Leveraging Partnerships to Address Hepatitis C: Philadelphia’s Model

Local Health Departments and Hepatitis C: Webcast 1.4

Presented by:
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Step 1: Organize Your Toolkit
Know your Local Viral Hepatitis Prevention Coordinator

- CDC-funded position
  - 49 state-level coordinators
  - 3 city coordinators
  - Philadelphia, NYC, LA

- Find your local VHPC:
  - [http://www.cdc.gov/hepatitis/Partners/VHPC.htm](http://www.cdc.gov/hepatitis/Partners/VHPC.htm)

- Are there other health department experts?
Pull Together Data

- Hepatitis surveillance often limited
  - Only 7 CDC-funded enhanced surveillance sites
    - FL, MA, MI, NY, WA, SF, PHL
- What can local data tell you about risk populations?
  - Age (Baby Boomers), Race, Incarcerated, Drug Users
- What state or national data sets can you use?
  - NVHR state estimates
  - Federal data: FQHCs, Medicaid
Build Your Hepatitis Library

- Federal Resources
  - CDC Screening Guidelines & Know More Hepatitis campaign
  - HHS Action Plan
- State Resources
- Good sources of information
  - National Advocacy Orgs
    - NVHR, NASTAD, NACCHO
  - Education/News
    - Hep C Advocate, Hepatitis Magazine, HIV and Hepatitis
Step 2: Organize Your Community
Convene Internal Partners

- Communicable Disease
- HIV/AIDS
- Epidemiology
- STDs
- Behavioral Health/Addiction Services
- Corrections/Prison Health
- Immunizations
- Who else??
Improve Internal Collaboration

- Find a Hepatitis Champion to take lead
- Develop and/or participate in relevant workgroups
  - Hepatitis Workgroup, PCSI, CPG, Refugee Health
- Use existing resources to start developing local strategy
  - HHS Action Plan Stakeholder’s Workbook, State Strategic Plan
- Integrate hepatitis activities in city or county services as appropriate/feasible
  - Know where you could spend $ if extra funding becomes available!
Identify External Partners

• Medical/Clinical
  • Hep Experts: Hepatologists, GI, ID
  • Community Health Centers, Primary Care Groups
• Academic/Researchers
• Community based organizations that serve risk pops
• Hepatitis organizations
  – Hepatitis B United chapter
• Policy Makers/Legislators/Advocacy Groups
• Industry: Pharma, Insurance Companies
None of us can do this alone!

- Continuously engage new partners
  - Collaboration will help leverage additional resources
  - Engage *regional* partners
    - Cities and counties don’t exist in a vacuum!
- Let your state health department know you are interested in being involved
  - How can your city or county help to raise the profile of hepatitis in your state?
  - Are there conferences, strategic planning you can be involved with?
Step 3: Develop a Plan & Get to Work!
Understand Gaps in Services


http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0101554
Where can scale up happen?

• Use expertise of community partners to identify challenges and assets
  – Develop achievable solutions together, but don’t be afraid to think big

• How can existing services be adapted to respond to hepatitis C
  – Assume whatever additional funding arrives for hep C will never be equivalent to other disease states
  – Think ahead to how health care and hep C landscapes are changing
Low Cost Strategies to Get Started

• Educating communities
  – Use local experts to provide trainings and presentations
    • Could eventually help improve linkage to care from testing
  – Make sure partners are aware of where to find information
  – Disseminate national guidelines and recommendations

• Advocacy and Awareness
  – Partnerships make for a louder voice
  – Policy makers need to be educated – don’t even know hep C is a problem!
  – People who make decisions about medical coverage and payment of care and treatment need to understand experience of folks in the field
Philadelphia’s Model:
Hep C Allies of Philadelphia
(HepCAP)
Home of TWO Hepatitis Coalitions

• United in our ambition:
  – Philadelphia can be a leader in the fight against viral hepatitis

• Coalition goals are aligned
  – Raise the public profile of hepatitis as an urgent health priorities
  – Involve and mobilize stakeholders and policy decision-makers to improve access to hepatitis prevention and treatment services
Hep B United: Philadelphia

Arizona • California • Hawaii • Illinois • Maryland • Massachusetts
Nevada • New Jersey • New York • Ohio • Pennsylvania
Texas • Washington • Washington DC

hepbunited.org
Mobilizing Philadelphia’s Assets

• 18 hospitals
  – 5 academic medical centers
    • Each has a liver transplant/hepatology program
• Network of community based organizations that serve risk populations
• Hepatitis organizations
  – HepTREC
  – Hepatitis B Foundation
• One of few cities with a VHPC
## Evolution of HepCAP

| Pre-Launch (2011) | Preparation               | • Outreach strategy  
|                  |                           | • Determine structure  
|                  |                           | • Set initial agenda  
| Year 1 (2012)   | Build Identity            | • Needs assessment and brainstorming  
|                  |                           | • Prioritize activities  
|                  |                           | • Widen our network  
| Year 2 (2013)   | Build Presence            | • Publicize our work  
|                  |                           | • Engage workgroups  
|                  |                           | • Partnership to gain 501C3 status as affiliate program of Health Federation  
| Year 3 (2014)   | Make an Impact            | • Bring in resources ($$)  
|                  |                           | • Increase advocacy efforts  |
HepCAP
Hepatitis C Allies of Philadelphia

Hepatitis C has been called a silent epidemic. It won't be silent anymore.
Add your voice to the launch of a new citywide hepatitis C coalition.

