



STRATEGIC PLAN 2017 - 2022

Report Card for the third year: 2019-2020

Priorities	What we have achieved	Next steps
 <p>Improve Liver Health</p> <ul style="list-style-type: none"> Lead the community response and drive awareness in relation to liver disease Assist people to understand and manage their liver health Improve public understanding of how to prevent liver disease Advocate for an increased investment in, and expanded response to, liver health 	<ul style="list-style-type: none"> Developer commissioned to enhance award-winning LiverWELL app REVEAL surveys to determine liver health needs of clinicians and consumers Commenced a digital Aboriginal Healthy Living Guide LiverWELL suite of brochures expanded to include hepatitis B, Liver Cancer and NASH NASH-specific page added to the LiverWELL website Inaugural social media World Liver Day #KindToYourLiver campaign Advocated for liver cancer to be prioritised in Victorian Government cancer plan Targeted resources to support people with liver disease during COVID-19 pandemic Expanded offering in LiverWELL Lifestyle Guides Co-branding of Hepatitis Victoria and LiverWELL across external facing resources and information 	<ul style="list-style-type: none"> Launch and promote enhanced LiverWELL app REVEAL surveys outcomes used to extend and tailor liver health information and resources Complete and distribute Aboriginal Healthy Living Guide Explore partnerships to expand and distribute liver health information Establish Task Force to guide the organisation's work in relation to broadened liver health remit, including advocating for increased and sustainable investment in the response to liver health Further enhance Living Well Guides, especially the Drink Aware materials Increase participation of people with a broad range of liver health concerns World Hepatitis Day grants and campaign undertaken digitally Continued professional development for staff to further knowledge and awareness of whole of liver health conditions to support expansion of <i>LiverLine</i> and other services
 <p>Support and Mobilise those Affected</p> <ul style="list-style-type: none"> Resource the advocacy and leadership of people affected by liver disease Provide information and support for people affected by liver disease Facilitate and support peer-led responses within affected communities Ensure the voice of lived experience drives Hepatitis Victoria/LiverWELL's work 	<ul style="list-style-type: none"> Commenced investigation of structured mechanisms to obtain consumer, as well as clinician input into resources Delivered digital/online presentation training for HEPspeak lived experience speakers to expand capacity to present Introduced Webchat online function that provides new model for live engagement and information sharing with our community Reconciliation Action Plan (RAP) reviewed in consultation with Aboriginal-led organisations and submitted for ratification by Reconciliation Australia Chinese Health Promotion Coalition supported to complete registration as Incorporated Association Vietnamese language Facebook page used to livestream panel discussion co-presented with GPs to discuss hepatitis and COVID-19 	<ul style="list-style-type: none"> Rename Hepatitis Infoline to <i>LiverLine</i> Establish a mechanism to facilitate consumer-driven responses to liver health concerns, including programs, resources and messaging Extend Lived Experience Speakers' remit to include whole of liver health conditions Review Community Educator Framework to expand and implement recommendations, and explore funding sources for this program Implement recommendations of ratified Reconciliation Action Plan (RAP) Develop an engagement strategy for liver health ambassadors in CALD communities Produce and broadcast podcasts with multilingual and low-literacy information to targeted audiences Investigate possible chat functions and online support groups to increase support options for people in different locations and with varying liver health needs
 <p>Stop Stigma</p> <ul style="list-style-type: none"> Reduce stigma and discrimination by improving understanding within affected communities Improve awareness and responsiveness in the wider community 	<ul style="list-style-type: none"> Engagement with, and delivery of education sessions for youth through the StreetShot program, including discussions on stigma relating to viral hepatitis Integrated discussion of stigma, discrimination and privacy/confidentiality issues within all workforce development training Advocacy and awareness campaign regarding hepatitis B and visa requirements to counter stigma and discrimination and update on legislation changes End Hepatitis Now partnership formed with Rotary Club of Melbourne, involving lived experience speakers, multiple club presentations and Rotary HEP Heroes 	<ul style="list-style-type: none"> Continue to recruit HEP Heroes through planned activities and other opportunities Provide HEP Heroes with tools to assist in stigma and discrimination advocacy Use a range of community education sessions to raise awareness of stigma and discrimination against people living with viral hepatitis and other liver conditions Advocate and continue to highlight the difficulties that marginalised and disadvantaged people experience when accessing hepatitis testing and treatments Continue Rotary's End Hepatitis Now project and recruit Rotary HEP Heroes, including in non-metropolitan clubs

