

abbvie



# Helping to Eliminate HCV in Australia by 2030

The person pictured is a model, not a patient.

People. Passion. Possibilities.®

# 71,000,000



people have chronic hepatitis C worldwide<sup>1</sup>

## 29%

of all liver transplants in 2017 were a result of chronic hepatitis C or hepatitis C-related liver cancer<sup>2</sup>

## 95%

of patients **can be cured**<sup>3</sup> with current hepatitis C treatments

# 70,000

Since 2016, over 70,000 Australians have taken up treatment to **cure hepatitis C**<sup>4</sup>

“  
AbbVie’s commitment to eliminating the Hepatitis C Virus (HCV) in Australia goes beyond the medicine we provide. We provide funding to healthcare and patient advocacy organisations that are focused on supporting projects for marginalised populations where there is high unmet need around HCV awareness, testing and linkage to care.”

Ian Harris, Head of Virology,  
AbbVie Australia



<sup>1</sup>You are considered cured when no hepatitis C virus is found in a blood test taken three months after treatment has finished. <https://www.whoi.intj/news-room/fact-sheets/detail/hepatitis-c>, July 2018. <sup>2</sup><https://data.kitby.unsw.edu.au/hepatitis-c>, 31 March 2018. <sup>3</sup>Hepatitis Australia. What is hepatitis C? <https://www.hepatitisaustralia.com/hepatitis-c/cure>, 26 June 2018. <sup>4</sup>[https://www.unsw.edu.au/sites/default/files/infographic/Monitoring-hep-C-treatment-uptake-in-Australia\\_iss10\\_JUN18.pdf](https://www.unsw.edu.au/sites/default/files/infographic/Monitoring-hep-C-treatment-uptake-in-Australia_iss10_JUN18.pdf)

## **CURE-IT Detention Centre HCP Education Program**

The CURE-IT program was developed at Brisbane's Prince Charles Hospital in mid-2016 following the change in availability of new treatments for HCV.

It was funded to provide a platform of education, governance, mentorship and partnership with primary care to help provide more treatment for hepatitis C in the community for patients closer to home, by their GPs.

AbbVie has provided funding to extend the CURE-IT program to help treat patients with Hepatitis C in detainment centres.

The program seeks to educate current doctors who are looking after detainee health and provide them with HCV educational resources and educational support including the roll-out of seminars and webinars to support their work.



## HealthELink in the Top End

### *Royal Melbourne Hospital*

AbbVie provided funding to design and develop a range of educational resources including pamphlets, brochures a video and website that highlights the high prevalence of hepatitis C in the Top End, and the availability of testing and effective therapies.

The education materials were linked to the HealthELink platform which connects GPs with specialists to seek guidance on HCV treatment, which helps GPs treat in remote locations. This web based platform assists GPs with less experience with the new treatments to treat people with chronic hepatitis C with confidence.





## Why Miss Out? World Hepatitis Day Campaign 2018

### *Hepatitis Australia*

AbbVie provided funding support to Hepatitis Australia so they could create awareness of people living in the community who may be unaware they have hepatitis C on World Hepatitis Day through the Why Miss Out? National Campaign.

The objective of World Hepatitis Day 2018 was to engage people and to connect them to vaccination, testing, treatment and support to achieve improved health outcomes. Hepatitis Australia works with and through their members and partner organisations to roll out World Hepatitis Day in Australia.



## HCV Treatment Peer Education & Support - rural South Australia

### *Hepatitis South Australia*

AbbVie provided funding support to initiate an HCV education, testing and treatment program in South Australia's rural correctional centres.

The funding was used to support two peer educators participation in Liver Health events held in SA's correctional centres.

