Factors Contributing to Liver Disease in the OST

- PWIDs are a highly marginalised population
- Chronic HCV infection is highly prevalent (50%) and an ageing population
- Other cause of chronic liver disease are also common:
  - Alcoholic-related liver disease
  - Fatty liver disease
  - Chronic HBV infection

Barriers to Liver Disease Assessment

<table>
<thead>
<tr>
<th>PATIENT</th>
<th>PROVIDER</th>
<th>SYSTEM</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

Strategies to Enhance Liver Disease Assessment

- FibroScan is a non-invasive procedure with excellent diagnostic accuracy
- The integration of FibroScan in a targeted health initiative, could provide opportunities for assessment and treatment of liver disease in the OST setting

Healthy Liver Campaign will provide a framework for the evaluation of this strategy

Developing the Campaign

<table>
<thead>
<tr>
<th>Phase I</th>
<th>Phase II</th>
<th>Phase III</th>
<th>Phase IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message Development</td>
<td>Message Testing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Phase I: To investigate the knowledge, attitudes and beliefs among PWIDs about the assessment and treatment of liver disease

Phase II: To test tailored key messages, resources and images
Address Beliefs About Treatment | Increase Knowledge About Liver Disease | Increase Self Efficacy | Early Detection, Treatment & Prevention

Message Development

Scope of the Campaign

Target One Achievable Behaviour
- Primary – Get a Liver Scan
- Secondary – Engage in healthy behaviours

LiverLife Resources
- Study Website
- Short Film
- Poster Campaign
- Printed Resource
- Fibroscan Report

LiverLife: Tips and Truths About Your Liver

Scope of the Campaign

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LiverLife: Tips and Truths About Your Liver
FibroScan Report

Study Population

**INCLUSION**
- ≥18yrs of age
- History of injecting drug use

**EXCLUSION CRITERIA**
- Pregnant women
- Had a FibroScan or liver biopsy in the last 2 years
- Currently or previously received HCV treatment

**RECRUITMENT**
- Through a network of OST and D&A clinics throughout NSW

Phase III

**AIM:** To evaluate the impact of a Healthy Liver Campaign on liver disease knowledge, assessment and treatment among people attending OST clinics

Campaign Days

- A team of staff attended each campaign day
- Support from the service was key to building interest and participation
- Clients were keen to participate and have their liver health assessed
- An opportunity to engage individuals with significant disease staging

Participant Characteristics

- LiverLife has been piloted at 2 clinical sites (n=139)

<table>
<thead>
<tr>
<th>Average age</th>
<th>Male</th>
<th>Aboriginal ethnicity</th>
<th>Born in Australia</th>
<th>Completed high school or higher education</th>
<th>Full or part time employment</th>
<th>Renting housing</th>
<th>Ever been in prison last 12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>41</td>
<td>63%</td>
<td>20%</td>
<td>92%</td>
<td>24%</td>
<td>6%</td>
<td>52%</td>
<td>70%</td>
</tr>
</tbody>
</table>

| 36%         |                                                | 36%                                         |
I assumed my liver test results were going to be terrible, I was surprised when actually it wasn’t as bad as I thought. It’s good to know the health of my liver, now I don’t feel anxious about it. FibroScan makes it easier to take that first step!

SALLY

• Improving access to assessment and treatment of liver disease
• Improving access to education and engaging with the target group
• Providing opportunities to Get A Liver Scan
• Enhance and expand the capacity of HCV care