<ul style="list-style-type: none"> Reduce the impact of stigma by building resilience and offering support 	<ul style="list-style-type: none"> Participation in Kirby Institute Hepatitis B Stigma Indicators Advisory Committee Collaboration with VHHITAL to deliver inclusive practice training on stigma issues Featured a video of a personal story as part of significantly expanded content of Feeling Well domain 	<ul style="list-style-type: none"> Expand Stigma Stories series, including people with other liver health conditions Develop a stigma comparative survey to measure outcomes for three years post initial survey Build knowledge base of stigma associated with other liver conditions in addition to viral hepatitis
 <h3>Promote Responsive Health</h3> <ul style="list-style-type: none"> 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-centred health care for liver disease Drive the increased capacity of relevant workforces in a sustainable manner 	<ul style="list-style-type: none"> Conducted HEPReady Essentials education sessions for sector workforce and education sessions for pharmacy and dentistry tertiary students HEPReady Workforce Development sessions modified to also be offered by webinar Delivered outer metro and regional community Hepatitis B mobilisation education sessions Engaged community audience for Living Well with Hepatitis B online information sessions Collaborated in Doherty HepLOGIC research on program and service improvements regarding liver health and viral hepatitis Successfully delivered TEST CURE LIVE hepatitis C resources for the Indian community, including animations Responded to COVID-19 pandemic to raise awareness of telehealth and worked with the sector to reinforce the importance of accessing liver healthcare during the crisis 	<ul style="list-style-type: none"> Explore collaborations with research entities to enhance liver health focus and build evidence base to support cost-effectiveness of interventions to prevent liver disease Develop mechanism to work with clinical experts and primary care to ensure our work is accurate and well informed Expand Living Well domains to support prevention and treatment of childhood obesity Ongoing HEPReady Workforce Development program to deliver education sessions; to be delivered as webinars and face-to-face sessions, and 2 regional locations Ongoing HepLOGIC work to improve engagement across the health sector and promote the LiverWELL app Support Victorian Hepatitis B Alliance, including Spotlight workshops Develop and deliver Zoom support groups, online Q&A forums with experts and offer online support and information groups for specific communities Further implement Community Educators Framework into multiple communities
 <h3>Drive Organisational Change</h3> <ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Ongoing support for professional development of staff and Board members Contributed to Victorian government forums in relation to blood-borne viruses, including in response to hepatitis A outbreak and COVID-19 adjustments Collaborated on joint submissions and advocacy activities with sector partners Secured project funding from government and non-government sources to expand the organisation's capacity in relation to migrant and refugee communities, AOD workforce capacity, and digital tool enhancement Staff presentations made to Board and Staff meetings to raise awareness of and celebrate work undertaken, particularly focusing on resilience and innovation Business continuity planning with regular updates instituted in response to COVID-19 under the oversight of newly instituted 'leadership' team 	<ul style="list-style-type: none"> Advocate for secure organisational funding streams to ensure viability and sustainability of liver health and viral hepatitis strategies and outcomes Comprehensive review of digital tools and systems to ensure best practice, content consistency, protection of IP, and staff capability to utilise tools Review organisational functions to better deliver on strategic goals, with particular focus on clinical knowledge, knowledge management, digital capacity and fundraising Explore opportunities for supporting people with liver conditions beyond viral hepatitis across Australia, including collaborations with other research bodies and service providers Update and further utilise client relationship management and other internal systems Explore additional ways to recognise staff contributions and opportunities for staff training, including self-care and resilience.

Operational Achievement Highlights

- 160 education sessions conducted throughout the state, reaching a total audience of 3,493 people. 23 additional education sessions were delivered online during the COVID-19 pandemic restrictions.
- 15 schools and youth organisations were enrolled in the StreetShot program and 22 education sessions delivered to 428 young people throughout Victoria.
- 20 LIVERability Community Grants were awarded for World Hepatitis Day activities and events to AOD, CALD, Indigenous and Community organisations throughout the state.
- 155,704 unique visits to the Hepatitis Victoria, StreetShot and LiverWELL websites, resulting in over 199,000 individual content pages being viewed.
- 169 Facebook, 528 Twitter, 98 Instagram and 89 LinkedIn social media posts made on a wide variety of subjects.
- 15 podcasts were produced and were played more than 7,898 times in more than 50 countries.
- Distributed 48 electronic bulletins, including the regular HEPChat bulletin to 94,000 recipients.
- 43 HEPspeak presentations were made by trained lived experience hepatitis B and C speakers to 1,835 health and community workers and the general community.
- 536 Hepatitis Infoline enquiries were answered - including 73 calls through the Prisons Telephone Hepatitis Infoline and 85 enquiries to the Hepatitis Webchat (introduced in late March 2020).
- 22 new volunteers - who together with existing volunteers - contributed 1,205 hours of volunteer time in support of administration, health promotion and education activities.