

WHAT IT MEANS TO HAVE HIV – DEVELOPING A VIDEO RESOURCE FOR PEOPLE RECENTLY DIAGNOSED WITH HIV

David Worthington¹, Jude Bevan¹, Sally Rowell²

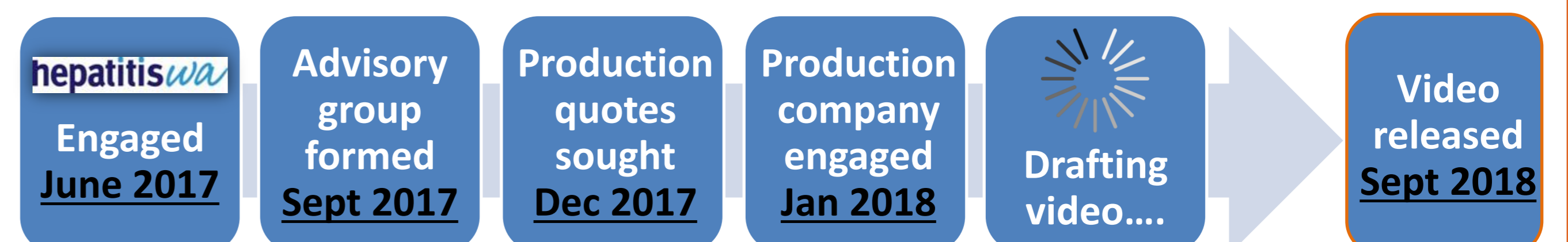
¹ Communicable Disease Control Directorate, Public and Aboriginal Health Division, Department of Health WA, ² Formerly HepatitisWA

BACKGROUND

- Nationally, in 2017 the HIV notification rate among Aboriginal people compared to Australian born non-Aboriginal people was 1.6 times higher.
- In WA, despite historically low yearly notification rates among Aboriginal people, a total of 19 notifications among Aboriginal people were notified between 2014 and 2018, ranging between 2 and 6 cases per year; Most of the HIV notifications amongst Aboriginal people received in the last 10 years were also reported within this five-year period (66%; n=19).
- In recognition of the emerging epidemiology and potential increase in risk factors associated with HIV transmission, a resource including accurate and culturally appropriate information about living with HIV was to be developed. This resource aimed to reach Aboriginal people at risk of, or affected by HIV, as well as health professionals working with the affected population.

APPROACH

- HepatitisWA engaged as a key partner to lead the production of two videos (hepatitis C and HIV).
- Advisory group formed - consisting of local service providers and Aboriginal community members.
- HIV video themes set: What HIV does to the body, harm reduction, treatment access and adherence, preventing onward transmission, disclosure and ongoing management of condition.
- Zac Creative (local production company) developed video.
- After review by the advisory group – HIV video released September 2018.



OUTCOMES

Reach in WA

- Hosted on the Department of Health WA YouTube Channel.
- As of 20 July 2019, the HIV video had received **4531 unique views, 134 shares and 7 likes on YouTube.**
- Consistently within the **top five viewed videos** on WA Health YouTube Channel since release.
- Department of Health WA Facebook post **reached 872 people** when released in September 2018.
- The video resource was **circulated widely** across the sexual health and blood-borne virus sector, and the broader health sector in WA, promoted and broadcast in various health care and community settings.

Extended reach

- In March 2019, the **Aboriginal Health TV Network (AHTV)**, facilitated by Tonic Health Media adapted the video for programming via Aboriginal Health Services nationally.
- The HIV video, along with the hepatitis C video that was also created as part of this project, was modified by AHTV to encourage people wherever they are in Australia, to talk to their GP or health worker to find out more information.



INNOVATION AND SIGNIFICANCE

- To broaden the reach of the 'What it means to have HIV' video, an interactive poster was produced, containing a QR code, so community members and health professionals alike can scan the code through their mobile phone or tablet – and the video plays immediately.
- The reach of this video has engaged a much larger proportion of people than expected, with national play via AHTV, multiple hosting points online, and clinical/non-clinical services promoting the resource across the state.
- The video aims to contribute towards a greater understanding of what HIV is, the importance in commencing and adhering to treatment, and how to manage the condition, as well as strongly reinforcing health promotion messaging related to preventing the transmission of HIV.
- The knowledge and understanding provided by Aboriginal community members was valuable in the development of this culturally appropriate and informative resource, and this model will continue to be used to inform future practice and development of resources.

Scan this QR code on your phone to view the video.



Government of Western Australia
Department of Health



hepatitiswa