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Title of innovation / initiative

Developing a GP Toolkit to support hepatitis C elimination in England.

Problem

Hep C U Later, is an NHS initiative commissioned to support the elimination of Hepatitis C in England. Over the past 4 years we have supported over 26,000 people to get tested and over 6,000 to be treated, feeding into the national aim to eliminate hepatitis C ahead of the World Health Organisation's target of 2030.

Despite the extraordinary progress made by teams working across the country to find and treat people affected by hepatitis C there is a recognition that approximately 74,600 people are currently living with the virus and are unaware of the infection.

We realised after consultation with GPs and other members of the health sector, that they required additional resources and training to assist in understanding more about hepatitis C and the risks that surround it.

We also realised that many communities have a lack of hepatitis C knowledge, therefore, creating educational resources which link to the national testing portal that could sit in GP waiting rooms would address these challenges.

Subsequently we have put together multiple resources for GP's, patients, and healthcare professionals, to help increase their knowledge and understanding of hepatitis C. We have called this our '**GP Toolkit**'.

Aim

The aim of this initiative has been to increase awareness of hepatitis C, increase access to testing and further support NHS England's aim of achieving hepatitis C elimination in England.

Plan

The Hep C U Later Engagement Programme Team consulted with NHSE, GPs and practice managers across England and utilised other GP networks. This scoping exercise informed us they needed additional resources for staff, and the people that use their services, to learn more about hepatitis C.

The healthcare professionals identified the resources which would be most useful to them - leaflets, posters and TV screen infographics that can be used and placed in the waiting room.

The Hep C U Later team planned what information would be best to include in these resources to make it the most effective to the specific audiences. The resources were then designed and

branded. The team used different platforms to disseminate them such as printed resources, hosted on our website and via three social media platforms.

In addition to these resources the Hep C U Later team have been developing bitesize online and CPD accredited modules for staff within primary care, aimed at improving knowledge around hepatitis C and elimination.

Hep C U Later have been sending out emails with links to the resources, as well as printed copies to GP champions across England. The resources have been promoted via our website, social media platforms and at in person events. The team are currently planning to distribute the resources and training to staff working in primary care across England via the Royal College of General Practitioners conference in October, hoping to reach 5000 attendees.

The Hep C U Later team continue to seek feedback on the resources in different regions and following feedback will shortly be creating poster campaigns specifically for marginalised communities and in different languages.

Benefits

The benefits of this initiative have been providing an opportunity for furthering people's understanding of hepatitis C, the risk factors, and dispelling the myths that surround the virus and its treatment. Education can lead to a reduction in the stigma which can sometimes be associated with the diagnosis.

It is hoped that through highlighting the elimination goal that staff in primary care will be able to support this achievement further, helping England to reach hepatitis C elimination ahead of the WHO target of 2030.

Ensuring that all of the resources created provided a link to NHSE's hepatitis C testing portal provides opportunities for anyone to get tested in the comfort of their home.

Measures

Through our online data analytics we can see that the combined resources have been viewed over 377 times in the few months. We have also professionally printed over 1000 of these resources and sent them to our GP networks, with the aim of distributing over 2000 more of each resource at the upcoming RCGP conference to staff in primary care.

Resources / team

We created a variety of resources for the 'GP Toolkit', these can be seen below:

- Leaflet – <https://www.hepculater.com/wp-content/uploads/2023/08/HCUL-EP-Leaflet-final-2.pdf>
- Poster – <https://www.hepculater.com/wp-content/uploads/2023/06/HCUL-GP-Poster-V4.pdf>
- TV screen – <https://www.hepculater.com/wp-content/uploads/2023/05/HCUL-EP-TV-Screens.pdf>
- National testing portal card – <https://www.hepculater.com/wp->

[content/uploads/2023/06/National-Testing-Wallet-Card.pdf](#)

- Hepatitis C Factsheet - [HCUL-Factsheet-v3.pdf \(hepculater.com\)](#)

In the near future Hep C U Later will also be releasing a CPD accredited bitesize online learning module on hepatitis C for staff in primary care.

Key learning

- Designing a variety of poster campaigns based on the communities that live in the local area would ensure you are meeting the needs of different groups of people.
- CPD accreditation is an important factor for staff completing training.
- Utilising networks and champions is a great way to get started when implementing a national health promotion campaign.
- Requesting continual feedback is important in ensuring that resources are tailored to meet the needs of the people using them.
- Setting up data analytics on the use of QR codes, downloads or website visits is essential to analysing the effectiveness of resources you are sharing.

Tips for others

Our top tips for others is to make sure that you talk thoroughly with the people you are trying to support to find out what they need, and what resources they will find most useful – they know their patients and what their specific needs are.

Don't be afraid to think outside of the box - A few years ago we wouldn't have thought of creating a TV screen or using QR codes, but now there is a need for more unconventional resources. However, always ensure you have ways of meeting the needs of people who do not have access to technology.

We suggest placing all of your resources on your website where people can access them quickly and easily. This has helped us keep a library of supportive documents that we can guide people too, which download data you can analyse which can help with future reporting or service delivery design.

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