



## A Healthy Liver Campaign Among PWID in the Drug & Alcohol Setting

**LIVER LIFE**

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### 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

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### Barriers to Liver Disease Assessment



PATIENT



PROVIDER



SYSTEM

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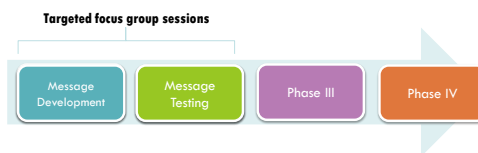
### Strategies to Enhance Liver Disease Assessment

- 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**

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### Developing the Campaign



**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



**Message Development**

<p>ADDRESS BELIEFS ABOUT TREATMENT</p>	<p>INCREASE KNOWLEDGE ABOUT LIVER DISEASE</p>	<p>INCREASE SELF EFFICACY</p>	<p>EARLY DETECTION, TREATMENT &amp; PREVENTION</p>
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**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.ORG.AU



**Poster Campaign**

**Call to Action**  
GET A LIVER SCAN

**Site Contact**  
Speak with someone at the clinic

**Get Tested Here**  
Details of the next campaign day



**SMS**  
Text to get involved

**QR Code**  
Connect your device to the study website

**Website**  
[www.liverlife.org.au](http://www.liverlife.org.au)



**Real People with Real Experience**

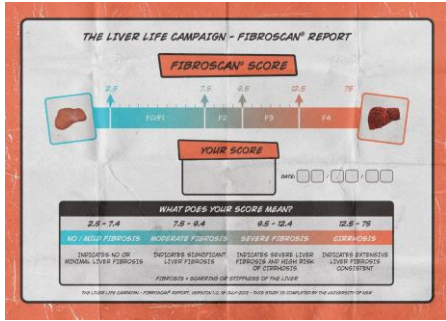


**LiverLife: Tips and Truths About Your Liver**

<p><b>LIVER LIFE</b></p> <p>TIPS AND TRUTHS ABOUT YOUR LIVER</p>	<p><b>HEALTHY DIET</b> – Eat a variety of fruits and vegetables. Limit alcohol and avoid sugary drinks.</p>	<p><b>"HEPA" = "ITIS"</b></p> <p>HEPATIC ENCEPHALOPATHY (HEPA) is a complication of liver disease that can affect your brain and behavior.</p>	<p>A MODEL APPROVED BY EXPERTS</p>															
<p><b>FUNCTION</b></p> <p>THE LIVER HAS MANY FUNCTIONS, INCLUDING:</p> <ul style="list-style-type: none"> <li>• FILTERING TOXINS FROM YOUR BLOOD</li> <li>• PRODUCING BILE TO HELP YOU DIGEST FOOD</li> <li>• STORING ENERGY AND VITAMINS</li> </ul>	<p><b>HOW DOES YOUR LIVER FUNCTION COMPARE?</b></p> <table border="1"> <tr> <th>Year</th> <th>Population</th> <th>Percentage with Liver Disease</th> </tr> <tr> <td>2000</td> <td>100%</td> <td>30%</td> </tr> <tr> <td>2010</td> <td>100%</td> <td>50%</td> </tr> <tr> <td>2020</td> <td>100%</td> <td>75%</td> </tr> <tr> <td>2030</td> <td>100%</td> <td>90%</td> </tr> </table>	Year	Population	Percentage with Liver Disease	2000	100%	30%	2010	100%	50%	2020	100%	75%	2030	100%	90%	<p><b>TIM'S STORY</b></p> <p>Tim has been diagnosed with liver disease and is looking for ways to manage his condition. He has been advised to limit alcohol and eat a healthy diet.</p>	<p><b>HOW CAN YOU HELP YOUR LIVER FUNCTION?</b></p> <ul style="list-style-type: none"> <li>• Eat a healthy diet</li> <li>• Limit alcohol</li> <li>• Avoid sugary drinks</li> <li>• Get regular check-ups</li> </ul>
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## FibroScan Report



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## Phase III



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

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## Study Population

**INCLUSION**

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

**EXCLUSION CRITERIA**

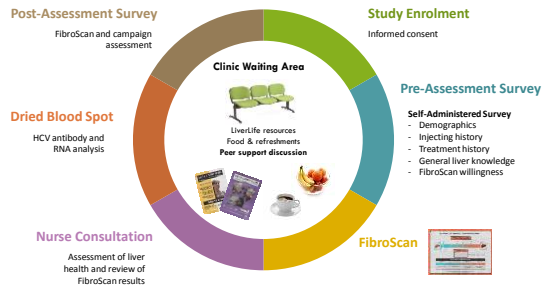
- Pregnant women
- Had a FibroScan or liver biopsy in the last 2 years
- Currently or previously received HCV treatment

**RECRUITMENT**

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

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## Campaign Days



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## Campaign Days

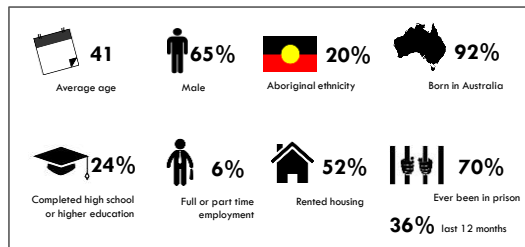
- A team of staff attended each campaign day
- Support from the service was key to building interest and participation
- Clients were keen to participate and have their liver health assessed
- An opportunity to engage individuals with significant disease staging



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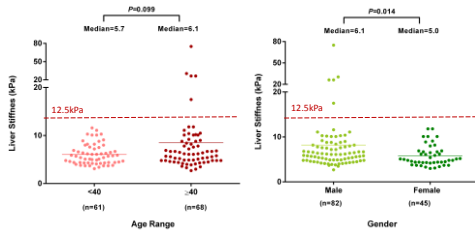
## Participant Characteristics

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





### FibroScan Assessment



### Campaign Reach

- Sites currently involved in the campaign:
  - Kirketon Road Centre, Kings Cross
  - Newcastle Pharmacotherapy Service, Newcastle
  - Sydney Medically Supervised Injecting Centre, Kings Cross
  - Coffs Harbour Drug and Alcohol Clinic
  - Gateway & Woodlands Clinic, Nepean Hospital
- Adapted to the:
  - Homelessness setting
  - Indigenous population
  - Prison setting (SToP-C Project)
  - Primary care setting



### Impact of the Campaign

- 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



### Acknowledgements

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