

# Drawing Them In - stories from people who know

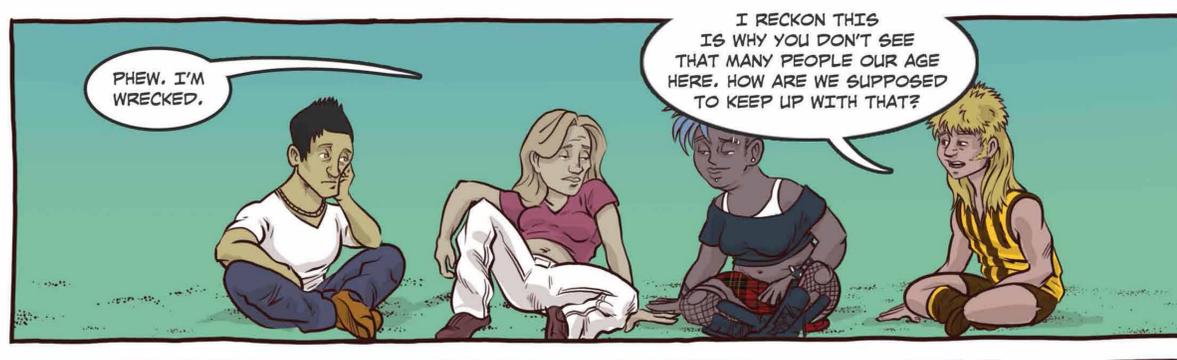
Creating health promotion resources based on lived experience



## 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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