



## ***It's Your Right* Campaign – Live Free of Hep C**

The elimination of hepatitis C in a priority group, people who inject drugs, is the goal of a new campaign to be rolled out across Australia over the coming months.

The '*It's Your Right*' campaign will use billboards, posters, street advertising, social media, and a dedicated website to raise awareness about new, simple, and effective treatments for hepatitis C among people who currently inject to encourage them to connect with their local peer drug user organisation. We want to let people know that the new treatments are easier, have less side effects, can be done while using drugs, and that people can be treated again, and again.

Peer networks and outreach activities will also play an important role in the campaign which is being supported by the Eliminate Hepatitis C Australia Partnership (EC Australia) led by Burnet Institute, and the Australian Injecting and Illicit Drug Users League (AIVL).

This campaign is about building connections between services that work very closely with people who inject to promote the benefits of the new cures, and where they can go for hep C treatment. It's utilising networks around the peer-led drug user organisations whose members have a lived experience of hep C or injecting drug use and who know their audience best. We will have peers out on the ground promoting hep C treatment to people who are injecting and making sure that they know they can access it. Many of these peer-led services will also provide point of care testing and incentives as part of the linkage to care as well.

*It's important for people to understand that hep C treatment can cure you of the virus, it can get rid of it from your body in around 12 weeks, and everybody has the right to access this treatment across Australia.*

The campaign was designed with and for people who inject drugs. EC Australia and AIVL are proud partners of the *It's Your Right* campaign and we would like to acknowledge all the support and work that our implementation partner organisations have put into rolling out the campaign. Our partners and collaborators include:

- Burnet Institute and EC Australia
- Australian Injecting and Illicit Drug Users League (AIVL)
- National AIVL Peer Network
- Canberra Alliance for Harm Minimisation and Advocacy (CAHMA)
- Harm Reduction Victoria (HRVIC)
- Hepatitis ACT
- Hepatitis NSW
- Hepatitis SA
- Institute for Urban Indigenous Health (IUIH)

- Northern Territory AIDS and Hepatitis Council (NTAHC)
- NSW User and AIDS Organisation (NUAA)
- Peer Based Harm Reduction WA (PBHRWA)
- Queensland Injectors Health Network (QuIHN)
- Enigma Media

*It's Your Right* launched in April across Northern Territory, South Australia, and Queensland, it then launched in Western Australia and ACT in June. We are getting ready to launch in Tasmania, Victoria and New South Wales in August.

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