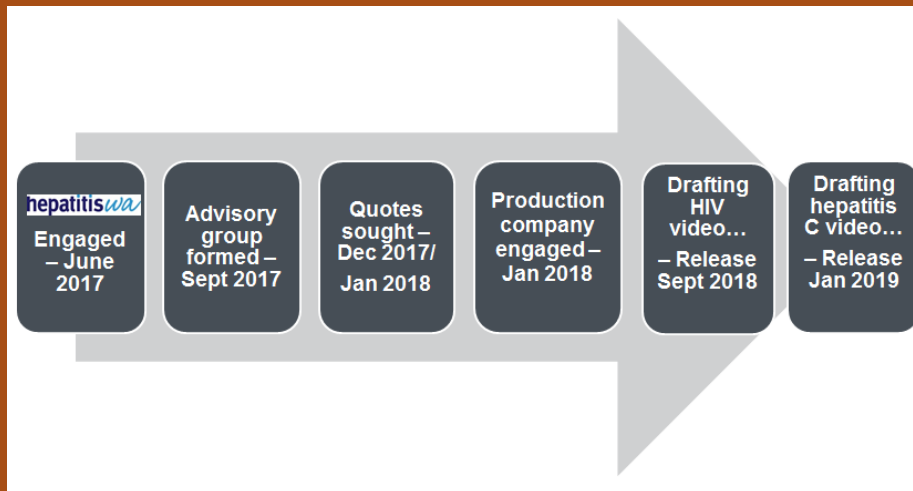


## Case Study: 'How to Treat Hepatitis C'

HepatitisWA was engaged by the WA Department of Health to develop two videos (HIV and hepatitis C) to educate Aboriginal people recently diagnosed with hepatitis C or HIV, and those undergoing testing or treatment. The hepatitis C video 'How to Treat Hepatitis C' was based around the testing process, and accessing direct acting anti-viral (DAA) treatment. An advisory group consisting of local stakeholders and Aboriginal community members was formed to guide the project.



The hepatitis C video was developed by Zac Creative (after key theme creation and scripting was undertaken by the advisory group), and launched in January 2019. It was distributed and promoted through various organisations and groups in WA and was hosted on the Department of Health YouTube channel and associated websites (including HepatitisWA). The video was also included in online health resource databases, and promoted through social media channels such as Twitter and Facebook.

The video had 1,733 direct views on YouTube and a reach of 1,695 people on Facebook, with 573 video views on this channel alone (July 2019).

A poster was developed to further promote the video and included a QR code to provide direct access to the video. The video has since been adapted for national airplay via the Aboriginal Health Television Network, which is played through Aboriginal Health Services across the country.

Click on the image below to view the video:

