

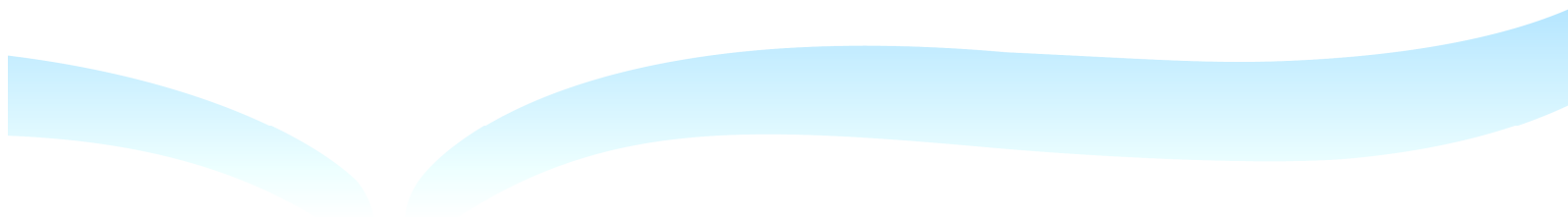
# **PHASE II AWARENESS- RAISING CAMPAIGNS**

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## Marketing activity – Sept 2009



## Professional Awareness Campaign

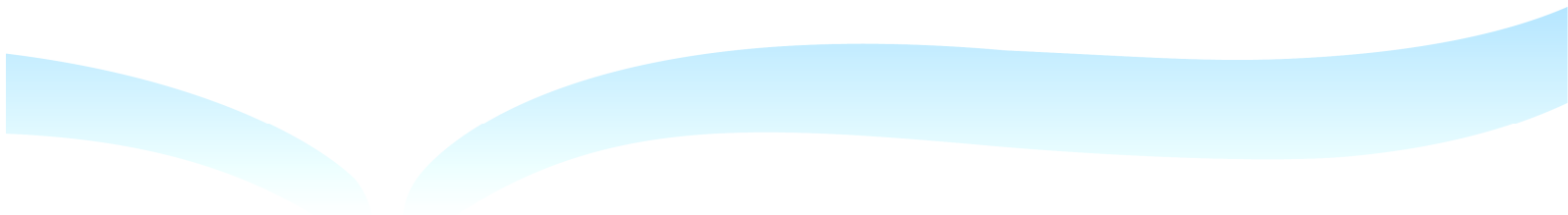
*'To ensure health professionals are fully equipped with information and knowledge they need to support the delivery of the Hepatitis C Plan'*

- Raise professional understanding of the following:
    - Identifying those at risk of Hepatitis C
    - Testing and diagnosis of patients
    - Accessing treatment for patients
    - Supporting those who come forwards for testing
    - Where to go for more information
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## Professional Awareness:

- Communications will start early September in advance of the Public campaign
- Format and style of the campaign is in development and will utilise insight gained from a recent qualitative study
- Communications will be supported by a new website





## Public Awareness Campaign

*'To increase the number of people being diagnosed with Hep C by encouraging people 'at risk of Hepatitis C' to come forwards for testing'*

Primary target audience:

1. Former injecting drug users within the NHS Board areas of – Glasgow, Lothian, Tayside, Grampian, Lanarkshire

Secondary target audience:


2. Those in other NHS Board areas who are former injecting drug users
3. Those who are at risk of Hepatitis C who are not former injecting drug users.

## Public Awareness:


- Communications will start late September following the Professional campaign
- Format and style of the campaign is in development and will utilise insight gained in a recent qualitative study.
- To be as targeted as possible we envisage working with health professionals and support groups in the key areas to get messages out to our audience
- The campaign will be supported by a new website



## Overview of the research

- Explore awareness and understanding of Hepatitis C across professional and public groups
  - Explore response to advertising activity to date with professionals
  - Explore reaction to prospective campaign messages amongst at-risk audiences (current and former IDUs) and the general public
  - All conducted March / April 2009
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## Professional findings

- Still work to be done in raising awareness of HCV among health professionals
  - Picture today is considerably more encouraging than we've seen to date
  - Much stronger sense that Hepatitis C is something health professionals should know about
  - But still significant knowledge gaps particularly around transmission methods and treatment availability
  - GPs, practice nurses, drug support workers and needle exchange pharmacy staff as priority groups
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## Professional learnings

- Awareness campaign needs to:
  - Challenge preconception that this is a drug users disease
  - Educate about possible transmission methods
  - Raise awareness of (duration of) (lack of) symptoms (flu, ME)
  - Emphasise value of early diagnosis
  - Be clear that there is a treatment that can cure
  - Raise awareness of Scottish prevalence figures

## **'Public' findings**

- Significant awareness of HCV amongst current and former injecting drug users
  - Knowledge of virus isn't by any means comprehensive amongst this group
  - Awareness of treatment not widespread
  - Harm reduction is important to some but not all
  - Very minimal awareness amongst general public audience
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## 'Public' learnings

- Campaign objective is encouraging testing (without spreading panic)
- Availability of treatment found to be most engaging message
- Underpinned with messages about prevalence, transmission routes, symptoms
- For at-risk groups, consider drug treatment centres / needle exchange centres as information source
- With chemists, GP surgeries, pharmacists as supplementary strand
- For messages in public domain, nature of risk must be clear



## Next steps

- Communications for both professionals and the public will be developed in the next few months ready for launch in September
- Likely not to be TV and radio!
- Consider best ways to reach at-risk groups, e.g.
  - Working with health professionals
  - Posters in GP surgeries and pharmacies
  - Press coverage in relevant magazines