



National Hepatitis C “Finding 50,000” Campaign

Stakeholder Briefing #1 December 2021

All Australians living with hepatitis C should be given the opportunity to live free from hepatitis C and to engage in our national elimination mission.

Australia needs to ramp up its efforts to achieve its national hepatitis C testing and treatment targets. Australians who have not yet been reached in our hepatitis C national response are geographically, socially and demographically diverse and dispersed. A business-as-usual hepatitis C response will not be sufficient to reach this broad cohort and our goals.

A key way that people living with hepatitis C can be reached is through targeted community mobilisation in targeted geographic areas where there has been insufficient focus to date and where treatment targets are at risk of being missed.

The Campaign is consistent with the proposal to the Minister for Health to find, engage and treat 50,000 people living with hepatitis C by the end of 2022 and is part of a five pillared national project. Engaging people living with hepatitis C in testing, treatment and management C is a key area for action and is consistent with goals and targets of the Fifth National Hepatitis C Strategy.. Hepatitis Australia has been engaged by the Australian Department of Health to undertake the National Hepatitis C “Finding 50,000” Campaign in 2022.

The “Finding 50,000” Campaign is the first of its kind in Australia and will:

- Deliver a national innovative, positive and geo-targeted hepatitis C campaign as part of the umbrella national “50,000 Project”.
- Deliver events and community mobilisation activities, including with culturally, linguistically and ethnically diverse communities, in all States and Territories in agreed priority geographic areas to inspire Australians to act on hepatitis C (e.g. prevent liver cancer, see a GP, access testing and treatment) within their own communities.
- Concurrently integrate header Campaign assets and brokered media partnerships to broaden campaign reach in 16 priority geographic areas.
- Integrate the Campaign with the other national “50,000 Project” activities including the National Hepatitis Infoline enhancement; National Point of Care Testing Program; National Campaign for people who inject drugs, and for Aboriginal and Torres Strait Islander communities; and primary care enhancement project.
- Leverage and amplify the existing Australian response to, and investment in, hepatitis C including universal access to direct acting antivirals and World Hepatitis Day.
- Increase general community awareness of hepatitis C through accurate and timely information (e.g. liver cancer prevention, seeing a GP, accessing screening and testing and taking up treatment).