

The Live Longer Project

Judy Norton



Program Mission

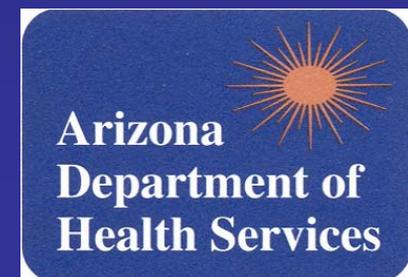
- To protect the health of all people in Arizona by decreasing HCV transmission and the risk of chronic liver disease through education, public awareness, prevention and management.

Arizona Overview

- Over 56,000 reported HCV cases
- State funding supporting staff
- Since 1998, redesigned in 2003
- Live Longer Project ran 12/03-5/04
- Used Milford CT model

Program Areas

- Surveillance – data collection and management
- Education – clients, persons at risk, providers, incarcerated
- Vaccination – hepatitis A and hepatitis B, public availability



Project Goals

- Educate newly diagnosed clients
- Avoid alcohol - #1 message
- Get vaccinated against A and B
- Provide resources and referrals
- Complete questionnaires

Communication Plan

- Sent letters to providers
- Sent over 2,000 letters-asking clients to call the Health Department -3 month lag time
- Developed questionnaire and messages
- Confidentiality – case number I.D.

Process

- Completed 955 client telephone surveys
- 60 interviews conducted in-person in state prison
- Distributed 660 education packets
- 49 completed a follow-up call within 3 months

Findings

- 25% were initially tested due to provider recommendation
- Many had already stopped drinking alcohol
- Self-reported risk factors: 38% intra-nasal, 36% IDU, 28% tattoo's, 17% transfusion, 14% veterans, 13% occupations

More Findings

- ~50% of the participants were unaware of their hepatitis C diagnosis
- Approximately 50% of the participants were not counseled on alcohol
- Those counseled by their Dr. about alcohol were likely to follow their Dr.'s advice

More Findings

- Initially, 9 out of 10 participants were not yet immunized against A and B.
- After counseling, 36% initiated vaccinations
- Only 44% of the participants knew their HIV status
- Most requested additional health education materials and community resources.

Modifications

- Contact only EIA reports with the letter
- Develop a new letter for those with viral load reports offering additional education
- Ease fear of HIV test results
- Identify unrepresented populations
- Focus on minority populations
- Work closely with Corrections

Love Your Liver and Live Longer



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