MEETING HIGHLIGHTS

Meeting Date: Wednesday, April 2, 2014; 5:30pm – 7pm
Meeting Location: Philadelphia Department of Public Health, 500 S. Broad St
Organizations in Attendance: AbbVie, ACT UP, AIDS Care Group, American Liver Foundation, Bristol Meyers Squibb, Crosslink Medical Resources, Do One Thing, Drexel School of Medicine, Drexel School of Public Health, Drug Policy Alliance, Genentech, Gilead, Global Health Aspiration, Groundswell, Hahnemann, Health Federation, HepTREC, Janssen, Jefferson University, Kirkbride Center, National Nursing Centers Consortium, OraSure, Penn Medicine, Penn School of Policy and Practice, Philadelphia Department of Public Health, Philadelphia FIGHT/Lax Center, Philadelphia Health Corps, P-HOP/PHMC, Presbyterian Medical Center, Prevention Point Philadelphia, Temple University Hospital, TPAC, University of Sciences Philadelphia, US Health and Human Services

WELCOME & INTRODUCTIONS

SEVENTY people representing 33 agencies were in attendance at our April HepCAP meeting! This was one of our most well attended meetings – thanks to all who helped move chairs, who sat on tables, or stood at the back of the room. It was great to see the room packed to capacity!

PARTNER UPDATE: PREVENTION POINT

Many of the new HepCAP attendees were guests from the Philadelphia Health Corps – a program of the National Health Corps AmeriCorps program that places members at community-based organizations in Philadelphia that work to improve access to care and to help individuals and communities become healthier. The PCH folks came to support Iredia Olaye, a fellow volunteer who presented the great work she has been doing as the Primary Care & Hepatitis C Virus Outreach, Linkage & Referral Specialist at Prevention Point Philadelphia.

Iredia’s presentation highlighted hepatitis C services offered at Prevention Point: health education workshops, a monthly support group, antibody and confirmatory testing, primary care and hepatology referrals, hepatitis C patient case management, training patient leaders, and providing harm reduction counseling and supplies. You can find slides from Iredia’s presentation at HepCAP.org, which include more specific details of the programs she described.

- Prevention Point’s Hep C Support Group meets at their office – 166 W. Lehigh - on the first Friday of every month from 1-2:30pm.

Despite the challenges Prevention Point’s clients face…:

- Limited number of hepatology providers for HCV mono-infected patients
- Even more limited number of primary care providers willing to treat mono-infected patients in primary care setting
- Requirement to have primary care provider and referral prior to hepatology care

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• Low awareness among patients and primary care/triage providers regarding newer access, treatments, and standards of care

…PPP has made great progress improving the scope and availability of hepatitis services available to their clients on site. These enhanced services have resulted in:

• Increased awareness regarding access, new treatment, and new treatment guidelines
• Increased awareness has resulted in increased linkage
• Increased awareness and training to medical staff on access and linkage to hepatology
• Renewed and strengthened partnerships with Infectious Disease providers
• Expanded Medical Assistance access and advocacy for more patients
• Development of a model for primary and hepatology care referral
• Incorporation of pilot confirmatory testing on site

After Iredia presented, there were a few comments about treating drug users for hepatitis C. With previous treatment options, people with a history of drug use were usually excluded from treatment. Clinicians in the audience said that many more clinicians would be willing to take on clients with drug use history since the new treatments are easier to manage, have fewer side effects, and have a shorter duration. While clinician attitudes are changing, however, the insurance companies still have barriers – like drug testing requirements - that prevent some patients from being able to access the new medications. As Philadelphia works to help more people learn their hep C status, it is important to know which providers are willing to take on clients from underserved communities, like the uninsured and drug users, so that everyone with hepatitis C has access to new treatments.

• Contact Iredia: iredia@PPPOnline.org
• Prevention Point: http://ppponline.org/
• Philadelphia Health Corps: http://www.nationalhealthcorps.org/philadelphia

DPA: CREATING COMPELLING ADVOCACY CAMPAIGNS

Roseanne Scotti from the New Jersey office of the Drug Policy Alliance gave a very useful presentation on developing advocacy messages. Roseanne has experience crafting advocacy messages and building support around overdose prevention. Because drug use can be a politically divisive subject, Roseanne and her partners had to create a message that could put a human face on the issue. Their work led to the passage of the "Opioid Antidote and Overdose Prevention Act" in New Jersey. A similar bill – HB2090 - is moving through the PA legislature!

