this year is the recommendation by the Pharmaceutical Benefits Advisory Committee (PBAC) for a number of interferon-free hepatitis C drugs to be listed onto the Pharmaceutical Benefits Scheme (PBS). This outcome has been very welcomed by our organisation and we now await the outcome from discussions between the Federal Government and the pharmaceutical companies who are currently negotiating price. We are hopeful that the drugs will be made freely available to all people living with hepatitis C in early 2016.

So a great year behind us, and an even more productive and exciting year ahead. I want to thank the staff for their continued enthusiasm and commitment to this agency and viral hepatitis, and I look forward to the challenges that await us in the coming year.

+ NEEDLE & SYRINGE PROGRAM

NADIA CLEBER

The Needle Syringe Project (NSP) has seen a significant increase in the number of people accessing the service and the amount of fitpacks being distributed. In particular we are seeing a significant increase in the number of Aboriginal and CaLD clients which has been very rewarding to know that these communities are feeling comfortable and safe to access our services. Whilst we can surmise that part of this increase may be due to the convenient location of our office, we also believe that the good work that the staff (paid and unpaid) are doing in the NSP in making the service inviting and welcoming has also contributed to the increase in clients.

We are now providing food in the NSP, courtesy of FoodRescue and Oz Harvest and the clients are very appreciative of this service. For some people this may be the first opportunity to eat something for the day and it is a good way to initiate and engage in conversations with clients that not only help to build rapport but also ensures that we are providing harm reduction messages.

Another new initiative that has commenced in the NSP that is having success is the development of a Health Promotion Calendar that promotes general health issues for the clients throughout the year. For example, we will run a week of health promotion messages about diabetes, men's health, overdose awareness, dental care to name a few. This has proved to be a very successful

initiative and once more provides an opportunity to open discussion with the clients.

We have also seen an increase in the number and diversity of people accessing our fortnightly clinic which provides blood borne virus testing and vaccinations.

We continue to build on the existing relationships that we have with the neighbouring organisations such as RUAH, Passages and Magenta and these positive relationships help contribute to referrals to our agency.

We have initiated and facilitate the Quarterly Perth Metro NSP meetings between ourselves, the WA AIDS Council (WAAC), and the WA Substance Users Association (WASUA), NSP coordinators and frontline workers. The first meeting was held in May and was very productive and valuable as we were able to discuss drug trends, issues, swap ideas and to look for opportunities to work collaboratively.

Two volunteer recruitments were carried out over the year which saw us recruit and train 25 volunteers. Our retention of these volunteers has been excellent and they along with our existing volunteers have been very reliable and capable of interacting well with clients.



4.2K
Clients



12.5K
Fitpacks

The 2014 – 2015 year has seen growth of the Information and Support Services Program along with the introduction in January of a new initiative within a prison. One-on-one interactions with clients continue on a regular basis with over 365 interactions during the year. Notably, there has been an increase in new client contacts which meets our earlier aspirations of expanding the service over time. Enquiries around interferon-free treatments, their side-effects and when they will be available for the public has lead most of the discussions. 90% of the interactions have been with people living with hepatitis C whilst the remaining 10% has been with people living with hepatitis B.

As mentioned, we have commenced a pilot project in Bandyup Prison. The rationale behind this pilot is that prisons have always been considered by HepatitisWA as potentially important settings for working with people who are living with or at high risk of contracting hepatitis C. We know that there are high numbers of prisoners with hepatitis C and that this is due to high numbers of people being incarcerated for drug related crimes. We also know that some prisoners will continue to inject drugs in prison and that there is no access to sterile injecting equipment. Additionally, the uptake of hepatitis C treatment by prisoners is very low and this also has been of concern to HepatitisWA for some time. Therefore, in January, a pilot project commenced at Bandyup Women's Prison to provide information to prisoners who are contemplating undertaking hepatitis C treatment and support those who are on

hepatitis C treatment.

