New York State

Graphic Posts

Toolkit Evaluation

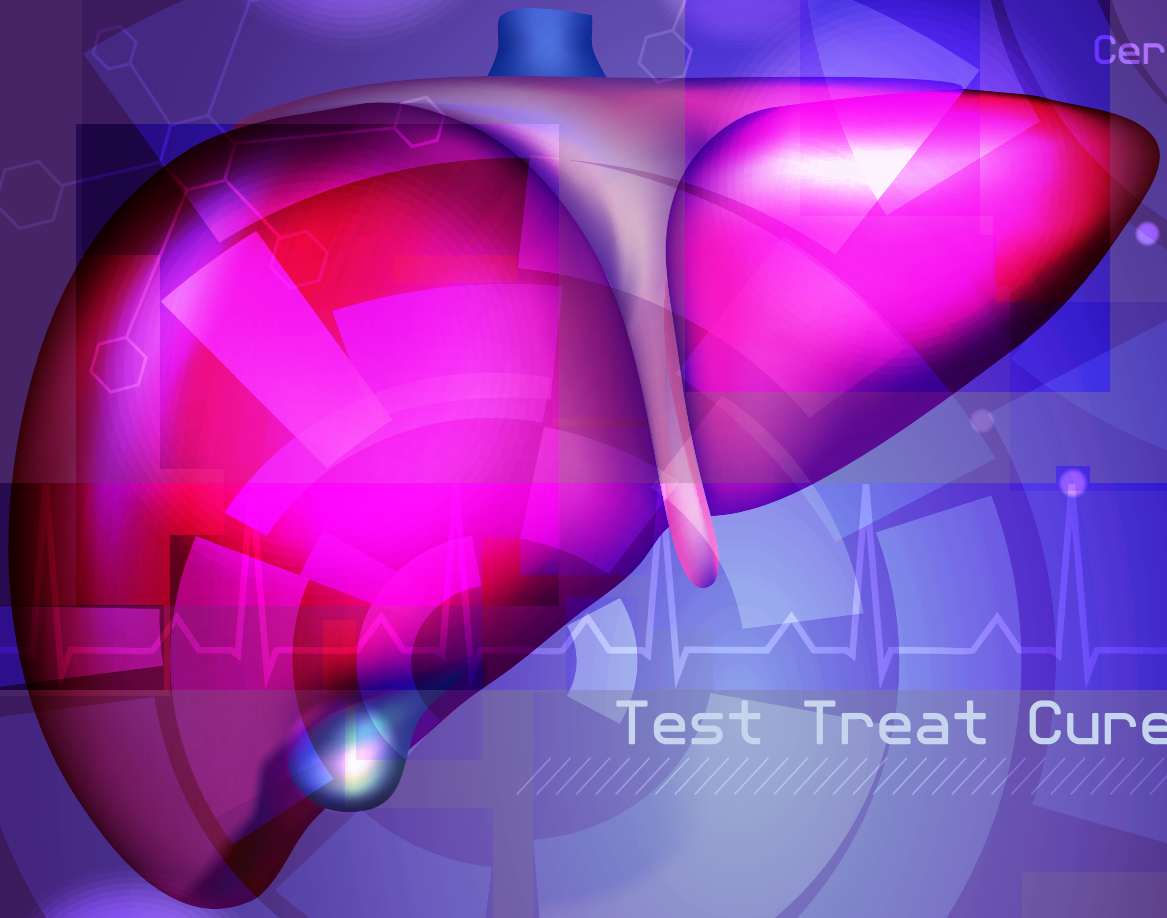
HCV Educational Materials

Certificate

Poster

Define

Quiz



Test Treat Cure Live

HEPATITIS C CURE DAY

Planning Toolkit

Welcome!

New York State (NYS) Hepatitis C (HCV) Cure Day is an annual event during May - National Hepatitis Awareness Month. Cure Day is an opportunity to celebrate those cured of HCV, encourage those at risk to be tested, and
motivate patients to initiate or continue their treatment.

The NYS Department of Health invites medical providers, community-based organizations, and patients to participate in NYS HCV Cure Day. This toolkit provides sample activities and resources that you can use when planning your event.

Thank you for your interest and participation!