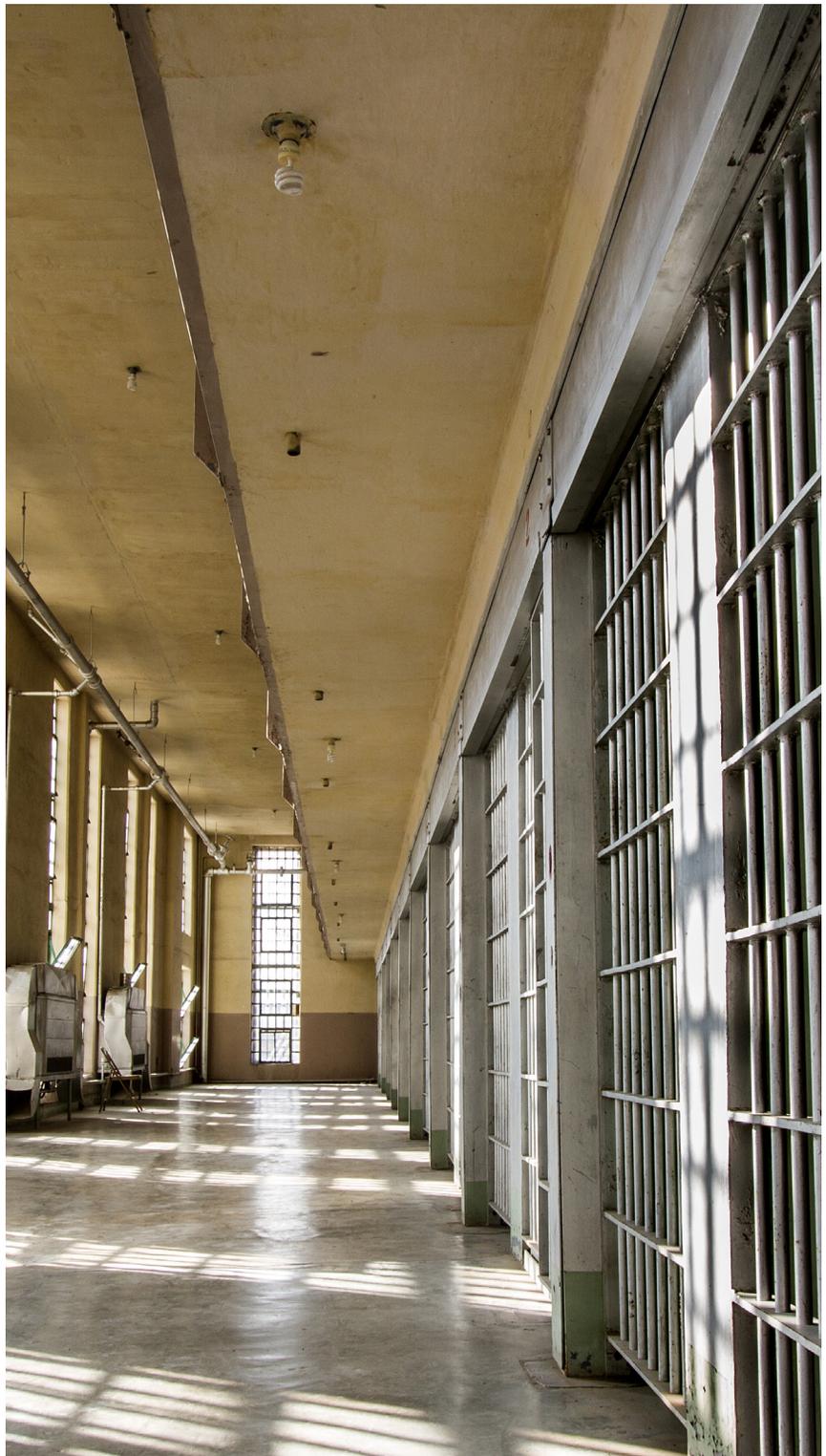
The peer educators visited five sites over a 12 month period, engaging around 30-40 prisoners per site in the education campaign.

## Prison-focussed HCV Education Resource Development

### *Kirby Institute*

The National Prisons Hepatitis Network identified that there is substantial potential for further scale up of direct acting anti-viral treatment in correctional services. In addition to building the hepatitis health service infrastructure, one of the key challenges is overcoming knowledge gaps, misinformation, and stigma amongst prisoners, custodial officers, and correctional healthcare staff via targeted education.

AbbVie has provided significant funding to support the development of tailored HCV education resources for prisoners, custodial officers and clinicians. For each target audience, the project includes resource development, education and delivery.

