

Outreach Strategies for Hepatitis C (HCV)



Know the Statistics



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HEPATITIS

75% OF THE ESTIMATED 5.3 MILLION AMERICANS LIVING WITH HEPATITIS ARE UNDIAGNOSED



NASTADs Call to Action

- NASTAD believes that to achieve our goal of ending the HCV epidemic, we must focus efforts towards the right people, in the right places, and this must occur right now.

Why the Call to Action is Realistic

Three recent developments signal that we are at a critical turning point in determining whether HCV will be controlled and virtually eliminated in the United States.

- *A cure for HCV has arrived.*
 - Cure rate of more than **95%** of patients.
- *HCV control is within our reach.*
 - The National Academies of Sciences, Engineering and Medicine released ***A National Strategy for the Elimination of Hepatitis B and C*** which provides recommendations on how the nation can eliminate hepatitis as a PH threat.
 - Recommendations for the prevention, control and elimination of hepatitis C, the report identifies one of the major barriers as viral hepatitis is not a public priority in the U.S. The National Academies highlights that reaching this goal will require more funding for prevention and treatment.
- *A national strategy is in place.*
 - The U.S. Department of Health and Human Services (HHS) ***Viral Hepatitis Action Plan***, updated in January 2016, provides a framework for key stakeholders to strengthen the nation's response to hepatitis and leverage opportunities to improve the coordination of hepatitis activities across public and private sectors.

Call to Action – Overall Goals

- **Step 1:** *Recognize that we need a heightened national focus on primary HCV prevention for people who inject drugs (PWID) as a priority for public health infectious disease programs.*
- **Step 2:** *Prioritize access to harm reduction services as a key strategy for reducing HCV transmission among PWID by removing policy restrictions and funding access to syringe services.*

Call to Action (cont'd)

- **Step 3:** *Integrate and expand HCV testing into community settings where priority populations live and are served, and improve the quality and timeliness of hepatitis surveillance for new HCV cases.*
- **Step 4:** *Achieving acceptably lower prices on curative HCV treatments through further discounts is a key initial step to bringing the promise of breakthrough therapies to more people in order to reduce infections, illnesses and deaths.*

Outreach Strategies – What you can do

- Develop and implement health promotion and awareness strategies for educating the public about HCV.
- Engage the community to help increase HCV awareness among adults and youth.
- Build a citywide HCV awareness network to share information about awareness strategies and to promote collaboration among community awareness groups.

Outreach Strategies (cont'd)

- Expand access to:
 - Substance use disorder treatment
 - Medication-assisted therapy such as methadone or buprenorphine
 - Syringe services programs
 - Implement prevention strategies such as provider education,
 - Risk reduction counseling
 - Tools such as naloxone to reverse opioid overdoses
 - HBV vaccines

Outreach Strategies (cont'd)

- Offer HCV testing to all people who have ever injected drugs;
- Offer regular if they continue to inject;
- Increased collaboration between organizations.

Questions from the HCV Workgroup

- Messaging awareness for other high-risk activities.
- The second major population is those who are more recently infected.
- This group largely consists of people who inject drugs, primarily people who are young, people who are homeless, and people who have been incarcerated. The opioid epidemic is the major force driving new HCV infections currently and over the last decade. CDC estimates that HCV

Questions from the HCV Workgroup

- What the parameters are and/or resources that OraSure (as well as the drug company's participating in the Workgroup) have to assist with education messaging?
- The group feels like baby boomers are slowly but surely getting the message, but there seems to be a gap in the messaging awareness for other high-risk activities.

OraSure's Resource Page



OraSure Technologies, Inc.

800.OraSure – 800.672.7873

www.orasure.com

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The OraSure
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Welcome to the OraSure Resource Center

As the pioneer of oral fluid testing technologies, OraSure's mission has been to provide our customers with the most technologically advanced solutions to allow them to rapidly and accurately diagnose more people so they get the care they need. We have banded our team of experts, industry key opinion leaders, and an extensive library of scientific articles to bring you a wealth of information, not only of our products and technology, but the science, medicine, legal issues, and governmental challenges facing your day-to-day workflow.