The pilot project is based on regular visits (once a month) to meet with women who have expressed a desire to go onto hepatitis C treatments. The meetings are an opportunity for the women to find out what the criteria is for going onto treatments, the process of getting onto treatments and the potential side effects. It is also an opportunity to discuss harm reduction strategies to reduce their risk of reinfection and encouraging them to make healthy life style choices while they are in prison.

The HepatitisWA support group continues to meet on a monthly basis for people who are living with viral hepatitis. The group is peer-based and allows for participants to come and go as their needs require. Participants are able to discuss lifestyle issues, treatment options and share lived experiences in a relaxed and supportive environment.

We continue to share very positive relationships with all three Tertiary Liver Clinics within the metropolitan area.

So once more it has been a very productive year and I look forward to the year ahead.



383
Clients



330
Referrals

The Health Promotion Project has once again had a successful year. The year commenced with Hepatitis Awareness Week which was a very busy time providing presentations and workshops to a range of organisations including Alcohol and Drug (AOD) rehabilitation services, TAFE's and youth centres. This time of year is a great opportunity to engage with the community providing much needed information on viral hepatitis transmission and prevention, as well as encouraging people at risk of, or living with hepatitis, to test and/or monitor their liver health, and to help break down stigma and discrimination. Later in the year, over 1500 year 12 students received information on hepatitis B & C as part of a partnership with the Western Australian AIDS Council (WAAC) Leavers Program.

We are currently developing a body art resource with the aim of informing young people about the risks associated with unsterile tattooing (common in backyard or overseas tattoo studios) and how to reduce those risks. The content and design of this resource has been focused tested with positive responses from young people within a range of services including youth resource centres, detox centres and residential programs. The resource will be made available through a number of avenues including youth organisations and youth centres, and will be available to be ordered online from our website. We are also planning to distribute the resource through the Leavers Program run by WAAC.

During the year we have had a partnership with Outcare (a non-government provider of crime prevention services and programs) to deliver education sessions to young Aboriginal men who have brushed up against the juvenile justice system. This has been a great learning opportunity for me and I look forward to this on-going partnership.

We are also very happy to announce the development of a new youth initiative, the Youth Owning, Understanding and taking Responsibility (YOUR Health) Project. After liaising with a variety of service providers who engage with youth at risk, it was identified that many agencies needed a comprehensive education package for sexual health and blood borne viruses. We facilitated meetings with potentially interested service providers and from these meetings "YOUR Health" was created. This Project is a collaboration between Quarry Health, WAAC, and the WA Substance Users Association (WASUA) and is coordinated by our agency. "YOUR Health" is a Project which will work with young people to deliver health education on related topics chosen by them. The pilot will commence in August at Uniting Care West, with a group of young people from their Youth Inclusion Strategy - a work for the dole initiative. These workshops will help to develop the young people's knowledge on issues such as blood awareness, drug awareness and safety, sexual health, contraception and safe relationships. These messages will then be passed on to the peers of the Youth Inclusion Strategy participants who staff a local drop-in centre. It is envisaged that once this Project is evaluated it will be offered to other agencies for their client groups.

I look forward to the year ahead and seeing the results from the new initiatives that we have put in place this year.

+ WORKFORCE DEVELOPMENT

MATT ARMSTRONG

During the year we provided training to a diverse range of workforce groups conducting one hundred and eleven (111) workshops and educating two thousand two hundred and thirty two (2232) employees. We saw a considerable increase (57%) in the number of workshops conducted amongst priority workforce groups (such as Alcohol and Other Drug (AOD), mental health, and Needle Syringe Program (NSP) workers). We received feedback from workers within these sectors that they were keen to learn more about the new hepatitis C treatments, so we have now included more information on this topic into our workshops. We also provided a series of 'Infection Control Link' workshops for mental health nurses at Graylands hospital, along with presentations at the statewide Mental Health Senior Nurses Professional Development Seminar. Our workshops have also now been included in the core curriculum of the Statewide Post Graduate Mental Health Nursing Program. There has also been an increase in the number of workshops conducted with medical practitioners and allied health workforce groups. Some of the most significant of these include the Bentley-Armadale Medicare Local Medical Practitioners, the Hepatitis WA B Positive Forum, and a series of workshops conducted in hospitals within regional areas including Broome, Katanning, and Albany. We were again invited to a range of significant training opportunities, such as the gastroenterology nurse's annual training update at Sir Charles Gairdner Hospital Liver Clinic, a presentation with second year medical students at Notre Dame University, presentations for fourth

