




# HEPATITIS VICTORIA

## STRATEGIC PLAN 2017 - 2022

Report Card for the second year: 2018-2019

| Priorities   | What we have achieved   | Next steps   |
|--|---|--|
|  <h3>Improve Liver Health</h3> <ul style="list-style-type: none"> <li>Lead the community response and drive awareness in relation to liver disease.</li> <li>Assist people to understand and manage their liver health.</li> <li>Improve public understanding of how to prevent liver disease.</li> <li>Advocate for an increased investment in, and expanded response to, liver health.</li> </ul>                      | <ul style="list-style-type: none"> <li>Love your liver campaigns delivered in Shepparton, Frankston/Dandenong, La Trobe, Brimbank/Maribyrnong and Mildura.</li> <li>Developed and launched LiverWELL app in July 2018.</li> <li>Liverability Grants broadened to include liver health awareness raising activities.</li> <li>Developed LiverWELL brand and applied to register LiverWELL as a trademark.</li> <li>Social media and website expansion to include LiverWELL and new liver health resources.</li> <li>Three new resources released in print and online: <i>Cirrhosis: Understanding Your Liver</i>, <i>Fatty Liver Disease: We Can Break Feel</i>, and <i>Your Liver, Your Health</i>.</li> <li>Development and online launch of LiverWELL's <i>EatingWELL Lifestyle Guide</i>.</li> <li>Produced mood piece which highlights the importance of responding to liver disease.</li> <li>Adopted new constitution to reflect broaden remit.</li> <li>Informed key stakeholders of our expansion into liver health.</li> </ul> | <ul style="list-style-type: none"> <li>Continue to develop LiverWELL app to increase functionality and accessibility in other languages.</li> <li>Continue to promote Love Your Liver campaign and existing liver health resources and</li> <li>Develop, expand and produce additional LiverWELL Lifestyle Guides, HEPReady training material and liver disease resources, including information for Alcoholic Liver Disease.</li> <li>Contribute to relevant Victorian government strategy development.</li> <li>Investigate partnerships for producing liver health resources for the Aboriginal community.</li> <li>Build stakeholder relationships to facilitate an increased response for liver disease.</li> </ul> |
|  <h3>Support and Mobilise those Affected</h3> <ul style="list-style-type: none"> <li>Resource the advocacy and leadership of people affected by liver disease.</li> <li>Provide information and support for people affected by liver disease.</li> <li>Facilitate and support peer led responses within affected communities.</li> <li>Ensure the voice of lived experience drives Hepatitis Victoria's work.</li> </ul> | <ul style="list-style-type: none"> <li>HEPSpeak and HEPHeroes have continued to expand, and HEPReady Regional outreach has continued to identify campaign opportunities.</li> <li>LiverWELL™ coaching trialled and further developed.</li> <li>LIVERability grants continue to offer excellent peer led approached especially with culturally and linguistically diverse (CALD) groups.</li> <li>Developed working relationships with Aboriginal communities.</li> <li>CALD Health Promotion team plan developed – with an emphasis on Afghani, Egyptian, Pakistani and Iraqi communities.</li> <li>Collaborating with CHPC partners to design, coordinate and implemented various hepatitis B community engagement and education activities.</li> <li>Hep B Community Mobilisation project delivered 36 education sessions in multiple settings to 1450 people.</li> <li>Translation of resources into multiple languages.</li> <li>Prison peer programs expanded.</li> </ul>  | <ul style="list-style-type: none"> <li>Formalise a policy for consulting people with lived experience.</li> <li>Review of HEPConnect and investigate the expansion to online chat functions.</li> <li>Review and renew our Reconciliation Action plan.</li> <li>Roll out CALD Health Promotion program.</li> <li>Support Chinese Health Promotion Coalition to become an independent Health Promotion Charity.</li> <li>Continue expansion of multilingual resources.</li> <li>Investigating opportunities to expand support for people with lived experience.</li> </ul>  |
|  <h3>Stop Stigma</h3> <ul style="list-style-type: none"> <li>Reduce stigma and discrimination by improving understanding within affected communities.</li> </ul>   | <ul style="list-style-type: none"> <li>Produced resources including the <i>Know Your Rights</i> e-book and <i>#Language Matters Guide</i>.</li> <li>Created <i>Australian Visa Applicants and Hepatitis</i> guide in multiple languages in response to community need.</li> <li>Inclusion of stigma and resilience information in LiverWELL app.</li> </ul>   | <ul style="list-style-type: none"> <li>Review stigma and discrimination module for HepReady.</li> <li>Conduct a research project on the stigma associated with liver disease.</li> <li>Continue to raise awareness of stigma and discrimination against people living with viral hepatitis, through HEPHero recruitment.</li> <li>Host a second stigma forum for health professionals to raise awareness around stigma in the sector.</li> </ul>   |

- Improve awareness and responsiveness in the wider community.
- Reduce the impact of stigma by building resilience and offering support.



