

Hep C Inside and Out: Prevention for Inmates/Re-Entry Populations

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Hep C Connection

Hep C Connection

- Denver based non-profit formed in 1995
- Public Awareness and Prevention
- Support Network
- Hepatitis Help Line 800-390-1202
- Advocacy
- Website: www.hepc-connection.org

Opening Doors

"Didn't hear nothing about hep C. I had heard about HIV. Didn't even think about hep C. It snuck in through the back door."



Why A Video for Offenders?

- Hep C rates in corrections: 12 to 39% vs. 1.8% in the general population
- Revolving door population
- Risks to correctional staff
- Inexpensive way to reach inmates with low literacy skills
- Letters, lots and lots of letters

Letters from Inmates

- 499 Letters were tabulated
- Main request was for “any information”
- Inmates want info for themselves, family members, cellmates
- Inmates aware of how prevalent HCV is within the correctional system

Advantages of Using Video for Health Education

- High impact
- Capable of being widely disseminated
- Portable, inexpensive
- Connects with target audience
- Can be viewed again and again
- Particularly useful with “captive” audience

Teachable Moment

"In some ways, jail is a pause that allows individuals to think about their life. This video says you can live with hepatitis C and not be afraid to get tested."

Inmate, DOC
Canon City, CO
July 2005

Collaboration Made it Happen

- Awareness Alliance
 - Mountain Plains AIDS Education & Training Center
 - Center for Research Strategies
 - Little Voice Productions
 - Hep C Connection
- Featured experts

Labor of Love

- Took more than a year of work to complete production
- Spent \$25,000 on production, duplication, mailing costs
- Marketing/distribution on-going learning experience

Developing the Messages

- American Jail Association
- Colorado Jail Association
- Focus groups with ex-offenders

E-Mail Survey

American Jail Association

- Most respondents were unaware of any similar products focusing on HCV
- Wanted short, easy to understand format
- Medical staff very receptive to anything that would help inmates
- Videos are in regular use in jails and are shown at different venues

Colorado Jail Association

What risk behaviors are of most concern in your facility?

- Tattooing 79%
- Fighting 79%
- Sexual Activity 50%
- Injecting Drugs 43%

Focus Group with IDU ex-offenders

- *Important to teach people how it spreads—many misconceptions on the street*
- *Make it so they identify with who is on the screen—diverse*
- *Those 14 minutes have to be powerful. If you have 30 people watch it, it will be all over the jail by the next day*
- *Needs to grab their attention—people who look sick, motivate them to walk to the clinic*

Protection Motivation Theory

- Severity of threat: Hep C can make you sick
- Vulnerability of threat: You are at risk because of your behaviors
- Response efficacy: You can avoid getting infected or improve your health if already infected
- Self-efficacy: You have the ability to engage in the recommended behavior

(R. W. Rogers 1983)

How could the project be integrated into the system

- Peer educators
- Movie night, day rooms
- Intake/orientation and discharge
- Health classes and medical screening
- Community corrections groups
- Youth detention centers

Lessons Learned

- Audiences liked:
 - Lots of information packed into a short piece
 - Learned new info
 - Diversity of people featured, could relate
- Audience wanted:
 - Longer in length, more detail
 - Variety of music
 - More resource information

Correctional Staff Concerns

- What if everyone wants to get tested?
- What if everyone wants to get immunized?

Lessons Learned

- HealthONE Alliance Grant awarded in July 2005 to conduct evaluation of:
 - Increased knowledge about HCV, awareness of resources, prevention strategies
 - Change in attitude and behavior: intent to get tested, vaccinated, drug treatment, risk reduction

Increase in Knowledge

N = 185

If you are worried about having Hep C, you should get tested.	True 94%	False 2%
It's okay to drink alcohol if you have Hep C.	2%	95%
If you have Hep C, there are no treatments.	15%	81%
Sharing needles and works can pass Hep C to others.	97%	1%

26% Admitted History of IDU

Attitude and Behavior Change

	Yes	No	N/A
I know more about how people get it.	90%	5%	0%
I know more about how to keep myself safe from getting it.	91%	3%	2%
I know where to get help for Hep C.	89%	2%	4%
I plan to get tested for Hep C.	60%	18%	17%

Attitude and Behavior Change

	YES	NO	N/A
I plan to see a doctor about Hep C.	53%	23%	18%
I plan to get immunized for Hep A.	56%	20%	18%
I plan to get immunized for Hep B.	57%	19%	18%
I plan to attend a support group.	29%	40%	23%

Take it Home with You

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