



September 5, 5:30pm – 7pm

## MEETING HIGHLIGHTS

**Meeting Date:** Wednesday, September 5, 2012; 5:30pm – 7pm  
**Meeting Location:** Philadelphia Department of Public Health, 500 S. Broad St  
**HepCAP Governmental Chair:** Alex Shirreffs, MPH, Adult Viral Hepatitis Prevention Coordinator  
Philadelphia Department of Public Health  
**HepCAP Community Chair:** Stacey Trooskin, MD, PhD  
University of Pennsylvania, Division of Infectious Disease

**Organizations in Attendance:** Abbott, American Liver Foundation, Drexel University, Drug Policy Alliance, GALAEI, Gaudenzia DRC, GSK, Health Federation, Hepatitis B Foundation/Hep B United, HepTREC, Jefferson University, OraSure, Philadelphia Department of Public Health, Philadelphia FIGHT/Jonathan Lax Center, Penn Community Practice/Presbyterian Medical Center, P-HOP/PHMC, Prevention Point Philadelphia, St. Christopher's Hospital, Temple University, Women's Christian Alliance

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## WELCOME & INTRODUCTIONS

Ms. Shirreffs provided an overview of HepCAP since there were several new people in attendance.

## DISCUSSION: HEPCAP WORKGROUP UPDATES

Ms. Shirreffs and Dr. Stacey Trooskin, the HepCAP Co-Chairs, reviewed the outcomes of two workgroup calls that took place in August: **Public Awareness** and **Clinician Education**. This also provided HepCAP members who were not able to be on the workgroup calls with an opportunity to give feedback on the next steps of the projects.

**Public Awareness.** On the August 8<sup>th</sup> call, the workgroup discussed the idea of focusing an awareness campaign around people's personal stories of being affected by hepatitis C. This theme was well received and discussion focused on determining the goals and focus of an awareness campaign and what sort of media to use. As the group talked through different ways personal stories could make an impact, the group decided that it needed to backtrack. Before moving forward with more specific campaign planning, HepCAP first needs to recruit more participants who are living with hepatitis C. More detailed call highlights can be found here: <http://bit.ly/QzAZcC>

To highlight the power personal stories can have, Ms. Shirreffs showed a video from the CDC Foundation's Viral Hepatitis Action Coalition. These videos can be viewed here: <http://www.viralhepatitisaction.org/faces>

Ms. Shirreffs asked the September meeting participants to offer feedback on places where HepCAP representatives should do outreach to recruit community members to participate in HepCAP. The following ideas were suggested by HepCAP members:

- Recovery houses
- Re-entry programs
- Gaudenzia DRC
- Project H.O.M.E.
- Community-based orgs
- Hospitals
- AIDS service orgs
- Tables at health fairs/walks
  - The idea was raised for HepCAP to host its own walk but it was pointed out that there is a Liver Life Walk hosted by the American Liver Foundation every year. However, the group agreed having a presence at other events – like the Recovery Walk – would be a good outreach strategy.
- Posters, materials for waiting rooms
  - Addresses the challenge of doing outreach with limited manpower

Based on this discussion, it makes sense for HepCAP to use a mix of in-person outreach and by asking relevant settings to put out information about HepCAP for their clients. Another consideration as HepCAP tries to collect personal anecdotes about hepatitis C in Philadelphia is what the budget would be for different types of campaigns. HepCAP can select a few different awareness strategies based on available funding.

*Next Steps:* Ms. Shirreffs will develop materials that can be distributed by HepCAP members to recruit new participants and spread the word about our coalition. HepCAP will have a table at the Recovery Walk on Saturday, Sept 22<sup>nd</sup>. If anyone else has ideas for events where HepCAP should have a presence, please email [alexandra.shirreffs@phila.gov](mailto:alexandra.shirreffs@phila.gov).

**Clinician Education.** On the August 8<sup>th</sup> call, the workgroup discussed an idea to develop a speaker's bureau made up of hepatitis C experts, which would include clinicians, researchers, and others who have an expertise of hepatitis C diagnosis, care and treatment. The goal of the Speaker's Bureau is to build the capacity of primary care providers to test more patients for hepatitis C and to understand the work-up process that should be done before they refer positive patients to specialty care. Several experts have already volunteered to be a part of the Speaker's Bureau. Through this outreach, primary care providers will also have the chance to build relationships with specialists who they can then refer patients to.

In addition to the speaker's bureau, HepCAP would also like to create a quarterly case conference for hepatitis specialists to provide a forum for clinicians managing/treating hep C to share challenging cases. This idea was also met with interest to participate from the people on the call. More detailed call highlights can be found here: <http://bit.ly/Q9QW7z>

During the September HepCAP meeting, a few suggestions were made:

- Include information about hep A/B immunizations
- Include information about what patients are hearing – myths and rumors
  - HepCAP could have a patient focus group to collect feedback about information they wish they had from their providers
- Could we use telemedicine/webinars to disseminate information?

