



STAY IN THE LOOP

Viral Hepatitis Education and Training

Partners Sharing Progress -November 2003

Funded Projects for Viral Hepatitis Education and Training

American Social Health Association

Organization to Achieve Solutions
In Substance Abuse

Family Health Centers
of San Diego

Maricopa County Department
of Public Health

Asian Liver Center at
Stanford University

Migrant Clinicians Network, Inc.

Health Research, Inc. & New York
State Department of Health

National Coalition of STD Directors

Inova Health Center

National Alliance of State and
Territorial AIDS Directors

Seattle STD/HIV Prevention
Training Center

Immunization Action Coalition

Dear Colleagues:

This is the first issue of “Stay in the Loop” for organizations awarded funds to develop, implement and evaluate viral hepatitis education and training. This issue gives a brief overview of each organization funded and their specific projects. Contact information is also included. Please contact your project officer with any questions you might have and in a few months we will start periodic conference calls to share information. We look forward to working with all of you.

Linda Moyer

Chief, Education and Communication Team



**American Social Health Association
(ASHA)**

Overview

ASHA is a private, non-profit organization, founded in 1914, that is committed to stopping all STDs and their harmful consequences to individuals, families, and communities. ASHA produces educational materials on sexual health; operates national hotlines for AIDS, STDs, and herpes; advocates for strong public health programs to prevent the spread of STDs; and funds research to find better treatments. ASHA

Division of Viral Hepatitis
National Centers for Infectious Diseases
Centers for Disease Control and Prevention

is the only nonprofit organization dedicated solely to social health issues focused on the prevention and elimination of STDs including HIV and viral hepatitis.

ASHA Update

ASHA proposes a 5-year project to educate and affect the behavioral choices of men who have sex with men (MSM) that will encourage them to obtain hepatitis A and B vaccinations. The objectives of this project include compiling a database with baseline information on current levels of viral hepatitis A and B knowledge, attitudes, and vaccination practices among MSM. ASHA also plans to assess the campaign's strategies (messages, channels/settings) to determine what is most effective in MSM populations. After doing so, ASHA will design, implement, and evaluate a comprehensive campaign strategy to increase: levels of knowledge of hepatitis A and B prevention; attitudes conducive to vaccination; and intentions to become vaccinated for hepatitis A and B.

ASHA plans to accomplish the following:

- 1) collaborate with hepatitis and health communication experts, including experts at Mediapolis, Inc., GayHealth.com, and CDC;
- 2) establish a Hepatitis Advisory Committee made up of representatives from federal and state agencies, academic institutions, and selected biotech and media firms;
- 3) conduct formative evaluation to measure attitudes, skills, and practices and identify messages and channels/settings that work best for conducting hepatitis prevention;
- 4) design a comprehensive communication strategy for MSM, possibly including virtual peer education, interactive Internet sites, banners promoting vaccine and/or chat rooms with questions answered by trained healthcare providers;
- 5) test the campaign for effectiveness by measuring changes in knowledge, attitudes, and practices; and

- 6) disseminate the study results including recommended components for a national communication strategy for MSM.

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Organization to Achieve Solutions in Substance Abuse (OASIS)

Overview

OASIS is a nonprofit organization providing HCV education, testing, and treatment to injection drug users (IDUs).

OASIS Update

OASIS plans to expand their peer-based education video for IDUs entitled, "Hepatitis C: Get the Facts!" into a 6 module video series with a companion workbook to educate in and out-of-treatment substance users about HCV prevention, testing, and treatment. The curriculum will be evaluated for its effects on knowledge, attitudes, and motivation among IDUs at two different sites: in-treatment IDUs at an inner-city methadone clinic and out-of-treatment IDUs at an urban syringe exchange program.

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**Family Health Centers of San Diego
(FHCS D)**

Overview

Family Health Centers of San Diego (FHCS D) is a private, non-profit organization that has been serving the health care needs of San Diego County since 1970. FHCS D provides comprehensive, accessible, and quality health care services to residents and businesses of San Diego and the surrounding region. FHCS D offers affordable services to all income levels, with a special commitment to low income, medically underserved individuals.

FHCS D Update

FHCS D plans to integrate viral hepatitis (VH) content in a dozen current projects and programs targeting IDU and MSM.

Interventions will include:

- 1) formative evaluation of IDU, MSM, and health providers with regard to VH using a questionnaire, focus groups, key informant interviews, and a Community Advisory Board;
- 2) street outreach with an education and referral focus;
- 3) a VH-specific community level intervention (social marketing campaign);

- 4) individual-level interventions providing risk assessment, risk reduction planning, and skill-building;
- 5) prevention case management for those facing particular barriers to risk reduction;
- 6) group-level intervention providing prevention and access to information; and
- 7) trainings to FHCS D's and other organizations' staff, along with conducting VH forums for the general MSM community.

