

Drawing Them In - stories from people who know

Creating health promotion resources based on lived experience



Introduction

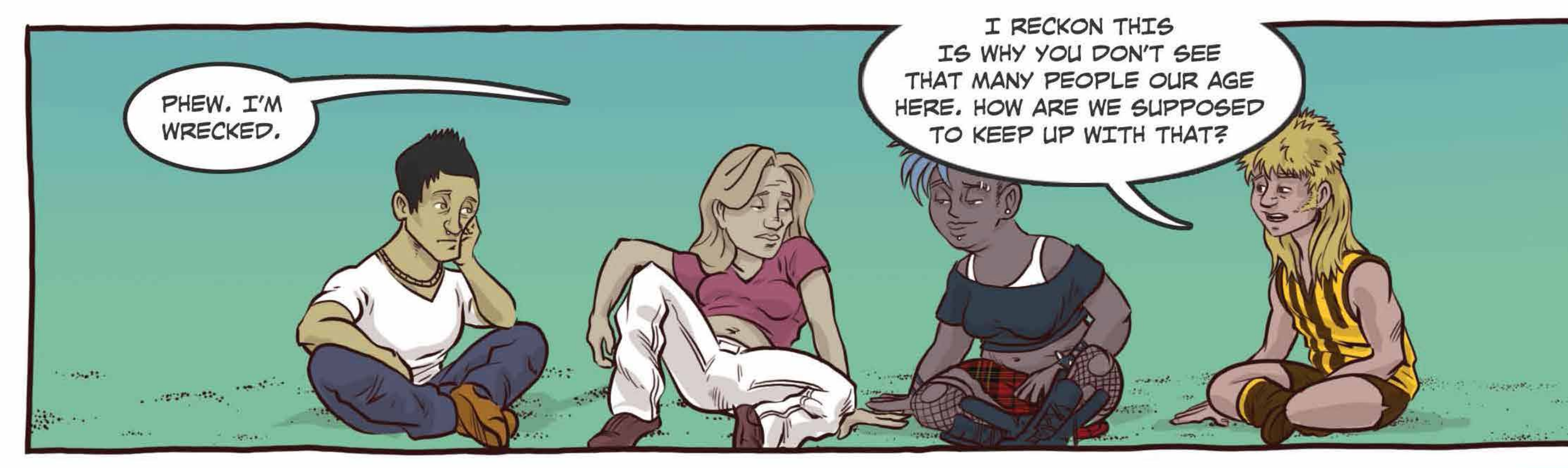
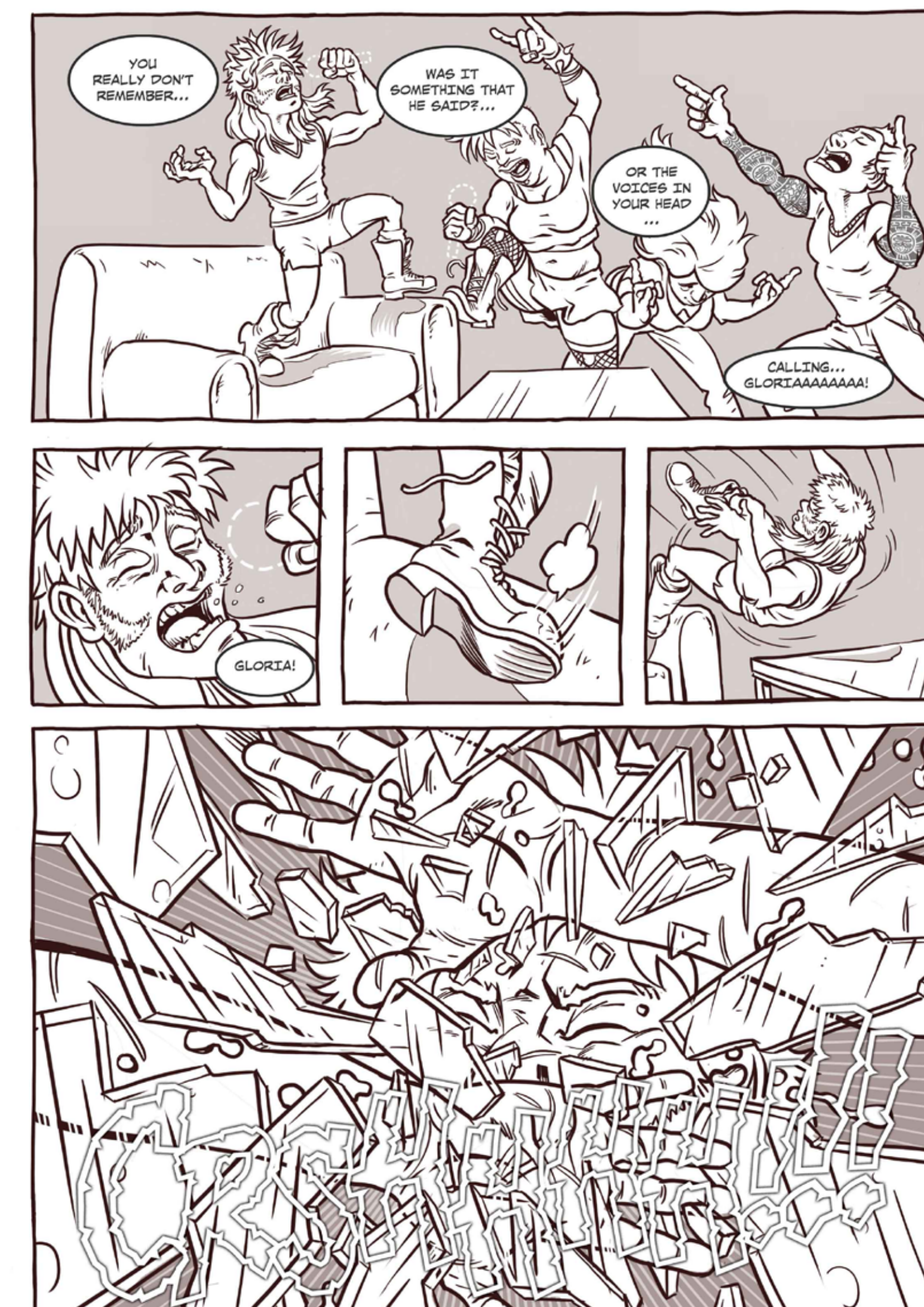
Transmission Magazine is a graphic novel-styled health promotion magazine. It aims to help prevent hepatitis C transmission and to support health-seeking behaviours for people living with or at risk of viral hepatitis. It targets people with lower literacy skills who are from key priority populations - people who inject, people with experience of custodial settings, young people, Aboriginal & Torres Strait Islander people, and people from culturally and linguistically diverse backgrounds.