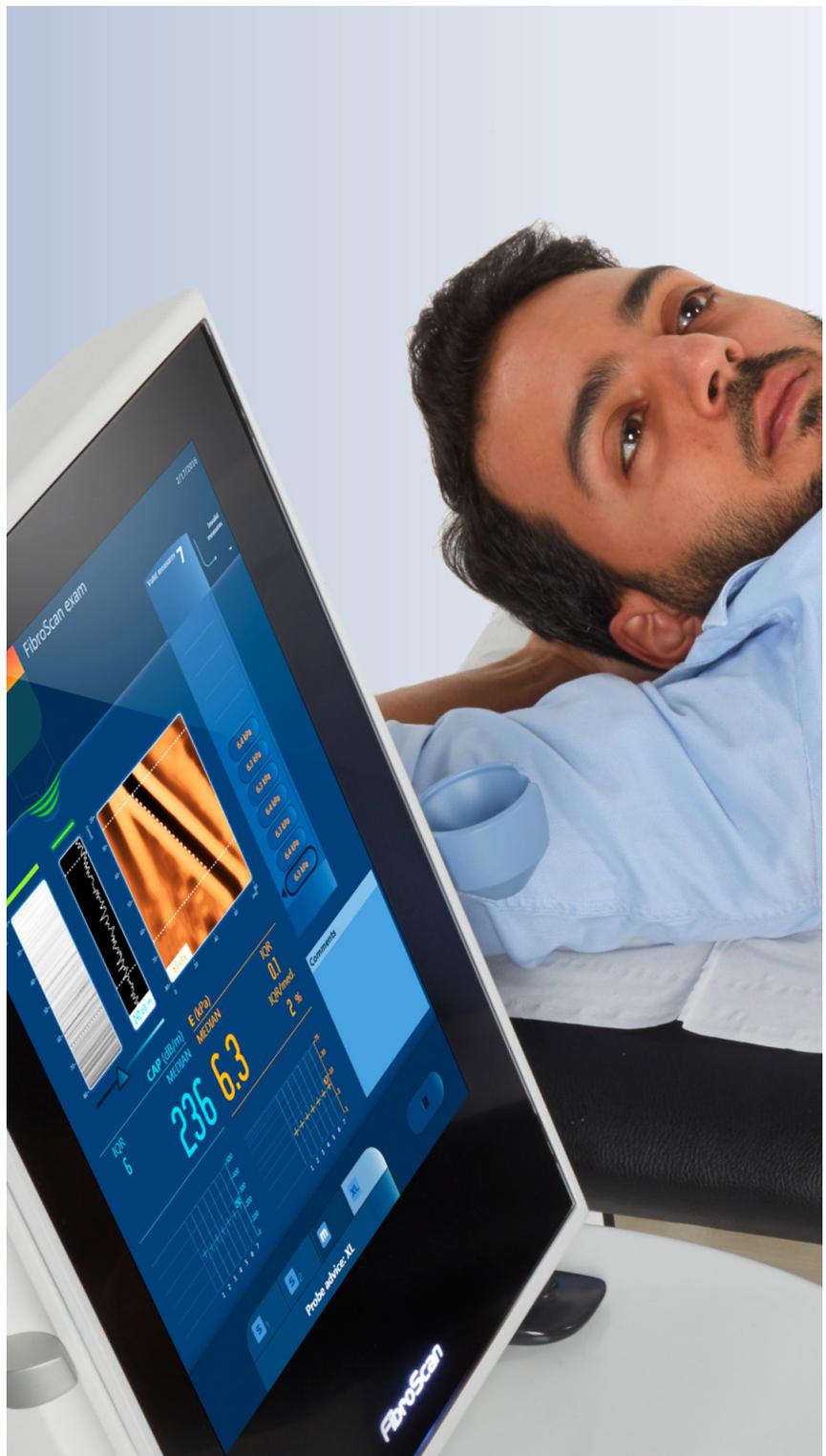


## Fibroscan In-Reach (FIR) Project: Woodford Correctional Centre

### Hepatitis Queensland

AbbVie provided funding to increase direct and immediate access to liver fibrosis assessment and treatment for hepatitis C at the Woodford Correctional Centre.

Treating people in prison provides a significant opportunity to drive down the prevalence of hep C within the wider community. The Fibroscan In-Reach project offers clinical Fibroscan services, including the provision of a trained/ accredited Fibroscan operator, to assist in liver fibrosis assessment prior to HCV treatment of detainees.



## Priority Plus Project

### *Hepatitis South Australia*

AbbVie has provided funding to enhance the HCV treatment information and education services provided to HCV priority populations in South Australia - specifically people who inject drugs; Aboriginal and Torres Strait Islanders, the Vietnamese and Chinese communities, and people living with a mental illness.

## Culturally & Linguistically Diverse Media Campaign

### *Hepatitis Australia*

Hepatitis Australia's 'Reaching Out Report' identifies Vietnam, China, India and Egypt as key countries of origin for people living with hepatitis C in Australia and are tackling the issue by a targeted awareness campaign.

AbbVie is supporting a culturally and linguistically diverse media campaign which aims to increase awareness of hepatitis B and hepatitis C in the community and promote testing as a first step to improving diagnosis levels, vaccination coverage and engagement in clinical care in these high prevalence communities.





## World Hepatitis Day 2019

### Hepatitis Australia

World Hepatitis Day is celebrated each year of on 28 July. It is a day to celebrate achievements, highlight gaps in responses and improve community awareness with the end goal of enabling improved access to care and better health outcomes.

AbbVie is again this year providing funds to support the Why Miss Out? World Hepatitis Day Campaign 2019.



