

5th HEPATITIS C
TECHNICAL ADVISORY
GROUP
TAG Meeting

EDUCATIONAL AND AWARENESS RAISING ACTIVITIES, 2019

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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.**

Qualitative survey to assess barriers



Qualitative Survey
6 FGs and 4 In-depth
Interviews
Men, Women, HCWs
Tbilisi, Batumi and
Kutaisi

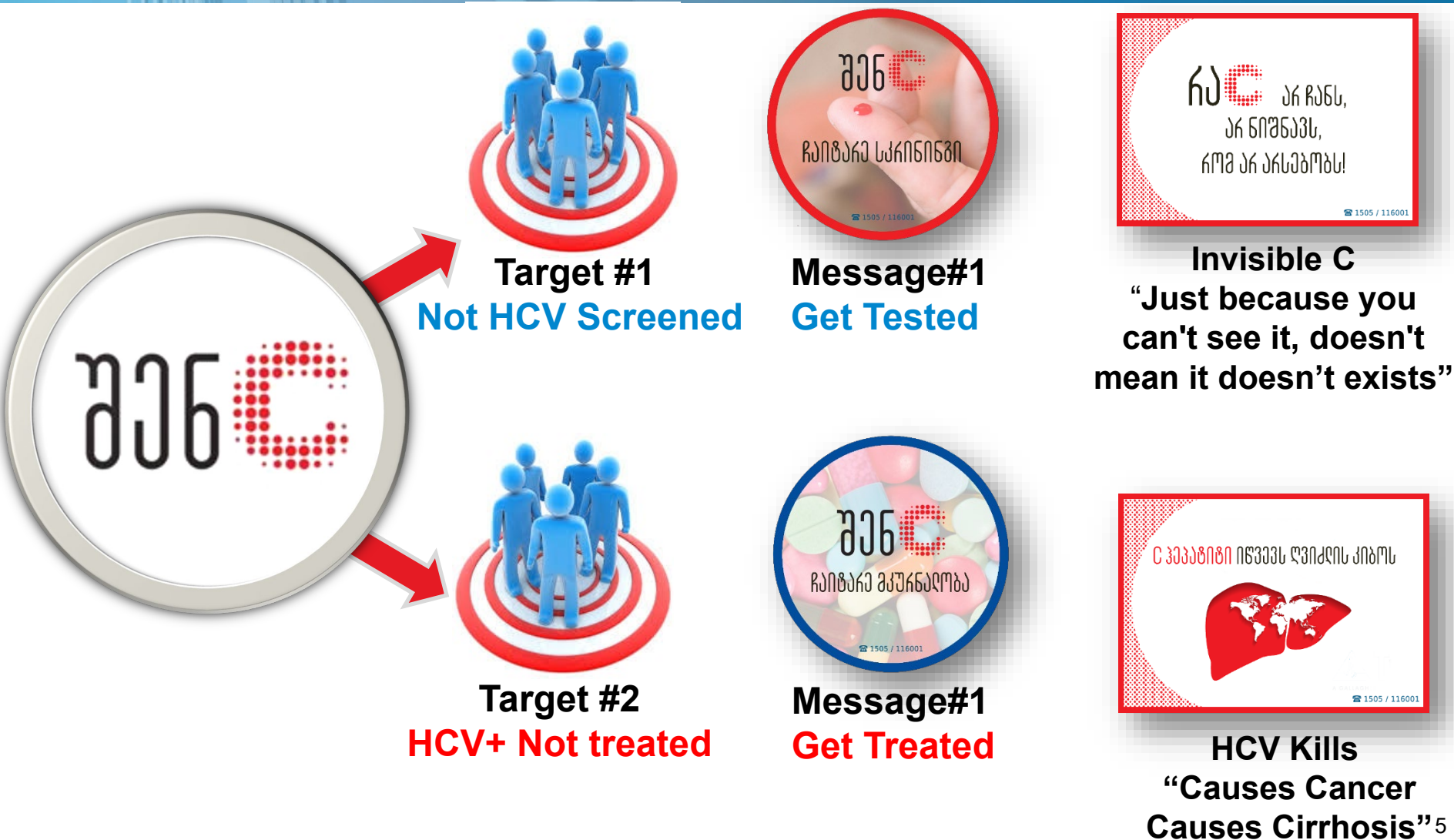
- **Lack of information and misconceptions**
 - Low information level about elimination program goals and achievements
 - HCV treatment and medication related myths
 - Diagnostics and treatment cost related misconceptions
- **Disease associated stigma and discrimination**
- **Lack of motivation and**
 - Other concurrent priorities and lack of time to get HCV test and/or treatment
 - Restriction of alcohol consumption during and after the treatment
- **Low trust toward HCWs**
 - Low trust and uptake of services by local health care providers
 - Inadequate information provided at hospitals for HVC screening positive individuals
 - General fear of medical manipulations and interventions

