




STRATEGIC PLAN 2017 - 2022

Report Card for the fourth year: 2020-2021

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"> Launched and promoted enhanced LiverWELL app and new website with language translations. Developed Reveal Program survey to investigate how to best support workforce and patients. Completed Stakeholder Consultation with critical stakeholders to ensure a collaborative agenda. Clarified relevant clinical and research evidence to inform policy, service provision and education, and priority gaps to be addressed. Completed and distributed Aboriginal Healthy Living Guide. Enhanced Living Well Guides incorporating animations. Translated into multiple languages and conducted promotional campaigns. Conducted Liver Health social media and radio campaign to increase awareness of liver health and LiverWELL. Created a staff professional development tool to further knowledge of liver conditions. World Hepatitis Day grants and campaign undertaken digitally. 	<ul style="list-style-type: none"> October Liver Health Campaign to increase awareness and understanding of liver health and LiverWELL. Extend LiverWELL App promotion to consumers and health professionals. Identify funding opportunities and advocate for increased and sustainable investment in the response to liver health. Explore further promotional channels for the enhanced Living Well Guides. Establish a consumer participatory mechanism where people with lived experience and their supporters can contribute to our work. Establish a clinical advice network to review liver health resources. Best practice audit LiverWELL's communications and publications. Update our liver health resource development policy and process to include clinical and consumer input. Increase participation of people with broader range of liver health concern.
 <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's work. 	<ul style="list-style-type: none"> Re-branded Infoline to LiverLine and implemented new logo and portal. Delivered training for new speakers, including broader liver conditions. Received funding to implement Community Educators Framework. Finalised and submitted Reconciliation Plan to Reconciliation Australia. Broadcast web series in English and Urdu on Facebook in collaboration with the Pakistani Welfare Organisation of Australia. Delivered Facebook livestream to the Cambodian community with over 3,000 views. Completed community education sessions including livestream for multicultural GPs and specialists. Optimised the Vietnamese Facebook page to maximise community knowledge about liver disease. Conducted education sessions and produced guides for Youth and AOD sectors. Developed targeted service mapping pilot project (Fit for Cure) in Brimbank area. Developed series of digital tools to raise profile of viral hepatitis and liver disease. 	<ul style="list-style-type: none"> Build a system for capturing, storing, and accessing lived experience stories. Grow lived experience stories and participation, incl. NASH & cirrhosis. Launch and implement Reconciliation Action Plan (RAP). Launch livestream for Vietnamese community with gastroenterologist. Continue podcast development and broadcast strategy. Research best practice models of chronic disease self-management. Develop multilingual animations and videos for priority CALD Communities and promote with social media messaging. Complete and distribute AOD and Youth Healthy Living Guides. Complete the Street Shot social media engagement project. Explore opportunities to increase vaccinations for mothers and children with/at risk of Hepatitis B.
 <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"> Conducted education sessions for Rotary clubs, broadening awareness of liver disease and viral hepatitis. Continued partnership with Rotary to deliver End Hepatitis Now program and recruited 7 Rotary HEPHeroes. Updated and distributed factsheets and statistics on hepatitis B and hepatitis C to Rotarians to build stigma awareness. 	<ul style="list-style-type: none"> Develop and conduct interviews to document personal experiences, addressing treatment and stigma. Publish a short report about people living with hepatitis B and/or liver conditions. Include stigma awareness and reduction in StreetShot Word from the Street.

- 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-centred health care for liver disease
- Drive the increased capacity of relevant workforces in a sustainable manner.

- Provided HEPReady Essentials course for priority populations and education sessions to Rotary and StreetShot participants.
- Participated in Department of Health consultation meetings to raise issues regarding stigma and discrimination in priority populations.
- Published articles about impact of stigma on people with hep B in HEPChat e-newsletter.