## World Hepatitis Day Campaign 2019

### Hepatitis Queensland

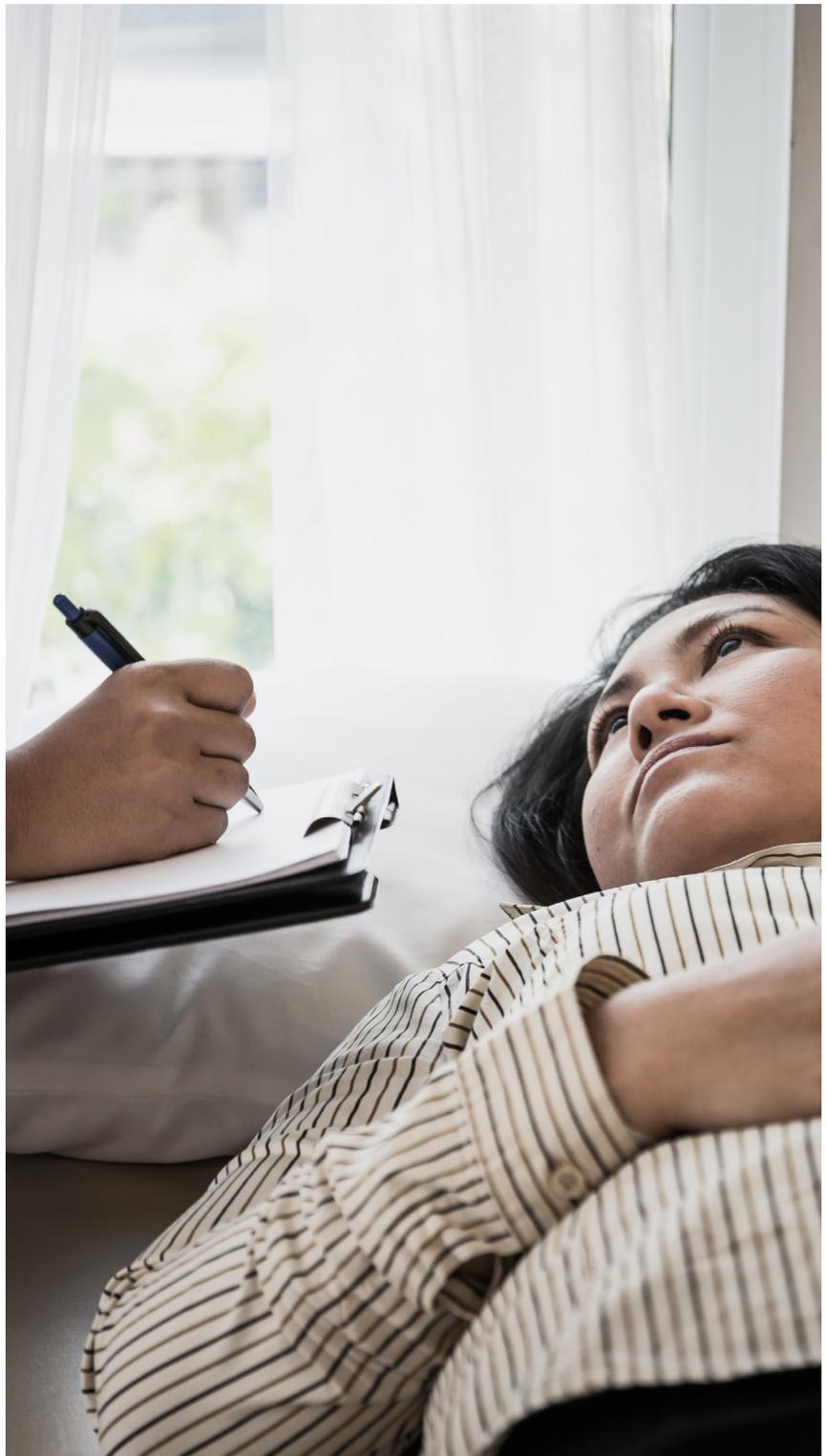
This year for World Hepatitis Day, Hepatitis Queensland, will be putting the HEAT (Hepatitis C Elimination Action Team) on Queenslanders through an innovative targeted digital messaging campaign.

AbbVie is helping to fund the supportive WHD campaign which will create awareness through outdoor digital billboard installations, and on their social media channels, encouraging people living in Brisbane to be smart about their livers and screen for HCV.

## SEARCH Service

### *Liverpool Hospital*

AbbVie provided funding to help produce promotional materials that support the screening of emergency admissions in those at risk of chronic hepatitis C (SEARCH) to help educate patients and healthcare providers at the hospital and the surrounding healthcare settings in the South Western Local Area Health Network.



For funding enquiries, please go to:  
**[Abbvie.com.au/responsibility/  
grants-and-donations.html](https://www.abbvie.com.au/responsibility/grants-and-donations.html)**

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