Overview

Review of hepatitis C health promotion messages

Symbiotic messages – staying safe findings

New messages

Review of HCV health promotion

Symbiotic messages

Strategies used by PWID to achieve other goals - useful in facilitating the same behaviours (use of sterile injecting equipment) required to prevent hepatitis C

Vein care, track marks, managing money, managing withdrawals, managing family and relationships, pleasure

Winter et al., (2013)

Why symbiotic messages?

More authentic and credible

Hepatitis C prevention “fatigue”

• Over exposure to health promotion messages
  • “I’ve seen 1000s of pamphlets”

New messages that breed renewed energy into HP sector?

Messages match professional ethos of HP workers?

• freed from shackles of HCV
  • Staff can demonstrate understanding of the lives of PWID (not just as possible/vectors of disease)

• Build trust – essential for effective therapeutic encounters (incl. behaviour change)

Review of HCV health promotion

• New hepatitis C messages that don’t mention hepatitis C

• How will new messages be perceived/interpreted by PWID and health workers?

• Acceptability and feasibility trial in NSP
Building new messages

Barbed syringe was spontaneously recalled
Irish Needle Exchange Forum initiative
Further development in Sydney’s West

New messages – Irish posters re-shot

Irish posters re-shot

It’s a fine line between pleasure and pain

These are the only trackies you want to be seen in

Some things are meant to be seen

...but not track marks...

Avoid trackies...

Use a new fit every time

Use a new fit every time

New fit for the perfect shot

No one poster fully endorsed

Results

Symbiotic goals included:

• prevention of track marks
• maintenance of venous access (use of sterile equipment, rotating injecting sites, drinking water prior to injection, and injecting with the flow of blood that is, “to the heart”)
• prevention of pain associated with injecting
• advice on planning in relation to equipment, location, money and time
Results

• Not mentioning hepatitis C matched client priorities
  “hepatitis C is not a priority anyway, for us it’s about making sure you have a vein” (Client group # 1).

• New information
  – Water
  – Shoot to the heart

Results

• Negative reactions – health absolutism
  “I’m not happy with the message [poster 8], I don’t think that the 3 top tips chosen are the most important or exclusive to giving a great hit. I would have chosen other things, such as sterile water. Drinking plenty of water is important to your health but injecting requires all equipment to be bug free to stay healthier and make a ‘great hit’ not a ‘bad hit.’” (Staff focus group).

Results

• Negative reactions – false advertising
  “Yeah I don’t really like it because it leads you to believe that if you do use a new fit you’ll have better shot and it totally misleads you. [Researcher: In what way?] Well, in a way that people think oh well if I go and get a new fit I might get a better hit, a better high.” (Client group # 2).

Discussion

Reconceive as conversation starters

Activity-based

Further development happening include learning from others:

Acknowledgements

Participants
Tim Bingham, Irish Needle Exchange Network, NUAA
Sam Friedman

Funders - LHD

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https://csrh.arts.unsw.edu.au

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References