Wednesday, February 14th
4pm-6pm
Philadelphia Department of Public Health
300 S. Broad Street, 1st Floor
Registration will be provided.

Please RSVP to Alex Shireiffs at 215-685-6462 or alexandra.shireiffs@phila.gov

HepCAP Planning Committee:
- Aaron Bernard
- Ben Taber
- Michael Koval
- Michelle Zuleika
- Darrin Fort
- John McKee
- Evan O'Brien

HepC

A what is big deal? awareness

HepCAP: Phase 1
General Public
Primary Care Providers

AWARENESS

MORE RESOURCES:
- Money
- Manpower
- Media Coverage
- Mobilization

Testing, Treatment, & Care
Prevention
Resource Development

OVER 40,000
living with Hepatitis C
in Philadelphia

Hepatitis C: A chronic virus that can cause serious liver damage and death.

Upcoming HepCAP Meeting
October 10th

NEXT MEETING:
Wednesday, October 3rd
5:30pm - 7pm

Join us as we welcome special guests:
- Dr. Donald Schwartz
  Philadelphia Health Commissioner
- Dr. E.A. Atia
  Pennsylvania Secretary of Health

Philadelphia Dept. of Public Health
500 S. Broad Street
(Corner of Broad and Lombard)

Please RSVP to Alex Shireiffs at 215-685-6462 or alexandra.shireiffs@phila.gov

HepCAP is a Philadelphia-wide collective dedicated to improving the continuum of hepatitis C prevention, care, and support services in Philadelphia.
HepCAP in Action: C Change

More hep C experts needed at every level of services someone living with hep C could encounter

• Leverage local assets to build awareness and deliver hep C education
• Educate providers at different levels of services
  – Peer-to-Peer model
    • Use hep C testing programs to educate CBOs
    • Send hep-experts to primary care practices to encourage more testing
    • Mentorship between hep-experts and clinicians who want to prescribe new hep C treatments
• Scalable, measurable
• Put hep C on everyone’s radar!
• Increase awareness
• Decrease stigma

PCPs

• Increase:
  • Testing
  • Prevention
  • Referrals to specialists

CBOs

• Increase:
  • Education
  • Testing
  • Linkage to care

The public

• Increase:
  • # of treaters
  • Comfort treating the most challenging patients

Specialists

Patients

• Increase:
  • Engagement
  • Retention in care

CHANGE
HepCAP in Action: HCV Treatment Access

New, curative hepatitis C treatments not available to all patients living with hepatitis C

- HepCAP is a space to provide partners with updates about policies and process of treatment access
  - Partners can then put a face on the issue in the news or in front of policy makers
- HepCAP has joined forces with other advocates
  - Building state-wide network of advocates
    - Community Liver Alliance in Pittsburgh, PA
    - Co-branding advocacy materials and sharing strategies
  - NVHR Treatment Access Workgroup
Strengths of HepCAP

Dedicated Leaders

Creativity

Inclusive

Forward Thinking Vision
HepCAP Challenges

- Lack of resources
- Money, manpower, hep C experts
- Keeping people engaged
- Always looking for new partners
- Keep partners informed (newsletter, mailing list)
- Developing project models that can be started at basic level and be broadened

VIRAL HEPATITIS PREVENTION: IS $1 ENOUGH?

FUNDING
Health department Viral Hepatitis Prevention Coordinators receive less than $1 in federal funding for every person living with viral hepatitis.

TESTING

Health departments receive no categorical federal funds for testing.

Despite this, health departments leveraged other resources in 2013 to test over 125,000 people. Health Departments need more resources - imagine what they could do with categorical funding!

PREVENTION
75,000 new viral hepatitis infections occur each year, increasingly among young people. Treatment saves lives, but primary prevention needs additional investment.

PREVENTION AND TREATMENT WILL END THE EPIDEMIC!
Thank you!

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www.phillyhepatitis.org
www.hepcap.org
www.hepbunited.org
Local Health Departments and Hepatitis C
NACCHO Educational Series

Webcast 1.1  Hepatitis C: Where We Are Now?
Webcast 1.2  The National Viral Hepatitis Action Plan
Webcast 1.3  Viral Hepatitis C Testing Recommendations for Persons Born 1945-1965
Webcast 1.4  Leveraging Partnerships to Address Hepatitis C: Philadelphia’s Model

All materials available at www.naccho.org/hepatitisc

NACCHO’s educational series is supported by an educational grant from Janssen Therapeutics, Division of Janssen Products, LP and funding from Gilead Sciences, Inc.