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Event Planning: Things to consider

1. Secure meeting space

2. Who to invite

The purpose of this event is to celebrate those who have been cured of their HCV and encourage those who are at-risk or currently have HCV to engage in medical care. Invite current and former patients to share their stories and experiences with HCV care and treatment. This is a powerful motivator to many contemplating treatment as well as those currently on treatment. Invite peer educators, if your program has them.

It is recommended to include medical providers as presenters to address topics relevant to HCV care, treatment, life after cure, and general health and wellbeing. Patients appreciate hearing from their own medical providers and "champions" in the field. Invite guest speakers to participate in your Cure Day event.

Be sure that friends, family and others from the patient's support network are also included in the celebration!

Suggested presentation topics

- HCV treatment options
  - What to expect
- Personal stories related to engaging in care, going through treatment, adherence, overcoming barriers, lifestyle changes
- Nutrition- liver protective foods
- How to keep your liver healthy
- Risk reduction
- Life after cure
  - How to stay healthy
  - Prevent re-infection
  - Remain engaged in medical care; monitor liver
- Community resources

Potential speakers

- Physicians
- Nurse Practitioners
- Nurses
- Mental Health/Behavioral Health Specialists
- Substance use providers
- Social Workers
- Registered Dieticians
- Harm reduction staff
- Peers
- Community champions

3. Meeting refreshments

If possible, consider providing light refreshments or lunch. This is one way to get patients interested in attending, and for some patients who may be food insecure, serves as a nutritious meal. Consider soliciting community vendors to donate food for your event.

4. Motivational items and giveaways

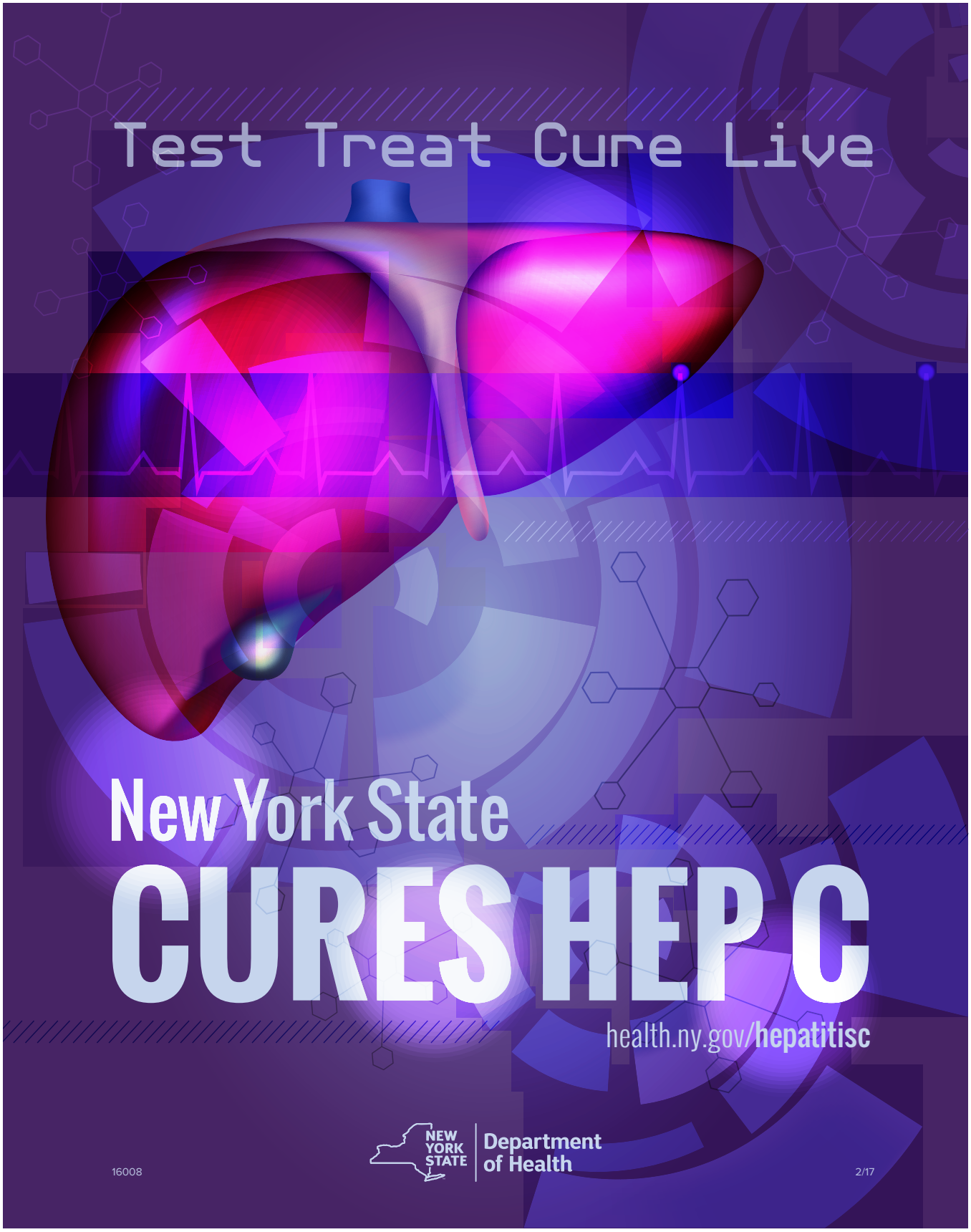
Consider purchasing motivational items and souvenirs. For example, some items may include: tote bags, t-shirts, customized HCV Cure pins and bracelets, pens, stress balls, MetroCards or bus cards.

