

WE INTERRUPT THIS TRANSMISSION: HEPATITIS C EDUCATION FOR PRISONERS VIA CO-PRODUCED ANIMATED RESOURCES

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Conference theme: Community and social research

Type of presentation: Educational DVD/audio-visual resource.

Introduction: The prevalence of hepatitis C in NSW prisons makes it vital to develop health promotion resources that are engaging and relevant to people in correctional centres. To deliver health promotion messages to prisoners successfully, materials must be practical, respectful, culturally appropriate, and delivered in an accessible literacy format.

Methods: Hepatitis NSW's peer-based storyline development process Drawing Them In incorporates education and creative workshops to produce the illustrated Transmission Magazine. Hepatitis NSW co-produces three editions of this accessible-literacy hepatitis C publication a year with people affected by viral hepatitis (including current prisoners) and distributes it across NSW.

Hepatitis NSW and Corrective Services NSW (CSNSW) collaborate to turn editions of Transmission Magazine into the audio-visual animation Transmission TV. Current prisoners participate in hepatitis education workshops and provide voiceover and music for episodes of the project, launching on internal CSNSW prisoner channels in 2016.

Results: All stages – Drawing Them In, Transmission Magazine and Transmission TV – demonstrate a targeted and effective model of health promotion and community engagement. The Drawing Them In workshops ensure the creative health promotion resources Transmission Magazine and Transmission TV reflect participants' priorities and needs.

Drawing Them In participant evaluations show both actual and self-reported increase in knowledge about hepatitis C prevention and management. Transmission Magazine reader evaluations show increased engagement with health and community services and positive behavioural change around hepatitis management.

Conclusion: The defining features of Drawing Them In – active involvement at all stages of peers from affected populations, a wholistic health education approach informed by health literacy principles, and strong collaboration between Hepatitis NSW and services like CSNSW – provide a strong model for the production of effective and appropriate hepatitis C health promotion resources. Transmission Magazine and Transmission TV demonstrate the value of creative projects to amplify peer voices and communicate hepatitis C health promotion messages.

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