In a field as broad as viral hepatitis the development of health promotion resources that are innovative, engaging, practical, culturally appropriate and targeted is an ongoing challenge.

Background

Hepatitis NSW established the *Drawing Them In* project in 2011. *Drawing Them In* is a workshop-based project designed to engage priority populations for hepatitis C prevention work in the development of storylines and content for *Transmission Magazine*.

The workshops are run with groups made up of people already engaged in some level of service access through a targeted organisation. The project has run within NSW correctional centres, a youth service and a drug and alcohol rehabilitation service.



Methods

WORKSHOPS

A preparatory workshop is run with staff at a targeted organisation. This workshop is designed to build staff capacity to field basic hep C questions and referrals.

Two workshops are run with *Drawing Them In* participants. Workshop 1 covers hepatitis C transmission and prevention. Through facilitated discussion this workshop produces detailed character outlines for use by external artists in sketching characters for the comic.

A week later the second workshop for participants is held. This covers hepatitis C management and treatment. Participants then provide feedback on character sketches that the artist has created from workshop 1, as well as going on to create the storyline for the comic.

Results

KNOWLEDGE

After completing the DTI workshops over 90% of participants reported an increase in their level of knowledge and skills to manage hep C related issues.

ENGAGEMENT

The project provides direct engagement with identified priority populations for hep C prevention work. To date the workshop has been run with people who inject drugs, young people in juvenile justice and other detention settings, and people in prison.

RESOURCES PRODUCED

Since DTI was piloted in 2010, 6 out of 10 editions have been produced through DTI.

FEEDBACK ON THE RESOURCE

- Responses to the *Transmission Magazine* survey show over 90% of 247 respondents are satisfied with the magazine
- Over 94% indicating that both their knowledge of hep C and their ability to look after their own health had increased as a result of reading the magazine.
- 70% of respondents said they felt more connected to health care services and professionals as a result of reading the magazine

Conclusions

Anecdotally, the feedback on editions of *Transmission Magazine* that have been produced through DTI provide strong evidence that the stories and characters are interesting, relatable, representative and provide useful advice and information

“Easy reading and less fears”

-feedback from a reader



Further reading

See the accompanying infosheet for an assessment of *Transmission Magazine* according to recommendations from *Technical Review of hepatitis C health promotion resources*, 2011, NCHSR, Winter R, Fraser S, Booker N, Treloar C

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