5. Awards and certificates

See page 4 for an example of a Certificate of Cure. It is highly recommended that patients be presented with a memento celebrating their cure.

6. Additional activities and entertainment

- HCV testing
- Health education exhibits and materials (see HCV Educational Materials order form for free materials on page 15)
- Video testimonials
- “What HCV Cure Means to You” patient survey (see page 5)
- HCV games and quizzes (see page 6)
- Photo booth
- Art exhibits
- Music
- Dancing


Test Treat Cure Live
New York State
CURES HEP C
health.ny.gov/hepatitisc
NEW YORK STATE
Department of Health
16008
2/17

CERTIFICATE OF CURE

This certificate is awarded to

_____

in recognition of successfully completing Hepatitis C treatment and achieving cure.

Congratulations on your dedication and commitment to your health!

_____

NEW YORK STATE | Department of Health

What HCV Cure means to you

Print out this page and cut into three sections. Ask patients to write what being cured of Hepatitis C means to them. Invite them to share their responses or post them in a public space to motivate others to initiate or continue treatment.

In one or two words, what does being cured of hepatitis C mean to you?

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Hepatitis C Cure Day Quiz

Below includes a list of Hepatitis C-related questions. Consider creating a Hepatitis C quiz with prizes for those who participate in this educational activity!

1. What is a key organ in your body that helps make proteins, store vitamins and minerals, and filters your blood?

- ◯ a. Kidney
- ◯ b. Liver
- ◯ c. Stomach
- ◯ d. Heart

2. What is the chronic viral infection that affects 4 million Americans?

- ◯ a. Heart Disease
- ◯ b. Diabetes
- ◯ c. Hepatitis C
- ◯ d. HIV

3. Hepatitis is spread through _____ to _____ contact.

- ◯ a. Mouth to mouth
- ◯ b. Blood to Blood
- ◯ c. Genitals to genitals
- ◯ d. Both b and c

4. A _____ test will show you the number of Hepatitis C particles in your blood.

- ◯ a. Anti-body test
- ◯ b. Viral load
- ◯ c. MRI
- ◯ d. Ultrasound

5. What is the newest Hepatitis C medication?

- ◯ a. Harvoni
- ◯ b. Peg. Interferon
- ◯ c. Ribavirin
- ◯ d. Oxycotin

Hepatitis C Cure Day Quiz

Below includes a list of Hepatitis C-related questions continued from previous page.

6. What is a technology that takes a visual image of your liver, to determine if there is any scarring?

- ◯ a. MRI
- ◯ b. Mammogram
- ◯ c. Ultrasound
- ◯ d. Biopsy

7. There are a total of _____ major genotypes of Hepatitis C.

- ◯ a. Eight
- ◯ b. Six
- ◯ c. Two
- ◯ d. One

8. It is important to limit your consumption of _____ during your Hepatitis C treatment.

- ◯ a. Salt
- ◯ b. Alcohol
- ◯ c. Sugar
- ◯ d. HIV medication

9. There is a cure for Hepatitis C. (True or False)

- ◯ a. True
- ◯ b. False

10. For most, Hepatitis C treatment lasts from _____ to _____ weeks.

- ◯ a. 2 to 6 weeks
- ◯ b. 24 to 48 weeks
- ◯ c. 8 to 12 weeks
- ◯ d. 12 to 24 weeks

Hepatitis C Cure Day Quiz

Below includes a list of Hepatitis C-related questions continued from previous page.