year pharmacy students at the University of Western Australia (UWA) and Curtin University, and a series of presentations with the dental assistants studying at the Oral Health Centre of WA. Overall the total number of workshops for the general workforce has increased as a result of a number of workshops presented at the City of Canning and the City of Melville. These workshops are the result of HepatitisWA being deemed the preferred and recommended provider of viral hepatitis training following improvement notices issued by Worksafe. We also saw an increase in the number of organizations requesting assistance in incorporating our training into their workplace policies and procedures. Finally, we have developed two new exciting collaborative partnerships during the year. We have successfully negotiated with the WA Police to be the preferred provider of their Blood Borne Virus Infection Control Training for all new WA police recruits and cadets. We have also launched a new collaborative workshop with the Mental Health Commission (formerly known as the Drug and Alcohol office). This workshop is focused on the issues of injecting drug use and BBV's amongst Aboriginal people's, and explores how understanding cultural factors may improve the dissemination of knowledge of these issues amongst Aboriginal populations.



111

Workshops



2K

Participants

+ MULTICULTURAL SERVICES

AMANDA SIEBERT

It has been another exciting year in the Multicultural Services Project with a number of key highlights and achievements. Three new workshops were developed to reach Culturally and Linguistically Diverse (CaLD) communities and to accommodate all English levels. One workshop – “Liver Healthy Life” incorporated juicing and salads which has been an excellent way to provide interactive information on liver health and hepatitis B. These workshops have been popular throughout the metropolitan region reaching Asian, African and Middle Eastern communities. To accommodate lower levels of English, pictorial evaluations have been developed and are given after each workshop to determine hepatitis B knowledge on transmission, testing, vaccination and monitoring. Results and feedback on this form of evaluation have been excellent.

During the year a forum on hepatitis B entitled “B Positive” was developed and presented for people who work with CaLD communities. Twenty workers attended from agencies across the Perth Region. We invited guest speakers from the Sexual Health and Blood-borne Virus Applied Research and Evaluation Network (SiREN), and Sir Charles Gardiner Hospital which was a great opportunity to collaborate with these organisations. The forum was well received and evaluations indicated all attendees wanted to implement strategies in their agencies to promote hepatitis B testing, vaccination and monitoring.

A project that has been on the drawing board for some time has finally come to fruition with the development of the Hepatitis B Handy Card. This resource was

developed in eight languages to assist CaLD community members to understand the importance of knowing their hepatitis B status, getting tested and vaccinated. The Handycard has proved to be very popular as there is an English tear off portion which enables non English speakers to take this section to their GP to instruct the GP to test them for hepatitis B.

I undertook a visit to the Kimberley Region to consult with service providers who work with CaLD communities to encourage them to include hepatitis B information when working with their communities and to promote testing and vaccination. This visit coincided with a hepatitis B update for GP’s in partnership with the Australian Society of HIV Medicine (ASHM). This event was well supported with over 35 GP’s and nurses in attendance.

Throughout the year we were invited to provide interactive exhibition tables at a number of events which included NAIDOC, Chinese New Year and Harmony Day. These events were a great opportunity to raise our agency profile and our Multicultural Services Project profile. At each event hepatitis B quizzes are conducted to engage the public and clear up any misunderstandings on hepatitis B transmission. The quizzes proved very timely at the beginning of there year as there was a lot of confusion over the hepatitis A frozen berry scare. All in all it has been a great year!