- Delivered monthly digital HEPReady workforce training session for sector workforce by specialised trainer.
- Conducted regional forums for clinicians and healthcare workforce in collaboration with local communities and services.
- Participated in VHBA Spotlight digital forums.
- Engaged further with liver health workforce through Doherty HepLOGIC partnership and promotion of the LiverWELL app.
- Delivered health promotion and education virtually and provided sector support.
- Promoted and provided liver cancer poster to GP Clinics servicing the Vietnamese community.
- Conducted the annual World Hepatitis Day grants round digitally, bolstering community capacity to increase knowledge of liver disease during the COVID-19 pandemic.

- ◆ Develop partnerships with peak bodies to support priority populations with mental health and related issues living in supported residential settings.
- ◆ Work with VHBA to implement Hepatitis B forum: a community perspective on listening to hep B voices to provide recommendations to government.
- ◆ Develop an options paper for a focus on youth and alcohol.

- ◆ Update HEPReady content including accreditation to ensure best practice delivery.
- ◆ Strengthen and develop new professional and clinical relationships.
- ◆ Develop hepatitis B vaccination digital resources for priority CALD communities.
- ◆ Continue collaboration with Doherty HepLOGIC and engage with clinics to improve liver health outcomes.
- ◆ Increase uptake of our chronic disease self-management program through broadening our promotion and partnerships.
- ◆ Expand the AOD service mapping and engagement project across Victoria.
- ◆ Scope liver health inclusion in nursing undergraduate courses.
- ◆ Scope and pilot workforce training in post-release custodial settings.



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.

- Advised that ongoing funding streams from Department of Health are now recurrent, building sustainability of liver health and viral hepatitis strategies and outcomes.
- Completed digital strategy project to identify tools and systems to ensure best practice, content consistency, protection of IP and staff capability.
- Upgraded IT protocols to enhance security.
- Successfully conducted remote recruitment and onboarding of new staff during COVID-19 restrictions, and implemented and ratified new Enterprise Agreement with staff.
- Contributed to Victorian government forums and submissions regarding renewal of Victorian BBVSTI strategies for 2021-2025.
- Introduced formal whole-of-staff professional development day program.
- Implemented self-care and resilience measures during COVID-19 lockdowns.

- ◆ Communicate with our 2021 Stakeholder Consultation Project participants.
- ◆ Secure project funding from non-government sources to deliver strategic goals and grow our capacity to support people with liver disease.
- ◆ Progress LiverLine operator's professional development to ensure currency of knowledge about liver conditions beyond viral hepatitis.
- ◆ Expand social media messaging and digital communications around broader liver conditions in priority populations.
- ◆ Strengthen collaborations with research bodies and service providers.
- ◆ Review arrangements for flexibility of staff employment conditions.
- ◆ Review ways to recognise staff requirements for self-care and resilience.

Operational Achievement Highlights

- 107 education sessions were conducted throughout the state, reaching a total audience of 10,183 people. Of these, 88 education sessions were delivered online due to the COVID-19 pandemic restrictions.
- StreetShot education sessions were delivered in 12 schools and youth organisations to 153 young people throughout Victoria.
- 12 LIVERability Community Grants were awarded for World Hepatitis Day activities and events to AOD (5), CALD (2), Indigenous (2) and Community organisations (3) throughout the state. Over 800 people reached through these engagement activities.
- 106,605 unique visits to the Hepatitis Victoria, StreetShot and LiverWELL websites, resulting in over 140,564 individual content pages being viewed.
- 115 Facebook, 88 Twitter, 59 Instagram and 58 LinkedIn social media posts made on a wide variety of subjects.
- 11 podcasts were produced and were played more than 2,336 times.
- Videos on YouTube had 4,100 views.
- Distributed 25 HEPChat electronic bulletins to 2,300 recipients for each edition.
- 15 HEPSpeakers presentations were made by trained lived experience hepatitis B and C speakers to 428 health and community workers and the general community.
- 231 Hepatitis Infoline enquiries were answered - including 38 calls through the Prisons Telephone Hepatitis Infoline and 37 enquiries to the Webchat.
- 20 new volunteers - who together with existing volunteers - contributed 731 hours of volunteer time in support of administration, health promotion and education activities.