11. What is the most common side effect of Harvoni, the new Hepatitis C medication?

- ◯ a. Diarrhea
- ◯ b. A headache
- ◯ c. Depression
- ◯ d. Insomnia

12. What disease can viral Hepatitis lead to?

- ◯ a. Kidney disease
- ◯ b. Liver cancer
- ◯ c. Diabetes
- ◯ d. Heart disease

13. You can get re-infected with Hepatitis C once you finish treatment. (True or False)

- ◯ a. True
- ◯ b. False

14. What is the final stage of liver damage?

- ◯ a. Cirrhosis
- ◯ b. Fibrosis
- ◯ c. Hepatitis
- ◯ d. Cancer

15. What is the term for when you take your medication as prescribed by your doctor?

_____

Hepatitis C Cure Day Quiz

Below includes a list of Hepatitis C-related questions continued from previous page.

16. What populations are most affected by Hepatitis C?

- ◯ a. Baby boomers (people born between 1945-1965)
- ◯ b. People who inject drugs (now or ever)
- ◯ c. People who have gotten an organ transplant before 1992
- ◯ d. All of the above

17. When is National Hepatitis C testing day?

- ◯ a. June 5th
- ◯ b. May 5th
- ◯ c. June 20th
- ◯ d. May 19th

18. There is a Hepatitis C testing law in New York State. (True or False)

- ◯ a. True
- ◯ b. False

19. When is World Hepatitis Day?

- ◯ a. July 25th
- ◯ b. July 28th
- ◯ c. July 15th
- ◯ d. July 2nd

20. What types of Hepatitis have a vaccine?

- ◯ a. Hepatitis A and B
- ◯ b. Hepatitis A only
- ◯ c. Hepatitis B only
- ◯ d. Hepatitis C

Source: Mount Sinai St. Luke's Roosevelt Hospital

Hepatitis C Cure Day Quiz: Answer Key

1. What is a key organ in your body that helps make proteins, store vitamins and minerals, and filters your blood? **b. liver**

2. What is the chronic viral infection that affects 3.2 million Americans? **c. Hepatitis C**

3. Hepatitis is spread through _____ to _____ contact. **b. blood to blood**

4. A _____ test will show you the number of Hepatitis C particles in your blood. **b. viral load**

5. What is the newest Hepatitis C medication? **a. Harvoni**

6. What is a technology that takes a visual image of your liver, to determine if there is any scarring? **c. Ultrasound**

7. There are a total of _____ major genotypes of Hepatitis C. **b. six**

8. It is important to limit your consumption of _____ during your Hepatitis C treatment. **b. alcohol**

9. There is a cure for Hepatitis C. (True or False) **a. True**

10. For most, Hepatitis C treatment lasts from _____ to _____ weeks. **d. 12 to 24 weeks**

11. What is the most common side effect of Harvoni, the new Hepatitis C medication? **b. A headache**

12. What disease can viral hepatitis lead to? **b. Liver cancer**

13. You can get re-infected with Hepatitis C once you finish treatment. (True or False) **a. True**

14. What is the final stage of liver damage? **a. Cirrhosis**

15. What is the term for when you take your medication as prescribed by your doctor? **"treatment adherence"**

16. What populations are most affected by Hepatitis C? **d. All of the above**

17. When is National Hepatitis C testing day? **d. May 19th**

18. There is a Hepatitis C testing law in New York State. (True or False) **a. True**

19. When is World Hepatitis Day? **b. July 28th**

20. What types of Hepatitis have a vaccine? **a. Hepatitis A and B**

Social Media Messages

FACEBOOK POST: Everyone should know their hepatitis C status, especially people born between 1945 and 1965 as well as those who inject drugs. Patients across NYS are getting tested, treated and cured.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/

TWEET: #Providers, help promote awareness that hepatitis C can be cured. Have at risk patients get tested and treated.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/

TWEET: #Providers, talk to at risk patients about the need to get tested for hep c.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/

TWEET: Celebrate those cured of HCV! Help others get tested and treated.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/

Overall Health

TWEET: Alcohol accelerates liver damage in people who are living with Hepatitis C.
www.sciencedaily.com/releases/2016/05/160510134258.htm

