Getting the Word Out: How Viral Hepatitis Programs Can Improve Cross-Sector Communications

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National Hepatitis Technical Assistance Meeting
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Communications Team
Our Team

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Communications Channels

- Website
  - Microsites
  - Blogs
- Social Media
  - Photos
  - Videos
  - Campaigns
- Memos
- Newsletters
- Public Relations
Our Strategy

Guiding questions:

1. Who is our audience?
2. What do we want them to do?
3. What does success look like?
Our Strategy

- **Primary Audience:** U.S. HIV and hepatitis public health officials
- **Goal:** Increase reach of advocacy and technical assistance resources
- **Success:** Resources reach the right people, in the right place, at the right time
- **Approach:** Share high quality, relevant, and timely resources consistently via online and offline channels
Your Strategy

- **Primary Audience:** Individuals living with or at risk for hepatitis
- **Goal:** Get those individuals tested and accessing healthcare
- **Success:** Increase the number of people accessing healthcare services
- **Approach:** Use a variety of messaging and communications strategies
Programs
Hepatitis

The Hepatitis team focuses on increasing the capacity of state and local HIV and hepatitis health department programs to effectively integrate hepatitis prevention and care services into existing programs and enhance services to populations at risk for infection.

NASTAD works closely with state and local viral hepatitis prevention coordinators (VHPCs), providing technical assistance and advocating on their behalf.
NASTAD’s Vision for Elimination of HCV

NASTAD’s vision is that new HCV infections in the United States are rare, and when they do occur, every person, regardless of substance use states, age, gender, race/ethnicity, sexual orientation, gender identity, disability, socio-economic status, incarceration status, or geographic location, will have access to quality, affordable health care including comprehensive screening, care, and treatment leading to cure, without stigma and discrimination.
Since its founding in 1992, NASTAD members have been concerned about the role of substance use in the transmission of HIV (and later HCV), health outcomes for persons living with HIV and hepatitis who use drugs and the structural and policy barriers to effectively address the prevention, care, and treatment needs of persons who inject drugs.
Resources
HCV Call to Action

Urgent Response Needed to Nation’s Hepatitis C Epidemic

NASTAD’s Call to Action
Stigma Toolkit

ADDRESSING STIGMA
A Blueprint for Improving HIV/STD Prevention and Care Outcomes for Black & Latino Gay Men

NASTAD
NCSD
Social Media

- Hepatitis Awareness and Testing Day Events Twitter Chat
- #VOICESofNASTAD
- Liver Cancer Awareness Chat
To celebrate Liver Cancer Awareness Month, please join us for the #LiverChat Oct. 12th at 2PM ET. Hepatitis B and C are leading causes of liver cancer. Let’s discuss what can be done.

HOSTED BY:

[Logos of Hepatitis B Foundation, NASTAD, and CDC]
Chair’s Challenge

CHAIR’S CHALLENGE
UNITE TO END THE EPIDEMICS 2017-2018
VOICES of NASTAD

alliance departments board programs
hepatitis healthcare story funding
strong together motivation HIV
unite empowerment access success
public health care support
NASTAD treatment policy
epidemics drug user health non-profit
encouragement states legislation
people members prevention
RWHAP jurisdictions territory eliminate

#EliminateHCV
VOICES of NASTAD

The VOICES of NASTAD campaign celebrates the unsung heroes who have dedicated their careers to HIV and hepatitis research, prevention, care, and treatment.

How to participate:
1. Take a photo of yourself
2. Answer the following questions:
   • What motivated you to pursue a career in this field?
   • What has been your proudest moment?
   • What else do you wish to accomplish that you have not already?
   • What has this field of work taught you about yourself?
3. Send your photo and answers to communications@NASTAD.org
4. Follow our social media to view, like, and share the #VOICESofNASTAD campaign.
Success Stories:
www.NASTAD.org/successstories
Contact Us!
communications@NASTAD.org
Follow Us on Social Media!

TWITTER @NASTAD

INSTAGRAM @NASTAD1992

FACEBOOK.COM /NASTAD

LINKEDIN.COM /COMPANY/NASTAD

YOUTUBE.COM /USER/NASTAD1992
Contact Us

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