# NATIONAL COMPETITION FOR EXCELLENCE IN HEPATITIS C HEALTH PROMOTION

**Introduction to the 2019 National Competition for Excellence in Hepatitis C Health Promotion**

In 2018 the inaugural National Competition for Excellence in Hepatitis C Health Promotion was run by the Centre for Social Research in Health (CSRH) at the University of New South Wales (UNSW) and National Drug Research Institute (NDRI) at Curtin University (Curtin). Due to the interest in and success of the inaugural competition, the competition is being held for a second time in 2019.

**Background**

In 2012, researchers from UNSW and Curtin published a series of 11 recommendations for guiding the design and presentation of health promotion resources for hepatitis C prevention. The recommendations were published in a community report available for free download[1] and in an academic publication[2].

Agencies that produce and distribute hepatitis C health promotion resources are typically community based or located within publicly-funded health services. These organisations are often under-resourced in relation to producing creative, evidence-informed resources and rarely have resources to engage with existing research in ways that could guide their efforts.

The overall goal of the 2019 National Competition for Excellence in Hepatitis C Health Promotion is to encourage innovation in this field and to foster the continued development of effective health promotion messages that improve hepatitis C prevention outcomes and reduce the stigma that can be associated with hepatitis C prevention efforts.

**How to enter**

To enter the competition, applicants must submit a hepatitis C promotional resource that they and/or their organisation have created, that they believe reflects one or more of the 11 recommendations for guiding the design and presentation of health promotion resources for hepatitis C prevention. This promotional resource can be either be an electronic resource or a print resource.

The winner of the Competition will receive a prepaid VISA card to the value $AUD5,000.

The Competition opens on **Friday 24 May 2019, at 9.00 am AEST** and closes on **Monday 24 June 2019, at 5.00pm AEST** and applications must be submitted during this period.

[1] Winter, R., Fraser, S., Booker, N., & Treloar, C. (2011). Technical review of hepatitis C health promotion resources (Monograph 5/2011). Sydney: National Centre in HIV Social Research, The University of New South Wales. https://csrh.arts.unsw.edu.au/media/CSRHFile/3_1_Technical_review_of_hepatitis_C_health_promotion_resources_report.pdf

[2] Winter R, Fraser S, Booker N, Treloar C. Authenticity and diversity: enhancing Australian hepatitis C prevention messages. *Contemporary Drug Problems*. 2013; 40(4): 505-29. DOI: 10.1177/009145091304000404

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FOR PRINT RESOURCES: PLEASE COMPLETE AND RETURN A HARD COPY OF THIS FORM, TOGETHER WITH FOUR COPIES OF YOUR ENTRY FOR THE COMPETITION TO
Annie Madden c/o Centre for Social Research in Health
Room 227, Level 2, John Goodsell Building, Gate 8 High St, UNSW Kensington, NSW, 2052

FOR DIGITAL RESOURCES: PLEASE COMPLETE AND RETURN AN ELECTRONIC COPY OF THIS FORM, TOGETHER WITH YOUR ENTRY FOR THE COMPETITION TO
hepCprize@unsw.edu.au
(IF YOUR RESOURCE IS OVER 5MB IN SIZE, PLEASE USE WETRANSFER.COM TO SEND TO THE ABOVE EMAIL ADDRESS, ALONG WITH YOUR COMPLETED ENTRY FORM)

To successfully complete this entry form:

1. Fill in your contact details
2. Confirm which of the 11 recommendations your health promotion resource addresses by selecting YES or NO on the list below (**NB** Please only respond to the recommendation(s) relevant to your resource – you do not have to respond YES to all recommendations)
3. Provide details (100 words max.) explaining how your health promotion resource addresses the recommendations that you have confirmed with YES

| |
|---|
| NAME: |
| ORGANISATION: |
| EMAIL: |
| PHONE NUMBER: |
| RESOURCE TYPE (PRINT OR DIGITAL): |
| RESOURCE RELEASE DATE (2018 or 2019): |
| SHORT RESOURCE TITLE: |
| SHORT DESCRIPTION OF RESOURCE (100 words or less): |

Recommendations for Hepatitis C Health Promotion Resources*

1. Does the resource acknowledge that responsibility for prevention is shared including:
   a. avoiding blame, stereotypes and stigma;
   b. portraying HCV prevention as a responsibility that is shared by organisations, society, government and people who inject drugs; and
   c. positioning people who inject as partners in HCV prevention rather than 'targets' of it.

YES NO

If YES, explain how:

2. Does the resource consider the restrictions of the local environment such as:
   a. providing realistic and achievable advice; and
   b. avoiding unachievable suggestions – that could undermine the credibility and usefulness of the resource and create conditions for blame.

YES NO

If YES, explain how:

3. Has the resource been packaged/developed for specific target groups? If yes:
   a. specify which target groups; and
   b. explain how the resource has been packaged to reflect the interests and needs of the target group/s (e.g. using relevant social categories rather than epidemiological risk categories, etc.)

YES NO

If YES, explain how:

4. Does the resource contextualise hepatitis C prevention within the diversity of injectors' experiences including:
   a. packaging/combining hepatitis C information with other new and useful information that engages with people's broader lives and experiences; and
   b. considering whether the content and approach are relevant only to some lives.

YES NO

If YES, explain how:

5. Does the resource address injecting in groups? If yes, does it:
   a. avoid presenting information that speaks only to the individual and ignores the social context of injecting; and
   b. avoid advice that assumes injecting alone is ideal and achievable?

YES NO

If YES, explain how:

6. Did the development of the resource include input from a number of sources, particularly the target group? If yes, did you:
    a. ensure peers were involved as an essential part of the process; and
    b. draw on social research and broader health communication literature?

YES NO

If YES, explain how:

7. Does the resource clearly indicate the currency and timeliness of information provided by:
    a. ensuring the publication date is clearly displayed;
    b. including a recommendation of a “review by” date to ensure timeliness; and
    c. including caveats indicating that information could be subject to change?

YES NO

If YES, explain how:

8. Does the resource use plain language and avoid the use of jargon including:
    a. using simple, non-technical language to avoid confusion; and
    b. avoid stereotypes or clichés?

YES NO

If YES, explain how:

9. Does the resource facilitate thoughtful engagement with the material by using conditional rather than absolute language such as “possibly” and “typically” rather than directives such as “never” or “always”?

YES NO

If YES, explain how:

10. Is there an evaluation strategy is in place for the resource that evaluates distribution and uptake as well as perceived value and use?

YES NO

If YES, explain how:

11. Health promotion resources can be worse than ineffective if they reproduce stigma and stereotypes. Was the resource focus tested with members of the target audience ahead of final production to examine reader interpretations?

YES NO

If YES, explain how:

**NOTE: PLEASE COMPLETE CONFIRMATION BELOW PRIOR TO SUBMISSION:**

I hereby confirm that I am a legally authorised person on behalf of the submitting organisation/entity and by signing this form I agree that I have approved the above resource/s to be entered in the **2019 National Competition for Excellence in Hepatitis C Health Promotion**.

Signature: Date:

Name:

Position held:

Organisation/Entity:

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* Winter, R., Fraser, S., Booker, N., & Treloar, C. (2012). Technical review of hepatitis C health promotion resources. Sydney: National Centre in HIV Social Research, The University of New South Wales.

Winter, R., Fraser, S., Booker, N., & Treloar, C. (2013). Authenticity and diversity: enhancing Australian hepatitis C prevention messages. *Contemporary Drug Problems, 40*(4), 505-529.