TWEET: The newest treatments out today provide a cure! Ask your doctor about what Hepatitis C medication is right for you.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/

Virus Information

TWEET: About 3.9 million people in the United States have chronic Hepatitis C, and more than 1.2 million have HIV. About 1 in 3 Americans infected with HIV are also infected with Hepatitis C. Speak to your doctor.
www.cdc.gov/hepatitis/hcv/cfaq.htm

TWEET: It is possible for some people to spontaneously clear the virus. According to the CDC, approximately 15-25% of people clear the virus without treatment and do not develop a chronic infection. Speak to your doctor.
www.cdc.gov/hepatitis/hcv/hcvfaq.htm

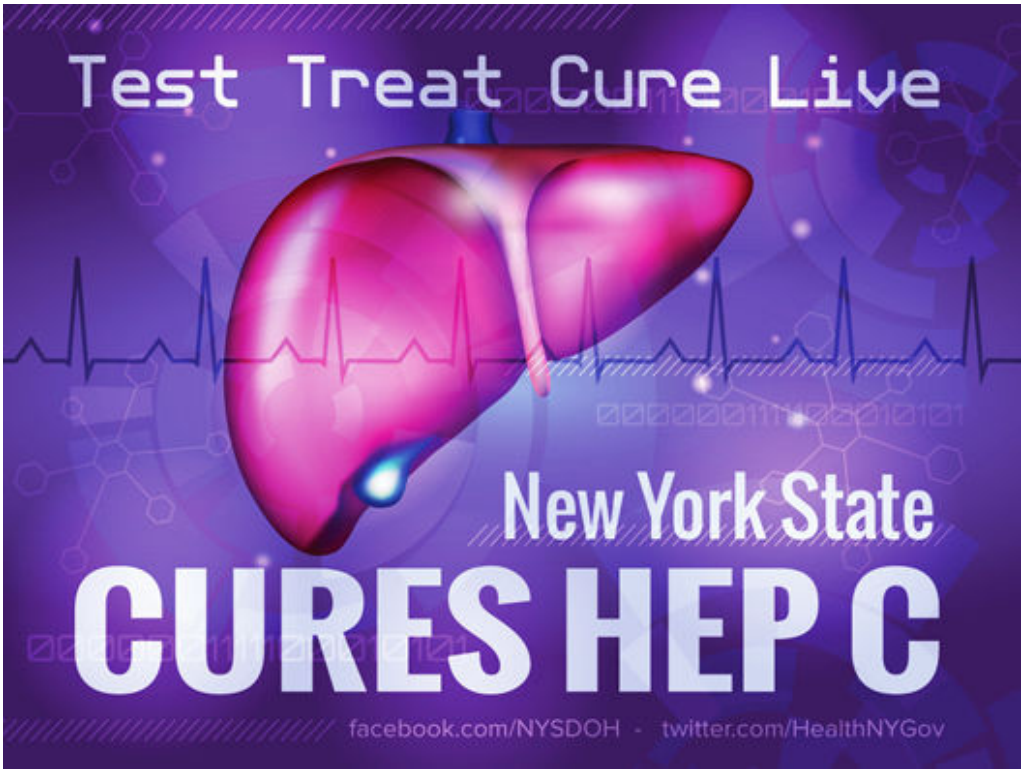
Testing Information

FACEBOOK POST: May is Hepatitis C Awareness Month! It is estimated that 50% of people with Hepatitis C do not know their status. Those who are most at risk are people who were born between 1945 and 1965 or who have ever injected drugs. Everyone can know their hepatitis C status. People across New York are getting tested, treated and cured. Find a testing site today:
https://www.health.ny.gov/hcvScreeningProgram