You can see Roseanne’s slides at HepCAP.org – in the meantime, here are some quick points:

<table>
<thead>
<tr>
<th>Consider these questions before you develop your message:</th>
<th>The 4 Cs will help keep you disciplined:</th>
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<tbody>
<tr>
<td>• Who is your audience?</td>
<td>• Clear</td>
</tr>
<tr>
<td>• What do they believe?</td>
<td>• Compelling</td>
</tr>
<tr>
<td>• What and who will they relate to?</td>
<td>• Concise</td>
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<tr>
<td>• Develop a message that resonates</td>
<td>• Continual</td>
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Use a Message Box to hone the key pieces of your message: **Problem – Solution – Call to Action – Benefit.** Remember to keep your points aligned with the 4Cs (this is Roseanne’s draft of a hep C message box)!

**Hepatitis C Education Campaign**

**We Must Act to Stop the Silent Killer Hepatitis C**
- Hepatitis C is a contagious liver disease that can destroy people’s health and lives. Liver disease, liver cancer and deaths from Hepatitis C are on the rise.
- About 4 million people in the United States have hepatitis C. More than 150,000 people are infected in New Jersey.
- Because hepatitis C often has no symptoms, people can go for decades without knowing they have it. Most people who are infected with hepatitis C don’t know it and so the disease progresses undetected and can cause liver damage, cirrhosis, liver cancer, and even death. More people now die from hepatitis C than die from HIV/AIDS in the United States. Thesed deaths are preventable.

**PROBLEM/VALUE STATEMENT**

**Expanded testing for hepatitis C for those at highest risk will save lives, prevent serious health consequences and reduce medical costs**
- According to the CDC, if everyone born between 1945 and 1965 were tested for hepatitis C, more than 800,000 cases would be identified and more than 100,000 lives could be saved.
- Expanded testing would identify hepatitis C infections earlier, preventing the most serious consequences of hepatitis C. Hepatitis C is the leading cause of liver cancer and the most common reason for liver transplantation.
- The development of new treatments for hepatitis C are advancing rapidly. New drugs have fewer side effects and greater cure rates are becoming available.
- Expanded testing will maximize the benefits of these medical advances and help thousands to live longer and healthier lives.

**BENEFIT/VISION**

**Launch an education campaign to promote the CDC’s recommendations and expand testing to those most at risk**
- Educate and encourage those most at risk to get tested for hepatitis C.
- Offer hepatitis C testing to those at greatest risk of being infected. People born between 1945 and 1965 are five times more likely to be infected with hepatitis C than people in other age groups.

**SOLUTION/BARRIER MESSAGE**

**Expand hepatitis C testing**
- The CDC recommends that anyone born between 1945 and 1965 get tested for hepatitis C. Three quarters of the people with hepatitis C are in this age group.
- Knowing your hepatitis C status will prevent transmitting the disease to others. Hep C is spread when blood from a person infected with hepatitis C enters the body of an uninfected person. Infection can be transmitted by sharing needles or other drug injection equipment or otherwise coming into contact with the blood of an infected person. Before widespread blood screening, hepatitis C was also spread through blood transfusions and organ transplants.
- The vast majority of people with hepatitis C don’t know it and are at greatly increased risk for liver damage, liver cancer and death. Early diagnosis can improve health outcomes and prevent the more serious consequences of a hepatitis C infection. Most people with hepatitis C can be cured.

Roseanne’s slides and other materials can be found in the Meeting Archives section of www.hepcap.org.

**Roseanne’s recommended reading:**
- The Political Brain by Drew Westen
- Yale Cultural Cognition Project
  - [http://www.culturalcognition.net/](http://www.culturalcognition.net/)
- How to Communicate (The King Baudouin Foundation)

**Want more info?**
- Contact Roseanne: 609-396-8613 or rscotti@drugpolicy.org
- PA Overdose Prevention Action Network: [https://www.facebook.com/PAODAction](https://www.facebook.com/PAODAction)

*The next HepCAP meeting will be held on Wednesday, June 4th from 5:30pm-7pm at PDPH (500 S. Broad St)*
OVERVIEW: HEPATITIS AWARENESS MONTH 2014

Meeting attendees voted on a design for the first joint HepCAP and Hep B United Hepatitis Awareness Month Shirt. The “Sneaky” shirt design was the winner! Thanks to PDPH’s Communications Specialist – Evan Kirkley, for creating some great designs for our coalitions!