Communication Campaign Strategic Planning



- ☐ Marketing analysis of conducted communication campaigns 2015-2018
- ☐ Communication strategy 2019-2020
- ☐ Communication Plan 2019
- ☐ Monitoring and Evaluation Plan 2019

Communication Strategy and Messages



Communication Material

❑ printed educational materials

3000 posters, 23 000 booklets and 50 000 leaflets (95% Georgian, 5% Azerbaijani and 5% Armenian languages)

❑ Promotion Materials:

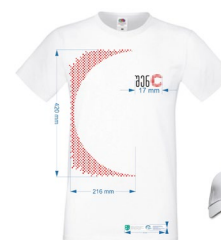
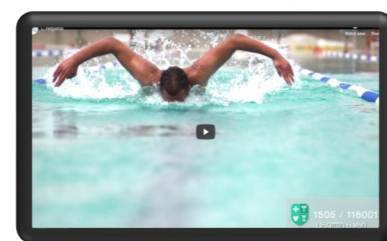
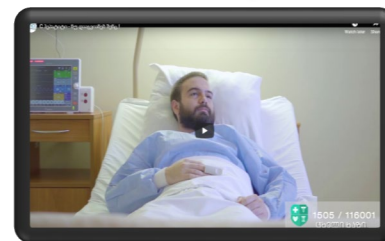
10 000 car stickers, 100 caps, 100 bags and 400 t-shirts.

❑ Video materials

2 TV clips and 12 video blogs for social media (Georgia, English, Azerbaijani and Armenian subtitles)

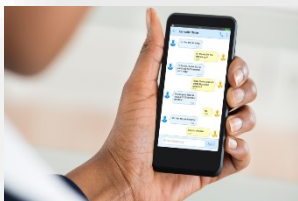
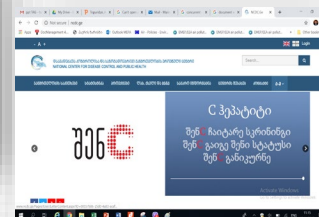
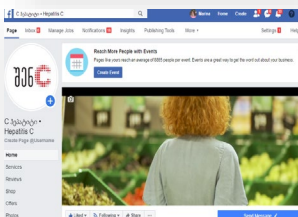
❑ Audio material

Hotline Auto Reply Messages



Educational and awareness raising activities

- **Mass media awareness campaign:** More than 200 TV reporting, TV and radio shows with invited guests and articles
- **Social media educational campaign:** Hepatitis C Facebook page (More than 120 000 reaches and 16,826 likes)
- **NCDC webpage** used for information and communication purposes
- **Street advertisement** and dissemination of printed educational materials
- **SMS Texting** communication