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**Maricopa County Department of
Public Health (MCDPH)**

Overview

The Maricopa County Department of Public Health (MCDPH) exists to serve the residents of Maricopa County in Arizona. Its goals are to help treat those that need health services in the county, while working to prevent the spreading of diseases by promoting healthy behaviors among its residents and beyond.

There are six divisions of the department, one of which is the division of HIV/HCV.

MCDPH Update

The MCDPH Division of HIV/HCV Services proposes to provide individual and group interventions to increase knowledge and to change attitudes and practices with the intent of preventing the spread of viral hepatitis among an estimated 5000 incarcerated adults and juveniles in Maricopa County. They will partner with the Maricopa County Sheriff's Office (MCSO) and the Arizona Department of Corrections (ADOC) to provide Hepatitis Education Prevention and Survival (H.E.P.S.) through two educational approaches: Facilitator-Led Inmate Education and Peer-to-Peer education. Inmate training will take place in seven MCSO jails and four ADOC prisons. Ongoing evaluation will target the formative stage of content selection, the educational process, and outcome measurements including Knowledge, Attitudes, and Practices (KAP) about prevention and control of viral hepatitis.

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ALC at Stanford University

Overview

Stanford University's Asian Liver Center has created the Jade Ribbon Campaign to increase

hepatitis B awareness among Asian and Pacific Islander communities of California. Their campaign has the following objectives: to increase hepatitis B and liver cancer awareness within the high-risk Asian and Pacific Islander American (APIA) communities of California about incidence of disease, prevention, and treatment; to provide comprehensive, culturally appropriate information in the native language of APIAs so they may be proactive about their health status through early screening, vaccination, and treatment; and to improve physicians' knowledge in hepatitis B and liver cancer diagnosis and management.

ALC Update

Two programs will be established within the organization for the following purposes:

1) Community Outreach will conduct a multidisciplinary campaign effort combining ethnic media saturation and comprehensive grass-roots information distribution through brochure distribution and in-depth local education efforts. Target communities include continued efforts in the Chinese and Korean communities with expansion into the Vietnamese, Cambodian, Pacific Islander, and Filipino communities of California. Outreach efforts will also incorporate and target APIA youth via ALC's Youth Council.

2) Physician Education will provide symposia for physicians and medical school education to increase professional awareness and competency in treating and diagnosing HBV infections within the APIA population. Goals are to establish a statewide comprehensive campaign which can later be adapted and expanded nationally.

Pre and post surveys will be used to measure knowledge, attitudes and practices and to evaluate impact of interventions. Periodic phone surveys, evaluation forms, and focus groups will be used to evaluate quality of efforts.

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**Migrant Clinicians Network, Inc.
(MCN)**

Overview

The Migrant Clinicians Network, Inc. (MCN) was established in 1984, and consists of medical clinicians working to serve the population of migrant and seasonal farmworkers. Migrant and seasonal farm-workers experience health issues similar to those observed in poor, rural immigrants caused by lack of proper nutrition, overcrowding, and poor sanitation. These issues are magnified in this population by their migratory lifestyles. The MCN provides specific and much needed medical attention for treatment and prevention promotion of specific health issues in this population of the United States.

MCN Update

Over the next five years, MCN will develop, implement, and evaluate their HepTalk program. The primary goal of HepTalk is to promote productive communication about viral hepatitis risks and prevention between primary care providers and their migrant patients. The HepTalk program will equip clinicians with the skills to anticipate, recognize, and encourage discussion of emotionally-charged personal health topics with their patients and to provide them with information about viral hepatitis.

The main activities of this project include:

1) developing a clinic site assessment for federally-funded Migrant and Community Health Centers (MCH) and local health

departments (LHD) to provide appropriate information and multiple opportunities for hepatitis risk and prevention discussion;

2) developing a Standardized Patient Teaching (SPT) for MHC clinicians to provide individualized, direct practice in discussing emotionally-charged risk topics;

3) conducting an on-site assessment and SPT intervention in at least 20 MCH/LHD sites;

4) providing self-training materials to at least an additional 20 sites;

5) evaluating the on-site assessment and SPT intervention; and

6) disseminating the results of the project and the training tools developed.