- Will CME credit be provided?
  - HepCAP is looking into the cost of this
- A side project from this in the long-term could also be developing a peer education strategy

*Next Steps:* HepCAP will develop an outline of standard points for each presentation and ask Speaker's Bureau presenters to modify their existing slide sets as necessary. PDPH will provide support with outreach to clinicians to start scheduling presentations. Anyone who would like to participate in the Speaker's Bureau can email [alexandra.shirreffs@phila.gov](mailto:alexandra.shirreffs@phila.gov).

## DISCUSSION: PLANNING FOR OCTOBER 3<sup>RD</sup> MEETING

The co-chairs announced that the Secretary of Health for Pennsylvania, Dr. Eli Avila, is confirmed to come to the HepCAP meeting on October 3<sup>rd</sup>. Dr. Don Schwarz, the Commissioner of Health for Philadelphia, is also scheduled to attend. With these distinguished guests in attendance, Ms. Shirreffs and Dr. Trooskin want to put together an agenda for October that highlights Philadelphia's hepatitis resources and showcases some of HepCAP's accomplishments. They presented three goals for the October meeting:

- Raise awareness about hepatitis C and HepCAP
- Gain commitment from city leaders to be engaged in the fight against hepatitis C
- Establish HepCAP as an organization that will make an impact on hepatitis C in Philadelphia

Dr. Trooskin and Ms. Shirreffs asked HepCAP members to provide input into 1) a list of people we should invite to the meeting and 2) the agenda for the October 3<sup>rd</sup> meeting. The ideas are compiled into the chart below:

Invites	Agenda Ideas
<ul style="list-style-type: none"> <li>• <b>Fill the room!</b></li> <li>• City Council</li> <li>• Vincent Hughes</li> <li>• Clinicians and experts</li> <li>• Health Commissioner</li> <li>• Primary care providers</li> <li>• Sites that are already incorporating routine testing</li> </ul>	<ul style="list-style-type: none"> <li>• Success stories               <ul style="list-style-type: none"> <li>◦ Prevention Point</li> <li>◦ Providers, non-profits</li> <li>◦ People living with hep C                   <ul style="list-style-type: none"> <li>▪ Including younger people</li> <li>▪ Address the challenge of fear/stigma</li> </ul> </li> <li>◦ Invest here! Philadelphia is rich in resources!</li> </ul> </li> <li>• Challenges               <ul style="list-style-type: none"> <li>◦ Testing/linkage to care</li> </ul> </li> <li>• Treatment is improving</li> <li>• Perspective of our leaders</li> <li>• Convey need; What are our biggest priorities in Phila               <ul style="list-style-type: none"> <li>◦ Confirmatory testing                   <ul style="list-style-type: none"> <li>▪ Need it to establish a responsible testing program</li> </ul> </li> <li>◦ Awareness campaign</li> <li>◦ Regulatory/policy changes                   <ul style="list-style-type: none"> <li>▪ Medical directors for community testing sites</li> <li>▪ Medicaid</li> <li>▪ Repeat antibody screening – duplication of services</li> <li>▪ Regulation about sharing health info between providers</li> </ul> </li> </ul> </li> <li>• Numbers and facts               <ul style="list-style-type: none"> <li>◦ Cost savings – spend more now to save later</li> <li>◦ Birth cohort info</li> </ul> </li> </ul>

## UPDATES & ANNOUNCEMENTS

- American Liver Foundation events
  - Hepatology & Liver Transplantation Nursing Conference is on November 2<sup>nd</sup> from 7:30am-4:30pm at CHOP
    - The purpose of the conference is to provide education about hepatology and liver transplantation related topics.
    - It is targeted at RNs, CRNPs, CPNPs, GI Nurses, Transplant Coordinators, Primary Care Nurses, School Nurses, Nursing Students, and Insurance Provider Case Managers.
    - <http://www.liverfoundation.org/chapters/midatlantic/events/783/>
  - Run a full or half marathon in Disney and raise money for ALF!
    - <http://www.liverfoundation.org/chapters/midatlantic/events/824/>
- Recovery Walk is Saturday September 22<sup>nd</sup>
  - <http://www.recoverywalks.org/>
- Outfest is October 7<sup>th</sup>
  - <http://www.phillypride.org/>

*Please contact **Alex Shirreffs** at 215-685-6462 or [alexandra.shirreffs@phila.gov](mailto:alexandra.shirreffs@phila.gov) if you have edits to these notes or feedback about HepCAP.*

**The next HepCAP meeting will be held on  
Wednesday, OCTOBER 3<sup>rd</sup> from 5:30pm-7pm at  
PDPH (500 S. Broad St)**