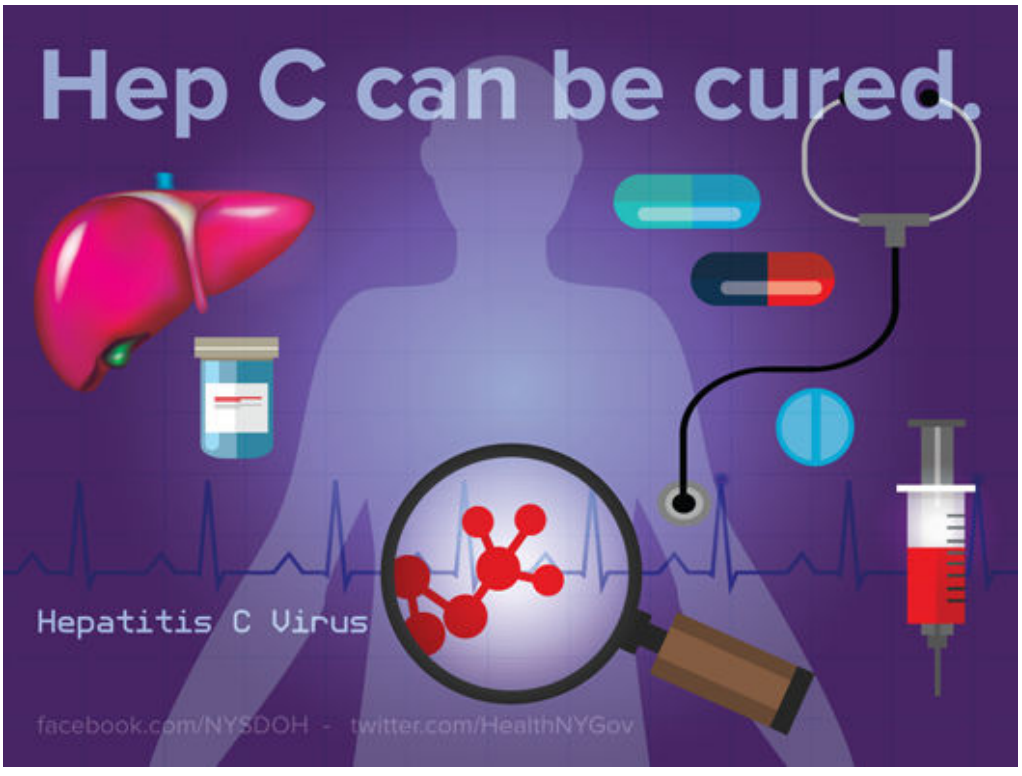
TWEET: It is estimated that 50% of people with Hepatitis C do not know their status. Everyone should know their status – get tested today.
#BeHCVAware #HepatitisCAwarenessMonth
https://www.health.ny.gov/hcvScreeningProgram

Source: NYSDOH & Mount Sinai St. Luke's Roosevelt Hospital

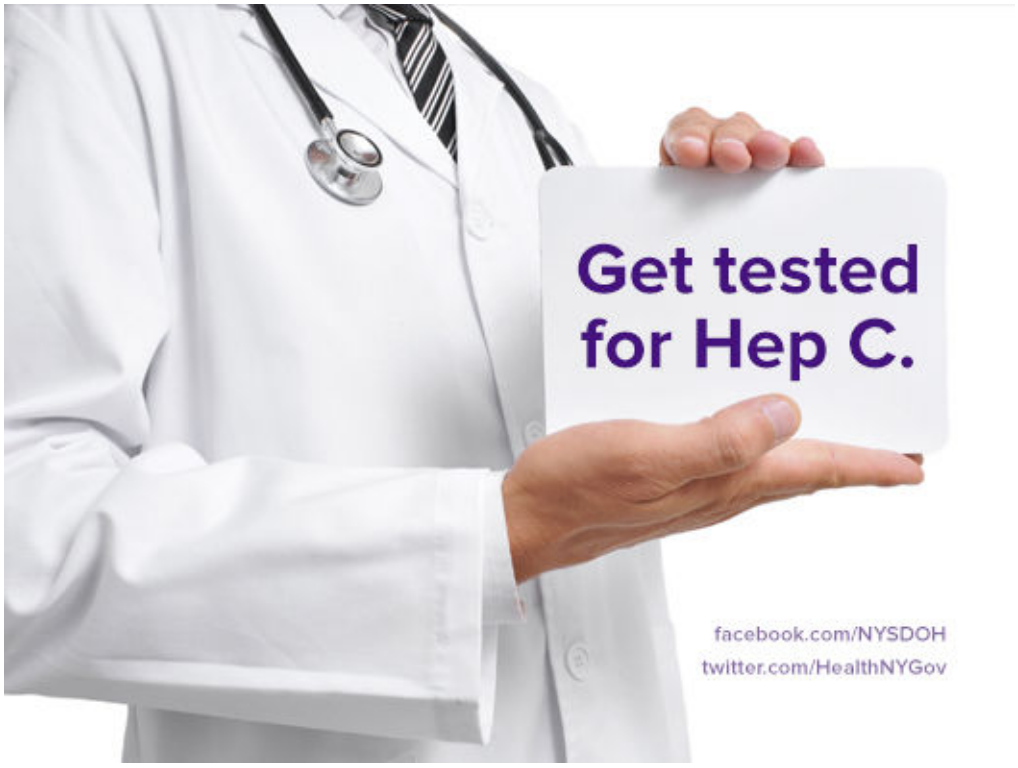
Graphic Posts



Everyone should know their hepatitis C status, especially people born between 1945 and 1965 as well as those who inject drugs. Patients across NYS are getting tested, treated and cured.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/