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Health Research, Inc. (HRI) – New York State Department of Health

Overview

HRI is a non-profit corporation associated with the New York State Department of Health (NYSDOH). HRI was established in 1953, to serve research programs across the state of New York. Their mission is to assist the NYSDOH in acquiring and allocating funds for projects and aiding in the transfer of information discovered by these research programs.

The NYSDOH seeks to serve the residents of the state of New York by providing health promotion and prevention through science and quality health care.

HRI-NYSDOH Update

HRI will develop, field test, and disseminate a comprehensive, modular skills-building training that can serve as a national curriculum on viral hepatitis. HRI will convene a National Advisory Committee with representatives from throughout the country to combine three separate existing curricula into one. This combined curriculum can be tailored for use with providers working in settings that serve persons at high risk for viral hepatitis. Such settings include drug treatment programs, STD clinics, criminal justice settings, and HIV/AIDS programs. The final curriculum will be available in English and Spanish.

This three-year project will encompass the following activities: In year one, HRI will conduct a needs assessment with the training audience (health care providers) and will work with the Advisory Committee to review and finalize a national curriculum to impact providers' knowledge, attitudes, and skills for providing client-centered counseling about viral hepatitis. During year two, the curriculum will be taught 15–20 times across the country. Evaluators will conduct pre-post knowledge tests, participant satisfaction surveys, post-training focus groups, structured phone interviews with supervisors of attendees, observe role plays to examine participant counseling skills, and examine written surveys at 3 months and 6 months after the training to examine self-reported impact on skills and practices. In the final year of the program, HRI will offer 12 Training of Trainer (TOT) programs across the country to disseminate the curriculum. Process and outcome evaluation activities will be conducted to examine the impact of the TOTs.

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National Coalition of STD Directors (NCS D)

Overview

The National Coalition of STD Directors (NCS D), established in 1997, represents the 65 Directors of public health sexually transmitted disease prevention programs in states, large cities/counties, and territories of the United States. NCS D provides dynamic leadership that strengthens STD Programs by advocating for effective policies, strategies, and sufficient resources and by increasing awareness of their medical and social impact.

NCS D, in conjunction with the National Network of STD/HIV Prevention Training Centers (NNPTC), will conduct a formative evaluation on viral hepatitis training and technical assistance needs and training methodologies most likely to be used by medical and non-medical providers. Utilizing their national partners' commitment to recruit key providers, they will identify the appropriate behavioral, clinical, and partner counseling content areas and will prioritize methodologies for training dissemination.

NCS D Update

Specific activities:

- 1) Develop and implement a national viral hepatitis Train the Trainer (TOT) model.
- 2) Through their existing training infrastructure, they will conduct viral hepatitis trainings for medical and non-medical providers from the public and private sector in clinical, behavioral intervention, and partner counseling areas.
- 3) To support integration of viral hepatitis into existing programs, they will organize and conduct regional meetings of directors from STD, HIV, hepatitis, substance abuse and other programs throughout the country to develop best practices, policies and recommendations concerning integration of viral hepatitis.

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Inova Juniper Health Services

Overview

Inova Health Services is a non-profit organization located in Fairfax, Virginia. The Inova Juniper Program (IJP) was organized in 1989, to respond to the growing concerns of communities in northern Virginia about HIV/AIDS. IJP provides education and training,

clinical observation experiences, consultation, and technical assistance to providers throughout the State of Virginia.

Inova Juniper Health Services Update

Inova Juniper Health Services will develop, implement, and evaluate a comprehensive hepatitis education and training program. The initiative will expand upon their successful program for HIV Clinical and Education Services which has effectively reached health practitioners across the Commonwealth of Virginia through AIDS Education and Training Centers. Inova has expanded their efforts and intends for their new hepatitis training activities to be integrated into existing public health programs and replicated as a model for others throughout the U.S.

IJP plans to conduct a statewide assessment of the need for hepatitis training among health care providers who serve at-risk populations and those treating individuals living with hepatitis infection. Inova Juniper Health Services also plans to modify the CDC HIV Prevention Counseling curriculum to include portions of various hepatitis curriculums currently used elsewhere.

IJP plans to propose to use the existing CDC HIV Prevention Counseling curriculum as a guide in training providers throughout Virginia in a one-day workshop "Hepatitis Prevention Counseling: The Facts," followed by a two-day program "Prevention Counseling: The Fundamentals".