29

Workshops



594

Participants

+ CORRECTIONS REPORT

Health In Prison – Health Outta Prison (HIP HOP)

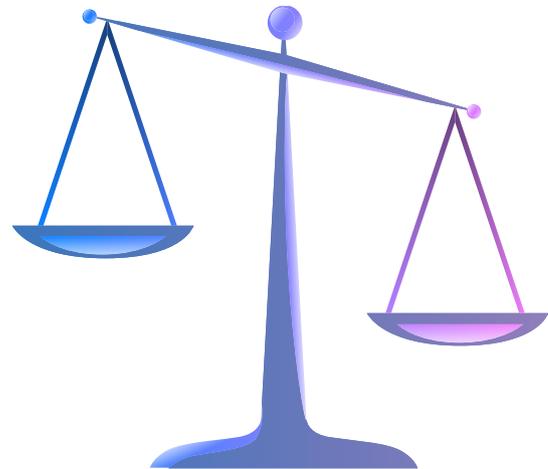
We have continued our successful record of delivering the HIP HOP Program to metro and outer metro correctional facilities across the year. HepatitisWA was not responsible for cancelling, or being not being able to deliver, any schedule sessions. Any cancellations were due to prisons not being able to meet their obligations, which is understandable given the nature of the services they provide and the challenges they present from time to time.

Feedback to our presentation staff remains positive and it is not uncommon to receive additional feedback from inmates who have returned to the community, and who we encounter in other aspects of our work.

Perhaps the most important development for the period is the renewal of our contract with the Department of Corrections, to continue to deliver the Program for another two years, with two one year options. HepatitisWA was granted preferred provided status and Corrections are to be commended for starting the consultation process early.

We had successful negotiations to discuss details of the proposed contract, which resulted in the inclusion of improved data collection processes and importantly an evaluation process to provide feedback and enhance service delivery.

We look forward to continuing this valuable work providing prevention education to inmates in Hakea, Casuarina, Bandyup, Karnet, Wooroloo, Boronia, Bunbury and Banksia Hill facilities.



Marketing

HepatitisWA has marketed our brand and profile this year through the dissemination of resources through community events, email promotions, social media, web communications and commissioning paid advertising. We have reached over 100,000 people through marketing and promotional strategies from our social media pages and website with over 10,000 downloads/interactions of digital resource items. This year we launched the “C The Person Not The Disease” Campaign and commissioned direct advertising through two major billboards in Perth, 20 metro bus adverts which covered Joondalup to Rockingham and Palmyra to Kalamunda routes, 20 print advertisements and a 25 second television commercial on the WTV community television network. All of which have helped to raise HepatitisWA’s organisational profile and the profile of hepatitis C during Hepatitis Awareness Week.

It has been estimated that this Campaign has been sighted over 4 million times (which includes multiple sightings by individuals).

Another campaign called “Testing Is As Easy As ABC” was initially launched in May 2015. HepatitisWA installed window advertising at our premises in Northbridge accessing local foot traffic and cars that drive along Aberdeen St. This Campaign was then promoted for Hepatitis Awareness Week (full campaign details will be reported in next year’s annual report).

Resource Development & Dissemination

HepatitisWA has developed over 30 new resource items during the year, producing in excess of 200,000 (physical and digital) items in total, and distributing more than 57,000 physical resources into the community. These resources included wristbands, pens, posters, brochures, fact sheets, magazines and paid print advertisements. Handing out these resources gives staff and volunteers the opportunity to interact, educate and provide information on viral hepatitis to community members. It is also an opportunity to raise our agency profile.

Website

Our official website www.hepatitiswa.com.au continues to be routinely updated with events and notices under ‘Noticeboard’. We have received over 16,000 website visitors this year. The majority of people found our website via the “Google” search engine and by typing in the key words “Hepatitis WA” which would indicate that our agency profile is well known in WA.



200K

Resources
Produced

hepatitis *wa*