

**4<sup>th</sup> HEPATITIS C**  
TECHNICAL ADVISORY  
GROUP  
**TAG Meeting**

# **EDUCATIONAL AND AWARENESS RAISING ACTIVITIES, 2018**

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Organization: **NCDC**

# Goals of Educational, awareness raising activities

- To **increase awareness and mobilize community** on rational and benefits of HCV diagnosis, treatment and prevention.
- To **encourage persons** who are at high risk for exposure to Hepatitis C **to seek counseling** about high-risk behaviors
- To **assess and address** hepatitis C related awareness gaps, stereotypes, stigma and discrimination.

# Communication Campaign Strategic Planning

- **Multi-Sector communication working group** created with participation of MOH, NCDC, Partner NGO and patient association
- **Communication workshops** at MOH and NCDC conducted
- **Joint strategic communication action plan** developed
- **Communication slogan, message box and branding** developed, reviewed and implemented in joint communication activities

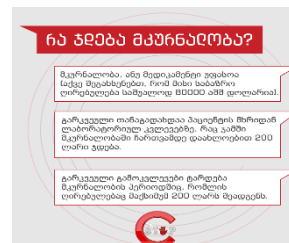


Find The Missing Millions.

პიკოპსმომ დაკარგული მილიონები.

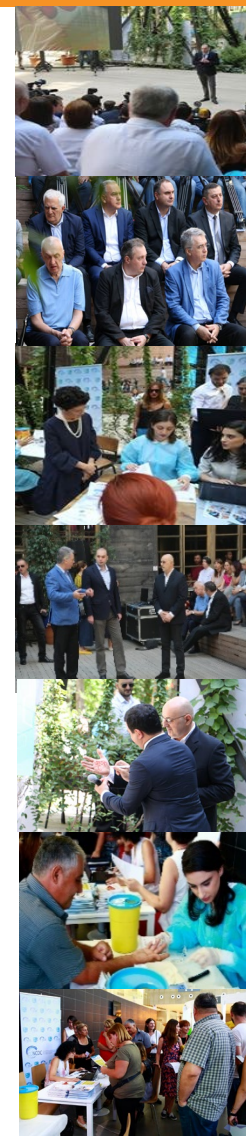
HEPATITIS.

TIME TO TEST.  
TIME TO TREAT.  
TIME TO CURE.



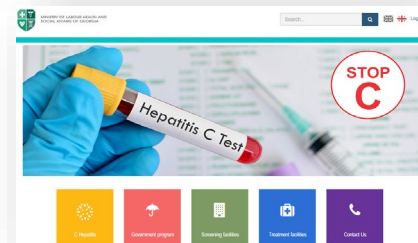
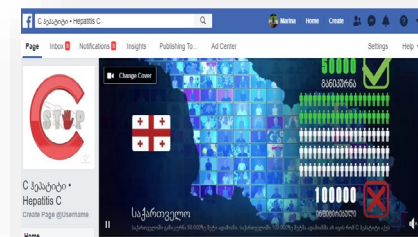
# World Hepatitis Day (WHD) Commemoration

- **28 July** - „STOP C“ high level meeting and press conference by Government of Georgia, MOH, NCDC and partner organizations at Hotel Stamba, Tbilisi
- **31 July** – Joint communication activity by Kahketi Administration of the State Attorney-governor and NCDC at Telavi State Museum conference hall, Telavi, Kakheti region
- **2 August** - C Screening campaign at Public Service Hall, Tbilisi
- **3 august-** Hepatitis C elimination program workshop for primary health care workers in Batumi, Adjara Region
- **4 August** – Public discussions at Batumi Shota Rustaveli State University, Batumi, Adjara Region
- **4 September** – Hepatitis C screening and treatment invitation SMS