Their intent in the coming years is to:

- 1) continue to provide at least three Hepatitis Prevention Counseling courses reaching approximately 50 providers in each course;
- 2) assess the needs of various outpatient clinics, community-based organizations, and substance abuse agencies;
- 3) provide customized training for at least 15 organizations, based on the results of the needs assessments within those organizations;

4) provide on-going technical assistance to organizations and providers who have completed IJP courses;

5) provide a variety of tailored resource materials upon request;

6) disseminate at least 500 contacts related to hepatitis;

7) collaborate with the local liver center to provide clinical observational experiences for providers to teach them how to complete a risk assessment, screening, and consultation service to individuals at risk for hepatitis;

8) complete this observational training with at least 10 health providers each year; and

9) conduct final evaluations of professional trainings.

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National Alliance of State and Territorial AIDS Directors (NASTAD)

Overview

Formed in 1992, NASTAD represents the state and territorial health department HIV/AIDS program managers from across the country. NASTAD members are responsible for administering both federal and state funded HIV/AIDS prevention, health care, supportive services, and housing programs. To achieve the goal of promoting a more effective national, state, and local response to the HIV/AIDS epidemic, NASTAD provides a forum for technical assistance and dissemination of information about effective prevention and

continuum of care programs, consults on a regular basis with federal agencies, and works with other national organizations with mutual goals.

NASTAD Update

The objective of the NASTAD project is to increase the capacity of state and local HIV/AIDS and hepatitis health department programs, to effectively integrate viral hepatitis prevention and care services into their existing programs, and to prevent viral hepatitis transmission and enhance services to populations at-risk. The project is composed of three components: information exchange, technical assistance, and communications. The information exchange component is designed to increase communications between health department HIV and hepatitis programs on relevant viral hepatitis prevention, care, and policy initiatives; the technical assistance component will increase the ability of health department HIV/hepatitis programs to integrate viral hepatitis through the development and enhancement of multiple technical assistance methods; and the communication component will provide regular communications to HIV, STD, and viral hepatitis programs on strategies and best practices for integrating HIV, STD, and viral hepatitis services, focusing on men who have sex with men (MSM), injection drug users (IDUs), and communities of color.

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Seattle STD/HIV Prevention Training Center (Seattle PTC)

Overview

The Seattle STD/HIV Prevention and Training Center (Seattle PTC) of the University of Washington was established in 1979, as one of the ten regional training sites of the National Network of STD/HIV Prevention and Training Centers. The Seattle PTC offers training programs in prevention, diagnosis, management, and treatment of sexually transmitted diseases to health care providers and educators in the states of Alaska, Idaho, Oregon and Washington.

Seattle PTC Update

The University of Washington School of Public Health and Community Medicine and School of Medicine, in partnership with the Seattle STD/HIV Prevention & Training Center and the Northwest AIDS Education and Training Center, will develop a comprehensive, interactive case-based training for online delivery of core content in viral hepatitis. The overarching objectives are to support, develop, implement, and evaluate health education activities to prevent and control viral hepatitis and its consequences. The target audience is a wide variety of health professionals who serve persons at increased risk for viral hepatitis. The core curriculum will be developed as interactive web-based training modules which will also be made adaptable for presentations in a variety of formats and will offer continuing education credits. Ongoing evaluation will target the formative stage of content selection, the educational process, and outcome measurements including providers' KAP about prevention and control of viral hepatitis.

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Immunization Action Coalition (IAC)

Overview

IAC is a non-profit organization that works to boost immunization rates and prevent disease. IAC provides health professionals with the most up-to-date immunization information by mail and electronically to help them better serve their patients. The Hepatitis B Coalition, a program of IAC, promotes hepatitis B vaccination for all children 0-18 years of age; hepatitis B surface antigen (HBsAg) screening for all pregnant women; testing and vaccination for high-risk groups; and education and treatment for people who are chronically infected.

IAC publishes *NEEDLE TIPS* and the Hepatitis B Coalition News, *VACCINATE ADULTS!*, *IAC EXPRESS*, "Unprotected People" stories, and

hundreds of print materials for patients and health professionals, some in up to 22 languages. All of IAC's print materials are camera-ready and copyright-free, reviewed by the CDC for technical accuracy, and available on IAC's website <http://www.immunize.org>.

IAC Update

IAC plans to continue current activities and to expand some of these activities that the organization has developed to provide both health professionals and the general public with the most accurate and up-to-date information on vaccination against both hepatitis A and hepatitis B infections across the life span. These activities will include publishing three periodicals, creating and distributing hundreds of educational print pieces, maintaining three Web sites, providing two subscription e-mail news services, sponsoring and participating in conferences, serving on committees, contributing to policy-making, and acting as a central hub for hepatitis A and hepatitis B vaccination information. Through these activities, IAC will send direct mailings to more than 400,000 health professionals, serve more than 1.2 million Web site visitors per year, and deliver timely information to nearly 20,000 opt-in e-mail subscribers.

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