“How do I get a shirt,” you ask? By volunteering to attend or help out at HepCAP events in May! Here is a list of events:

- **May 3 (Sat)**: Science Carnival on the Parkway
  - When? 10am – 4pm
  - Where? Franklin Institute/Parkway
  - What? Table to raise awareness about hepatitis and liver health
  - Contact: Stacey Trooskin: Stacey.trooskin@drexelmed.edu or 215-762-3031

- **May 5 (Mon)**: HCV Advocate Hep C Training
  - When? 8:30am – 4:30pm
  - Where? UPDATE: TBD – MEETING LOCATION NEEDS TO BE CHANGED!
  - What? A full day workshop will teach you everything you need to know about hep C from transmission to treatment.
  - Contact: Alex Shirreffs: Alexandra.shirreffs@phila.gov or 215-685-6462

- **May 8 (Thurs)**: City Council Resolution and Briefing
  - When? 9:30am – 11:30am
  - Where? Meet outside the NE portal at City Hall
  - What? Let City Council know hepatitis is a public health problem but Philly has the resources to make a difference!
  - Contact: Daniel Chen: Daniel.Chen@hepb.org or 510-717-9030

- **May 22 (Thurs)**: Hep C Treatment Update with Tracy Swan
  - When? 12pm – 2pm
  - Where? PHMC’s New Office – 1500 Market Street
  - What? Learn about the latest hep C treatments on the market and in research with a national expert from Treatment Action Group!
  - Contact: Dejenaba Gordon: dgordon@phmc.org or 267-773-4412

Flyers and information about all of these events will be posted on hepCAP.org.
UPDATES & ANNOUNCEMENTS

We did not have time for advocacy updates at the meeting, but would like to remind people about the following pieces of legislation in PA:

PA House Bill 2003: Hepatitis C Screening Act

This bill can be found online here:  http://legiscan.com/PA/text/HB2003/2013

PA House Bill 2090: Overdose Prevention

PA House Representatives Frankel (D-Allegheny) and DiGirolamo (R-Bucks) introduced an Overdose Prevention bill that combines Good Samaritan and Naloxone language. This bill can be found online here:  http://legiscan.com/PA/text/HB2090/2013

HepCAP members can sign on in support of the bill as an organization or individual - email PAODActionNetwork@gmail.com or visit POPAN on Facebook:

-  https://www.facebook.com/PAODAction

UPDATES & ANNOUNCEMENTS

HepCAP members are helping Philly is become a national leader in the fight against hepatitis C! The goal when HepCAP started was to mobilize the city’s resources to serve as a national model of collaborative solutions to improve the continuum of hepatitis testing, care, and prevention services. The dedication of our members is paying off!

- Philadelphia named a National Viral Hepatitis Roundtable Community of Excellence! This provides us with a chance to network with other national leaders and promote the great work being done in Philly! NVHR’s goal is to work with their communities of excellence to pilot new methods and identify best practices for increasing hep C testing among Baby Boomers. (www.nvhr.org)

- Philadelphia will compete for a competitive CDC grant targeting jurisdictions with hepatitis coalitions! PDPH will be submitting CDC-RFA-PS14-1413: Community Based Programs to Test and Treat Hepatitis C based on the C Change model that HepCAP members helped develop. Contact Alex if you would like more information. Alex noted that since HepCAP plans to keep applying for project funding, it will develop a Community Advisory Committee to provide more oversight to the leadership structure.

Thank you to ALL of our HepCAP members for showing up to meetings, volunteering your time, and doing such great work in the community. Our combined efforts have the chance to bring in more resources to help fight hep C in the city. High fives to everyone!

Mark your calendar for the rest of 2014’s meetings (meetings are held on the first Wednesday of every other months at 5:30pm at 500 S. Broad Street): June 4, Aug 6, Oct 1, Dec 3

Please contact Alex Shirreffs at 215-685-6462 or alexandra.shirreffs@phila.gov if you have edits to these notes or feedback about HepCAP.

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