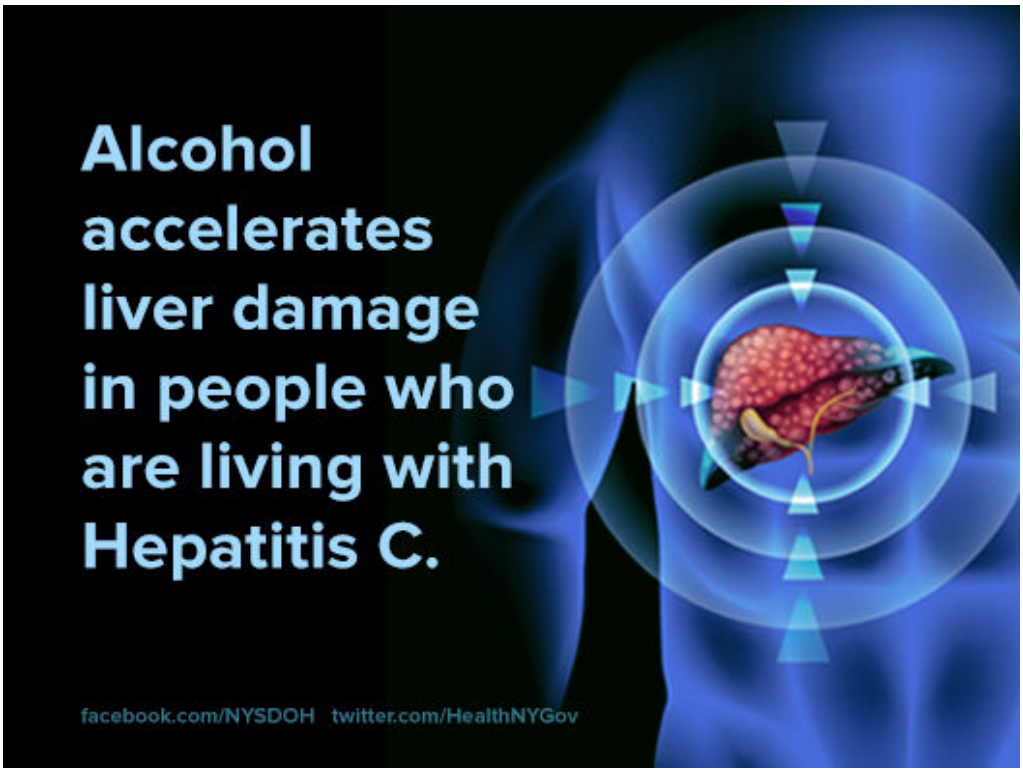
Providers, help promote awareness that hepatitis C can be cured. Have at risk patients get tested and treated.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/