Screening and Communication Campaign

- **World Hepatitis Day (WHD) Commemoration, 2019**



- **Hepatitis C Screening at Public Service Hall at 13 cities of Georgia**



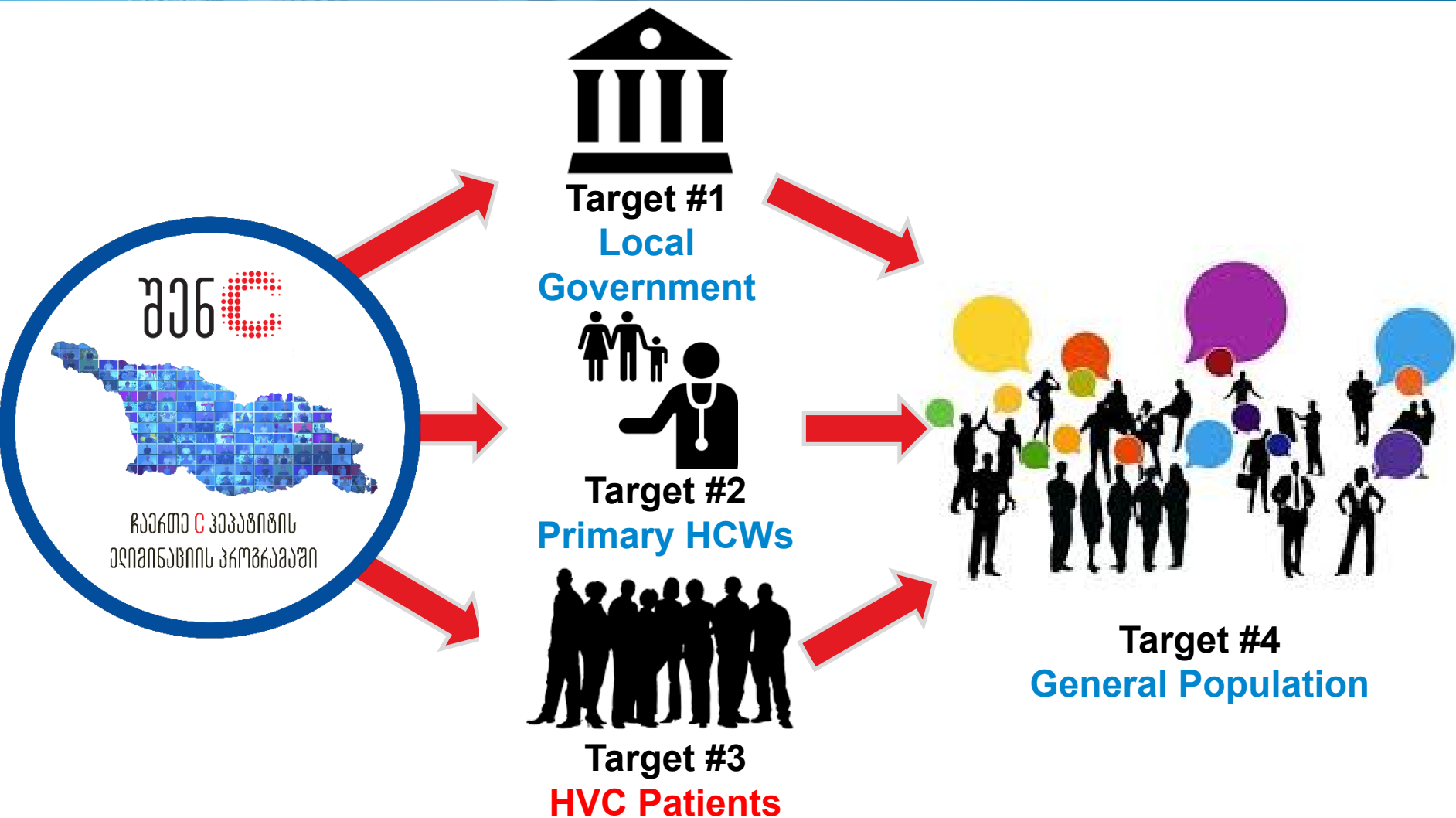
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- **Campaign during concerts and sport events**



Community based Communication Interventions



Community based Communication Interventions

- Workshops with primary health car physicians (Tbilisi, Batumi, Kutaisi, Zugdidi, Samtredia, Rustavi, Gori, Telavi, etc.)
- Seminars and discussions with HCV patients and former patients
- Meeting with local government
- Group meetings and screening of general population
 - Organized settings/workplaces
 - Vulnerable population (i.e. person with disability)
 - Ethnic minorities (Samtskhe Javakheti)



Thank you for your attention !



#Get Tested
#Get Treated
#Get Cured