# Educational, awareness raising activities, 2018

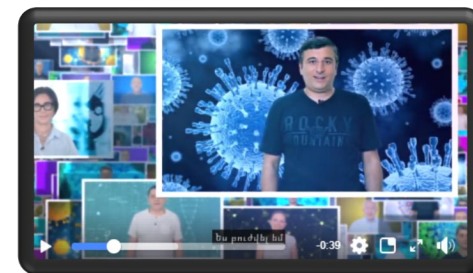
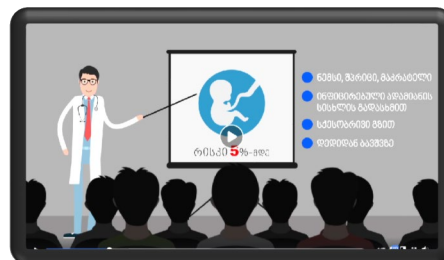
- **Mass media awareness campaign**
  - More than 200 TV reporting and TV shows with invited guests (e.g., hepatitis experts, clinicians, MOH and NCDC leadership), radio reporting and articles in printed media
- **Social media educational campaign**
  - Hepatitis C Facebook page (More than 120 000 reaches and 16,486 likes)
    - 100 – posts, infographics, blog posts, visual materials
    - FB 3 surveys (15 000 respondents)
    - 4 FB live streams
    - 5 FB block posts - Patient Real Stories
- **Hepatitis C Webpage- [c.moh.gov.ge](http://c.moh.gov.ge)**





# Digital and outdoor advertisements

- **Social and internet media advertisement of video materials**



- **Creative posts and banners in Tbilisi Metro**

- 10 banners in 7 Metro stations



- **Electronic health guides to be disseminated through state and private facilities**



# Educational, awareness raising activities, 2018

- **Dissemination of printed educational materials**
  - MOH developed booklets 5 000 booklets
  - NCDC developed 5 000 posters, 15 000 booklets and 15 000 leaflets (95% Georgian, 5% Azerbaijani and 5% Armenian languages)
- **SMS texting communication**
  - I phase – August 2018
  - II phase – November 2018
    - target: general population, in total up to 1 800 000 person



# Personal Communication Activities

- **Public discussions with participation of NCDC, PH centers, service provider and patient association**
  - Tbilisi State medical University
  - Batumi Shota Rustaveli State University
  - Telavi City Hall
  - Zugdidi PSP Clinic
- **Communication workshop for primary health care workers**
  - Batumi
  - Telavi
  - Zugdidi





# Risk Communication

- Prompt and coordinated response from major stakeholders through different communication channels on the response of negative social media reporting



# Hepatitis C Cured Patient Association

- Based on joint initiative by hepatitis C patient society members and NCDC Hepatitis C Cured Patient Association was established
- Association involved in communication strategic planning
- Collaborative communication activities carried out throughout the country
- Crisis communication



# Hepatitis C Screening Program at Public Service Hall



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სახლი

- Screening services and education materials provided at Public Service Hall at 12 cities of Georgia
- Printed education materials distributed, video clips broadcasted on the screens and invitations on HVC screening printed on tickets
- More than 150 Students from local universities were trained and involved in promotion activities



# Challenges

- ☐ **Low media coverage due to limited resources**
- ☐ **Difficulties reaching target population**
  - ☐ Develop/adopt novel communication approaches to reach the target population and their influences
- ☐ **Limited access to evidence-based data on barriers in 2018**
  - ☐ Additional qualitative surveys required
- ☐ **Anecdotal data suggesting misconceptions and resistance to HCV treatment program among HCWs**
  - ☐ **Why important?**
    - ☐ Main source of health related information among population
    - ☐ Future role of primary HCW in the framework of decentralization
    - ☐ Low inter-personal communication skills and motivation
  - ☐ **How to address**
    - ☐ Survey to assess importance of the issue, reasons and ways to address them
    - ☐ Incorporation communication module in the HCWs trainings
    - ☐ Collaboration with primary service provider companies

# Challenges

## *(Continued)*

### ☐ **Advocacy and implementation of Micro-elimination principle**

- ☐ Support local coalition efforts involving local governments/community organizations/ local opinion leaders
- ☐ Public private partnerships

### ☐ **Risk communication written strategy to address negative media**

### ☐ **No evaluation of communication programs**



# Questions?