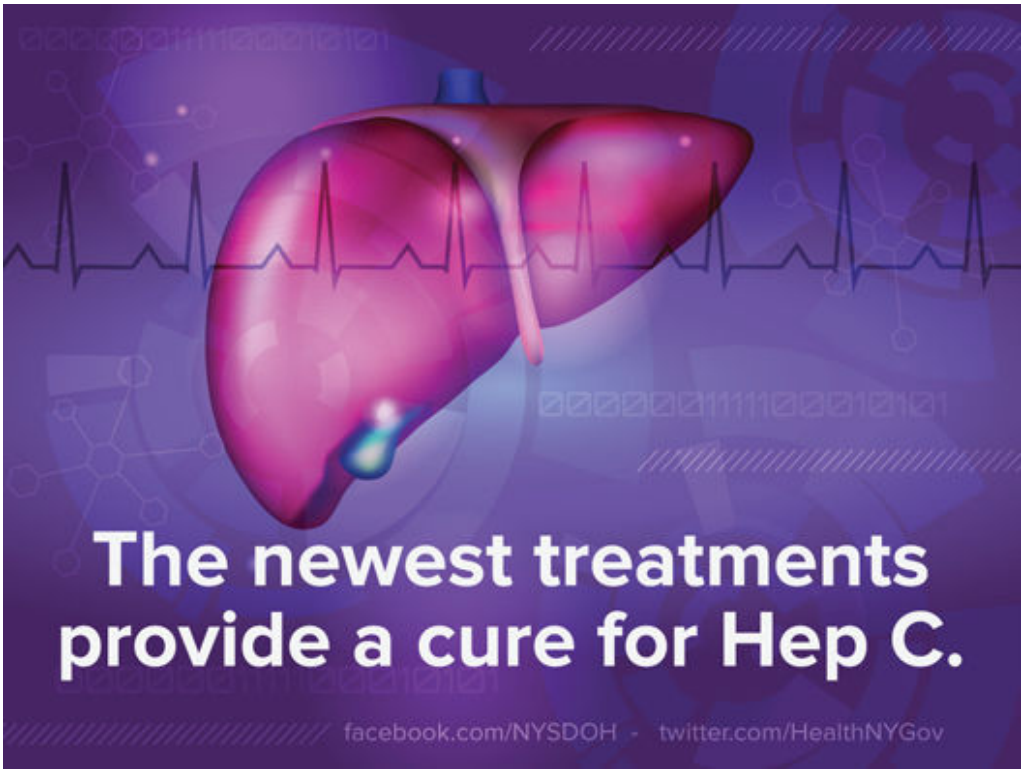
Providers, talk to at risk patients about the need to get tested for hep c.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/



Celebrate those cured of HCV! Help others get tested and treated.
www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/



Alcohol accelerates liver damage in people who are living with Hepatitis C.
www.sciencedaily.com/releases/2016/05/160510134258.htm



The newest treatments out today provide a cure! Ask your doctor about what Hepatitis C medication is right for you. **www.health.ny.gov/diseases/communicable/hepatitis/hepatitis_c/**

Hepatitis C Cure Day Materials Order Form

INSTRUCTIONS FOR ORDERING BULK MATERIALS FOR NEW YORK STATE RESIDENTS:

1. Please select only one (1) quantity per item.
2. Please complete the address label on the last page. Be sure to print clearly. ALL orders must include a street address. Bulk orders will not be delivered to post office boxes.
3. TO ORDER: Email the form to: OGS.SM.GDC@OGS.NY.GOV OR Mail the form to: NYSDOH Distribution Center, PO Box 343, Guilderland, NY 12084-0343

TITLE (select one)	CODE #	QUANTITY		
NY Cures Hep C Appointment Reminder Card	16004	◯ 25	◯ 50	◯ 100
NY Cures Hep C Certificate *fillable form available online	16005	◯ 10	◯ 30	◯ 50
Test/Treat/Live/Cure Button	16006	◯ 25	◯ 50	◯ 100
NY Cures Hep C Sticker	16007	◯ 25	◯ 50	◯ 100
NY Cures Hep C Poster	16008	◯ 2	◯ 4	◯ 6
NY Cures Hep C Poster-Blank Space *fillable form available online	16018	◯ 2	◯ 4	◯ 6
Hep C Cure Day Toolkit	16009	◯ 2	◯ 4	◯ 6

(If other quantities are desired, please contact hepabc@health.ny.gov)

Additional Hepatitis C-related educational materials are available at http://www.health.ny.gov/forms/order_forms/hepatitis_education.pdf

ADDRESS LABEL (please print or type)

NAME

ORGANIZATION (if applicable)

STREET

CITY STATE ZIP

Toolkit Evaluation

Thank you for participating in NYS Hepatitis C Cure Day! Please take 1-2 minutes to complete this evaluation. Your feedback will help us understand how the toolkit is being used and ways to improve it.

Please return this form to hepatabc@health.ny.gov or fax to (518) 474-2749.

Your Name: _____

Your Organization: _____

Phone Number/ Email Address: _____

1. What activities were conducted as part of your Cure Day event?

2. How many people participated in the event?

3. Is this toolkit user-friendly?

4. What other materials would be helpful to include in this toolkit?

5. Did you take photos during your event? If so, please consider sharing some photos with us. You can include these in your email or fax.

THANK YOU!



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