



STRATEGIC PLAN 2017 - 2022

Report Card for the fifth year: **2021-2022**

Priorities	What we have achieved	Destination
 <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"> Increased awareness of the personal impacts of liver disease through liver health campaigns. Liver disease lived experience stories published online each week during Liver Awareness Month. Consultation with consumers and health professionals on enhancements to the LiverWELL app. Joined governance committee for the Victorian Department of Health, Sexual and Reproductive Health and Viral Hepatitis Strategy 2022-2030. Translated Your Liver, Your Health resource to Chinese, Vietnamese, and Khmer languages. Developed Terms of Reference to facilitate participation by people with lived experience. Retained skills-based Board with expertise in medicine, nursing, and liver disease research. Established and continued partnerships with institutes and stakeholders. New brand identity has been developed for all LiverWELL communications and publications. Campaign highlighted in The Age's Healthy Living Guide on liver health and fatty liver disease. 	<p><i>Champion the consumer Journey</i></p> <ul style="list-style-type: none"> Review and enhance the LiverLine. Increase solutions for those who fall through the cracks – identify gaps and ways to close these. Unique value proposition, including mapping support and treatment pathways. Further build our lived experience knowledge base.
 <p>Support and Mobilise those Affected</p> <ul style="list-style-type: none"> Ensure the voice of lived experience drives our work 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 	<ul style="list-style-type: none"> Created a catalogue of lived experience video and podcast stories. 4 additional podcast platforms along with a range of new podcasts and interviews. Recruited new members to the Lived Experience network and provided speaker training. Recruited two new Lived Experience Speakers who have non-viral hepatitis liver disease. Implemented Reconciliation Action Plan (RAP) and promoted to staff and stakeholders. Consultations and activities conducted with Aboriginal and Torres Strait Islander organisations. Conducted livestream for Vietnamese community, focusing on liver health and hepatitis B. Completed AOD and Youth Healthy Living Guides and distributed through our channels. Hepatitis B vaccinations information sessions included in all CALD education sessions, regional forums, HEPReady Essentials, and perinatal research groups. 	<p><i>Amplify the voice of the community</i></p> <ul style="list-style-type: none"> Identify new partnership opportunities and enhance existing relationships. Build understanding of the growing liver health crisis. Explore support for collaborating on a nationally recognised plan for eliminating viral hepatitis by 2030.
 <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 Reduce the impact of stigma by building resilience and offering support. 	<ul style="list-style-type: none"> Conducted interviews for podcast with Lived Experience individuals, Research Doctor and Academics with a special interest in stigma and hepatitis C. Established ongoing relationships with Odyssey House, Launch Housing and Salvation Army. Facilitated the VHBA Spotlight forum and participated in meetings and activities. Engaged with young people in the StreetShot Program to develop an options paper on alcohol, and its effects on the liver. Promoted stigma awareness content in StreetShot program, social media campaigns included "Word from the Street" and concluded with StreetShot Arts Competition. 	<p><i>Engage and mobilise the community</i></p> <ul style="list-style-type: none"> Improve accessibility of programs. Expand the lived experience network and record interviews for use in education. Develop and document our community engagement and mobilisation model.

Priorities	What we have achieved	Destination
 <p>Promote Responsive Health</p> <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"> • Continual review of HEPReady Essentials workforce development, ensuring accreditation. • Developed and strengthened educational relationships with contacts in schools and TAFEs. • Developed and strengthened relationships with clinicians via events and activities. • Conducted hepatitis C Campaign in Ballarat and Horsham, including integrated hepatitis C nurses. • Completed a Living Well with hepatitis B video later translated into Khmer, Chinese and Vietnamese, promoted on social media and incentivised with a quiz. • Completed data analysis and continued into the final year of HepLOGIC project. • Consulted with clinical services to promote the LiverWELL app to clinics. • Delivered 10 My Liver Health online programs on health literacy, goal setting and living well. • My Liver Health program content updated with an increased focus on community building. • Expanded the AOD service map to include all Victoria and a broader range of services. • Investigated and made initial contact with nursing undergraduate course training providers. • Strengthened relationships with Uniting Regen and Viral hepatitis nurse practitioner at Victorian Infectious Disease Service through the Torque and Catalyst program sessions. 	<p>Engage and mobilise the health system</p> <ul style="list-style-type: none"> • Build and strengthen relationships with the health system at all levels for hepatitis elimination. • Build and strengthen relationships with the health system at all levels for liver health.
 <p>Drive Organisational Change</p> <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"> • Provided feedback to 2021 Stakeholder Consultation Project in developing the new Strategic Plan 2023-2030. • Development of the Business Development Manager role to investigate additional funding sources. • Created new Health Services Manager role to manage health promotions and LiverLine operations. • Professional development provided to all staff, including Cultural Training, Resilience Training, and Presentations. • Continued to monitor government guidelines and adjust working from home requirements accordingly allowing for staff to continue to work flexibly with some return to the office. • Staff provided a gifted day off, and Welcome to Country gift vouchers. • Regular attendance by staff at online social events and meditation sessions during lockdown periods. 	<p>Create an inspiring workplace</p> <ul style="list-style-type: none"> • Continue to master our approach to Quality. • Build clinical capacity. • Develop operational plan. • Support staff development and retention. • Identify new revenue streams. • Measure and communicate our impact.

Operational Achievement Highlights

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • 104 Education sessions were delivered throughout the state • StreetShot education sessions were delivered in 16 schools and youth organisations to 193 young people throughout Victoria • 10 Community Incentives were awarded for World Hepatitis Day activities and events to the workforce Over 500 people were reached through the activities including 20 people sent for hepatitis testing and vaccination. | <ul style="list-style-type: none"> • 44, 821 unique visits to the LiverWELL websites, resulting in over 105, 000 page views • 83 Facebook, 64 Instagram and 56 LinkedIn social media posts made on a wide variety of subjects • Videos on YouTube reached 28,600 views • Distributed 31 HEPChat electronic bulletins to 2,150 recipients for each edition • Regional Forums on hepatitis and liver health conducted for health workers in Bendigo, Mildura and Geelong. | <ul style="list-style-type: none"> • 179 LiverLine enquiries were answered including 61 enquiries to the Webchat • 40 lived experience speaker presentations were delivered to 1320 health and community workers and the general community • 4 volunteers and 6 interns were active - who together with existing volunteers - contributed 1475 hours of volunteer and intern time in support of administration, health promotion and education activities. |
|---|--|---|