

Beyond Syringe Access: Adapting Needle Exchange Programs to HCV Prevention

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HCV Prevention as a Marketing Issue

- Understand the market
- Barriers to entry
- Packaging the product
- Crafting effective messages
- Diffusion, penetration, uptake



Lessons from HIV Prevention

Essential elements contributing to reduced HIV infections in IDUs:

- Community mobilization
- Syringe access
- Widespread HIV testing

(stigma reduction, HIV treatment, methadone...)

Community
Mobilization:
Collectivize
the Issue

Our People, Our Problem:

Hepatitis
C

It's time to start talking.

Hepatitis C Harm Reduction Project
<http://www.hepcproject.org>

HOW CAN YOU PREVENT HEP C?



**IF YOU SHARE YOUR DRUGS,
DON'T SHARE YOUR BLOOD**



Works, sets, rigs, gizmos. Cooker, spoon, cotton, filter, water. Whatever you call them, use them safely when you inject drugs. Hepatitis C is a virus spread through blood that can cause liver disease. So go to a needle exchange or ESAP pharmacy and take care of yourself and your friends: use a new set each time you inject.



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Your Life is worth it

Craft
Effective
Messages

From
Needle-
Sharing
to Blood

It's All About the Blood



Prevent Hepatitis C

3 x 3 to Prevent Hep C

Syringes, Sharing, Status

Sharing:

1. Don't share needles – get your own, use your own.
2. Share safe – use a new needle to dissolve the drugs.
3. Keep an eye on your equipment – blood gets in used cookers, cotton, and water. And watch out for blood on surfaces and tourniquets.

LIVING LARGE, GOOD.
LIVING LONG,
BETTER.



KNOW THE SCORE SEE A DOCTOR
ABOUT **Hepatitis C**

Hepatitis C is a virus that can cause serious liver damage. So what can you do if you have hep C? Talk to a doctor about getting tests to check your liver's health. Cut back on alcohol. And remember -- treatment can get rid of the hepatitis C virus: talk to your doctor, family, and friends about whether treatment is right for you.



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Your Life is worth it

Hep C
prevention
will matter
when care &
treatment
matters