### Promote Responsive Health

- Increase the knowledge and willingness of community and health care workers to respond to liver disease.
- Advocate equity of access to health services, for all, especially key affected communities.
- Promote integrated and person-centered health care for liver disease.
- Drive the increased capacity of relevant workforces in a sustainable manner.

- Completed 12 month #StopStigma stigma stories multimedia campaign.
- Successful street activation awareness raising event in Melbourne CBD, focussing on coffee cups, coffee liver benefits and viral hepatitis stigma.
- Initiate and development of 'Have the Conversation' video for frontline healthcare staff.
- Launch of Indigenous hip hop video at 2018 Viral Hepatitis Conference and on multiple social media channels.

- ◆ Continue to develop media-based awareness campaigns such as videos and audio content addressing stigma for #StopStigma.

- HEPReady Regional, Essentials and Comprehensive, engagement with allied health, pharmacists, dentists & dental assistants, AOD sector.
- Workforce training-AOD delivered at hospitals and community organisations.
- Regional workforce training-AOD, custodial, pharmacists, aged care, nurses, forensics, dietitians, mental health workers.
- Victorian Hepatitis B Alliance participation, including Spotlight.
- EC Victoria partnership.
- Partnerships with ASHM, Burnet, Doherty.
- Dandenong forum with stakeholders in the SE, workshops with NSP workers.
- Reviewing and updating content, continued use of HEPReady online content and learning management systems.
- Endorsement from community leaders/local mayors for HEPReady regional forums.
- Responded to InfoLine requests regarding liver health.

- ◆ Health Promotion and workforce development through regional forum and HEPReady.
- ◆ Community Mobilisation regionally.
- ◆ Participate in the VHBA Spotlight forum.
- ◆ Support EC partnerships.
- ◆ Strengthen clinical and community health partnerships through grant applications.
- ◆ Continue to engage with emerging workforce (students of nursing, pharmacy, dentistry, allied health, interpreters and translators).
- ◆ Reconnect with Maternal and Child health services, immunisation services and mental health support services.
- ◆ Expand & update website and continue ongoing review of HEPReady resources.
- ◆ Expansion of InfoLine service to ensure appropriate provision of information and referral for broader liver health issues to workforce and affected community.



### Drive Organisational Change

- Actively respond to changing environments, including new knowledge and technologies.
- Collaborate effectively and strategically across diverse sectors and communities.
- Ensure a sustainable, viable and agile organisation.
- Attract and retain talented and high performing staff.

- Working with La Trobe external evaluation to evaluate the education sessions.
- Increased options for funding through development of LiverWELL company to allow further expansion.
- Expansion of ongoing volunteer and intern policies.
- Ongoing and planning of improved office environment.
- Enterprise Agreement approved for 2018-2020.
- Improved archiving systems.
- Staff development, including presentations by external experts.

- ◆ Ongoing professional development for all staff.
- ◆ Maintain existing partnerships and collaborations.
- ◆ Secure ongoing recurrent and non-recurrent funding.
- ◆ Revise and update to Client Relationship Database, financial systems and exploration of cloud based online storage.
- ◆ Review, update and familiarise Human Resource and inclusion policies.
- ◆ Commence work on new Enterprise Agreement.
- ◆ Continue to recognise and celebrate staff contributions.
- ◆ Ensure expert skillset for governance of organisation.

## Operational Achievement Highlights

- ◆ Conducted a total of 313 education sessions throughout the state, reaching a total of 7,247 Victorians, a nearly 50% increase in both sessions and the number of people attending from the previous year.
- ◆ Enrolled 36 schools and youth organisations in the 2019 StreetShot program and conducted 44 education sessions to 684 young people throughout Victoria.
- ◆ Provided 20 Liveability Community Grants in 2019 for World Hepatitis Day activities and events by AOD, CALD, Indigenous and Community organisations throughout the state.

- ◆ Attracted 150,768 unique visits to the Hepatitis Victoria, StreetShot and LiverWELL websites, resulting in over 196,000 individual content pages being viewed.
- ◆ Posted 205 Facebook, 805 Twitter, 100 Instagram and 97 LinkedIn social media posts on a wide variety of subjects.
- ◆ Produced a total of 30 podcasts that have been downloaded more than 5,300 times to more than 50 countries.
- ◆ Distributed a total of 67 electronic bulletins, including the weekly HEPChat bulletin to 126,058 recipients.
- ◆ Provided 36 HEPspeak presentations by trained lived

- experience hepatitis B and hepatitis C public speakers to in excess of 1,100 health and community workers and members of the public.
- ◆ Answered a total of 557 enquiries to the Hepatitis Infoline, including 103 calls through the Prisons Telephone Hepatitis Infoline, a 54% increase on the previous year.
- ◆ Recruited 30 new volunteers during the 2018-2019 year, who together with existing volunteers contributed 1,578 hours of volunteer time in support of administration, health promotion and education activities.