**INSIDER’S NEWS: A PEER MAGAZINE IS A HEP C GAME CHANGER IN NSW JAILS**

Leah McLeod¹, Dr Mary Ellen Harrod¹, Thomas Wright², Collette McGrath²

¹NSW Users and AIDS Association (NUAA) ²Justice Health & Forensic Mental Health Network (the Network)

**Background:**
Of just over 12,000 people living in NSW jails, 84% have used an illicit drug, 43% have ever injected and nearly 40% have used an illicit drug in custody. Unsafe injecting is responsible for most transmissions of hepatitis C in jail.

NUAA is a peer organization supporting the health, dignity and human rights of people who use drugs. NUAA has a 30-year record in health promotion through peer education models, with a particular focus on hepatitis C.

**Description of model of care/intervention**
In 2016, NUAA was funded to produce peer magazine *Insider’s News (IN)* as part of the NSW government’s commitment to hepatitis C elimination in NSW jails. Now at Issue #8, *IN* includes stories of lived experience and reader contributions, alongside peer resources, professional advice and service information.

**Effectiveness**
Indicators of success include:
- high levels of acceptability among readers;
- prevalence of hepatitis C in NSW jails from 30% down to 15%;
- *National Award for Excellence in Hepatitis C Health Promotion*;
- new joint projects by *IN*’s partners.

**Conclusion and next steps:**
*IN* is now a mainstay with plans for extending into other media. It is hoped that by promoting *IN* on the world stage, other jurisdictions will be inspired to duplicate it.

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