Whether you work in public health, a hospital, a corporation or small business, drug treatment, or

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OraSure Product Resources

- Auto-Lyte® High Throughput Assays
- Histofreezer® Portable Cryosurgical System
- Intercept® i2™ Oral Fluid Drug Testing
- Intercept® i2he™ Oral Fluid Drug Testing

<https://orc.orasure.com/>

OraSure's Resources (cont'd)



Infectious Disease

OraQuick® HCV

OraQuick ADVANCE®

OraQuick® Ebola

OraSure QuickFlu®

OraSure® HIV-1

Western Blot Kit

[Drug, Alcohol & Tobacco Testing](#)

[Health and Wellness Testing](#)

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[Product Information > Infectious Disease](#)

OraQuick® HCV

Follow the links below for information on Hepatitis C and testing.

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Video Training




How to use the
OraQuick® HCV Rapid Antibody Test

▶ OraQuick® HCV 

Questions from HCV Workgroup

- **What is 340B?**
 - Drug Discount Program is a US federal government program created in 1992 that requires drug manufacturers to provide outpatient drugs to eligible health care organizations and covered entities at significantly reduced prices.
- **340B and how does it affect our linkage efforts?**
 - Saint Louis University Hospital & Washington University are part of the Gilead FOCUS program and SLU will be utilizing 340B during this program

340B Covered Entities

- **Health Centers**

- [Federally Qualified Health Centers](#)
- [Federally Qualified Health Center Look-Alikes](#)
- [Native Hawaiian Health Centers](#)
- [Tribal/Urban Indian Health Centers](#)

- **Ryan HIV/AIDS Program Grantees**

- [Ryan White HIV/AIDS Program Grantees](#)

Hospitals

- [Children's Hospitals](#)
- [Critical Access Hospitals](#)
- [Disproportionate Share Hospitals](#)
- [Free Standing Cancer Hospitals](#)
- [Rural Referral Centers](#)
- [Sole Community Hospitals](#)

Specialized Clinics

- [Black Lung Clinics](#)
- [Comprehensive Hemophilia Diagnostic Treatment Centers](#)
- [Title X Family Planning Clinics](#)
- [Sexually Transmitted Disease Clinics](#)
- [Tuberculosis Clinics](#)

Questions from the HCV Workgroup

- What are other areas doing for HCV Linkage to care?
 - Nothing
 - Lack of support
 - Agency
 - Government.
 - Very Little
 - Lack of Funding
 - Partnerships
 - FQHCs
 - PCP
 - Echo Programs

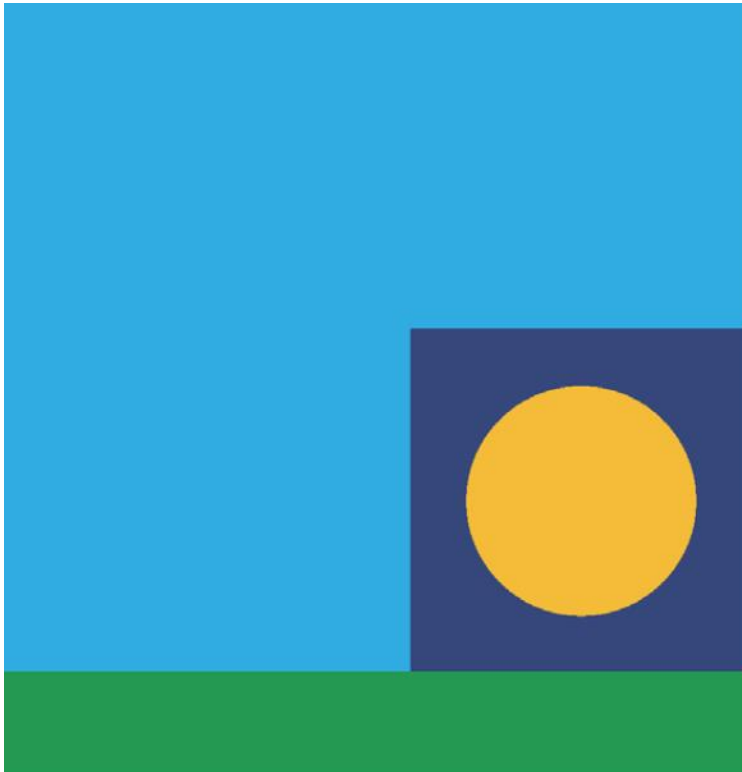
Questions from the HCV Workgroup

- HCV & HIV -- how to direct the conversation appropriately when your audience is not at-risk for both.
 - Focus on Prevention/Staying Negative.

