

STREETSHOT: HEPATITIS C HEALTH PROMOTION COMPETITION FOR YOUTH.

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Background: The StreetShot program has now run for seven years, and continues to expand and evolve as technology has changed and program evaluations suggest quality improvement outcomes. Following delivery of education sessions to colleges, participants enter photos, videos or other art which reflects their learning and knowledge of hepatitis C.

Methods: A dedicated StreetShot website is the portal for schools to register, book education sessions and submit artworks to the competition. Entries are judged by an independent skills based panel. Prizes are awarded to entrants based on artistic merit and the communication of themes which are covered in the one hour education session. A people's choice award allows for wider engagement. Entries are exhibited at a Melbourne art gallery where contestants are awarded prizes at a gala event. The exhibition is then toured to regional centres, this gives another opportunity to engage and educate the youth demographic.

Results: The program has expanded and developed significantly over seven years. The number of schools who participate has continued to grow. The number of students participating as well as the number and quality of submissions has also increased. In 2016 it is estimated that 28 institutions and almost 500 students will receive education as part of the competition. Subsequent tours to rural cities will add to engagement numbers.

Conclusion: With research indicating that in Australia 60% of newly acquired hepatitis C infections are in young people aged 15-29, the StreetShot program is an excellent way to educate this hard to reach audience. Using art, video and photography which can be produced on the students smart phones. Entries are easily submitted by an online process. Collaboration between students with a joint entrant category, ensures continued discussion beyond the classroom, often involving peers and family.

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