Resources

- NPIN has collected the following resources to assist in your prevention goals:
- [Strategic Plans](#)—National action plans for hepatitis prevention, care, and treatment
- [Program Tools](#)—Program development, management, evaluation, and community-based and partnership resources
- [Patient Education and Outreach](#)—Materials to help reach and educate your patients

CDC



**A Guide to
Comprehensive
Hepatitis C
Counseling and Testing**

Harm Reduction Coalition



BEST PRACTICE MANUAL

HCV Advocate

The screenshot shows a web browser window with the following elements:

- Address Bar:** http://hcvadvocate.org/hepatitis/factsheets_pdf/Top_11_Counseling_Messages.pdf
- Navigation Bar:** File, Edit, Go to, Favorites, Help
- Page Title:** Top 11 Counseling Messages
- Author:** Written by: Alan Franciscus, Editor-in-Chief & Heather Lusk, Director, CHOW Project, Hawai'i
- FORWARD:** A light orange box containing text about counseling someone with hepatitis C.
- HCSP FACT SHEET:** A red box containing publication information for the Hepatitis C Support Project, including the Executive Director (Alan Franciscus), Designer (Leslie Hoex), and Producer (Leslie Hoex).
- Main Text:** A paragraph stating that the list of top eleven post-counseling messages is provided without a specific order.
- Bullet Point:** A list item for 'HCV Antibody Positive' with a reminder to perform a viral load test.
- Taskbar:** Windows taskbar with Start button, application icons (Internet Explorer, VLC, File Explorer, etc.), and system tray showing the time as 9:22 PM on 8/2/2017.

Top 11 Counseling Messages

Written by: Alan Franciscus, Editor-in-Chief & Heather Lusk, Director, CHOW Project, Hawai'i

FORWARD

When someone is diagnosed with hepatitis C there are many messages we can give to advise the newly diagnosed person during this difficult period. The person can be counseled about HCV transmission and prevention, but the key is to talk with the person and offer messages that alleviate some of the fear and offer hope.

Our list for the top eleven post counseling messages include (not in any particular order):

- **HCV Antibody Positive:** If only an HCV antibody test was performed remind the person that they will need to have a viral load test performed to find out

HCSP FACT SHEET
*A publication of the
Hepatitis C Support Project*

**EXECUTIVE DIRECTOR,
EDITOR-IN-CHIEF,
HCSP PUBLICATIONS**
Alan Franciscus

DESIGN
*Leslie Hoex,
Blue Kangaroo Design*

PRODUCTION
Leslie Hoex

Downloading (319.09 KB of 324.58 KB) : http://hcvadvocate.org/hepatitis/factsheets_pdf/Top_11_Counseling_Messages.pdf

NACCHO -

Hepatitis C Public Health Detailing Kit

- Collection of tools and resources to support local health departments in implementing public health detailing as a strategy to increase healthcare provider awareness and uptake of effective practices for HCV screening, diagnosis, and linkage to care and treatment.
- Public health detailing is a provider education method that includes visiting local provider sites to deliver brief trainings or presentations and distribute tools and resources to support uptake of best practices and patient education.
- Below are links to download or access each resource included in the detailing kit. Before utilizing the detailing kit materials, users are encouraged to review the User's Guide, which provides an overview of public health detailing and descriptions of each resource in the Detailing Kit and its intended use.
 - http://www.naccho.org/programs/community-health/infectious-disease/hiv-sti/hepatitis-c/public-health-detailing-kit?utm_source=MagnetMail&utm_medium=email&utm_term=krodgers@naccho.org&utm_content=HCV%20Detailing%20Kit%20announcement&utm_campaign=NACCHO%20Launches%20Hepatitis%20C%20Public%20Health%20Detailing%20Kit%20for%20Local%20Health%20Departments

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