

“It’s really refreshing to be involved in something where our perspective and opinion was respected and taken seriously”: Co-designing *It’s Your Right*, a peer-led hepatitis C health promotion campaign for people who inject drugs

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WHAT IS IT’S YOUR RIGHT?

- First Australia-wide hepatitis C health promotion campaign to be co-designed with peer workers with living and lived experience of injecting drug use
- Aimed to increase hepatitis C testing and treatment uptake in people who inject drugs
- Co-designed from July 2019 – December 2021
- Co-design group included representatives from:
 - Australian Injecting Drug Users’ League (AIVL) Peer Network
 - Australian state-based peer-based drug user organisations
 - Burnet Institute and other research settings
 - Clear Horizon Consulting, an agency with expertise in co-design
 - Enigma, an advertising and marketing agency

METHODS

- The experience of being involved in the co-design process was examined as part of the evaluation of the *It’s Your Right* campaign
- Eighteen people were interviewed about being part of the co-design process
- Ten interview participants had living or lived experience of injecting drug use
- Documents relating to the co-design workshops (such as workshop plans, artefacts generated by the group, and meeting minutes) were also examined as part of the evaluation

FEEDBACK ON THE CO-DESIGN PROCESS

BENEFITS

- Living and lived experience at centre of design led to a campaign better tailored towards people who inject drugs
- Feeling of ownership over the campaign for co-designers who were also from implementing organisations
- Focus testing (Figure 2) allowed the opinions of the broader community of people who use drugs to be integrated into the campaign

“When we eventually got the posters in our hands ... that was just so rewarding ... The colours, the slogans, ... the whole style of the design of it, ... the way we wanted to say it, everything was perfect.” Peer worker

CHALLENGES

- COVID-19 – online working, delays to project
- Co-design process sometimes repetitive and took longer than some participants had anticipated
- Competing work priorities could lead to participation in the co-design process being de-prioritised

“We wasted a lot of time initially waiting for COVID to go away and that was ... because we didn’t want to do it online ...” Peer worker

CONCLUSION

Co-designing *It’s Your Right* with peer workers resulted in nuanced campaign messaging and design which resonated with people who inject drugs. Recommendations for future co-design activities include shortening the timeline for design, and adopting a hybrid co-design model combining online and face-to-face activities.

IT’S YOUR RIGHT CO-DESIGN PROCESS

The campaign co-design (and subsequent roll-out) was significantly impacted by the COVID-19 pandemic. After early face-to-face preparatory work, the pandemic was declared, resulting in a pause in the project before a shift to online working. Figure 1 outlines the timeline of the co-design process and key activities.

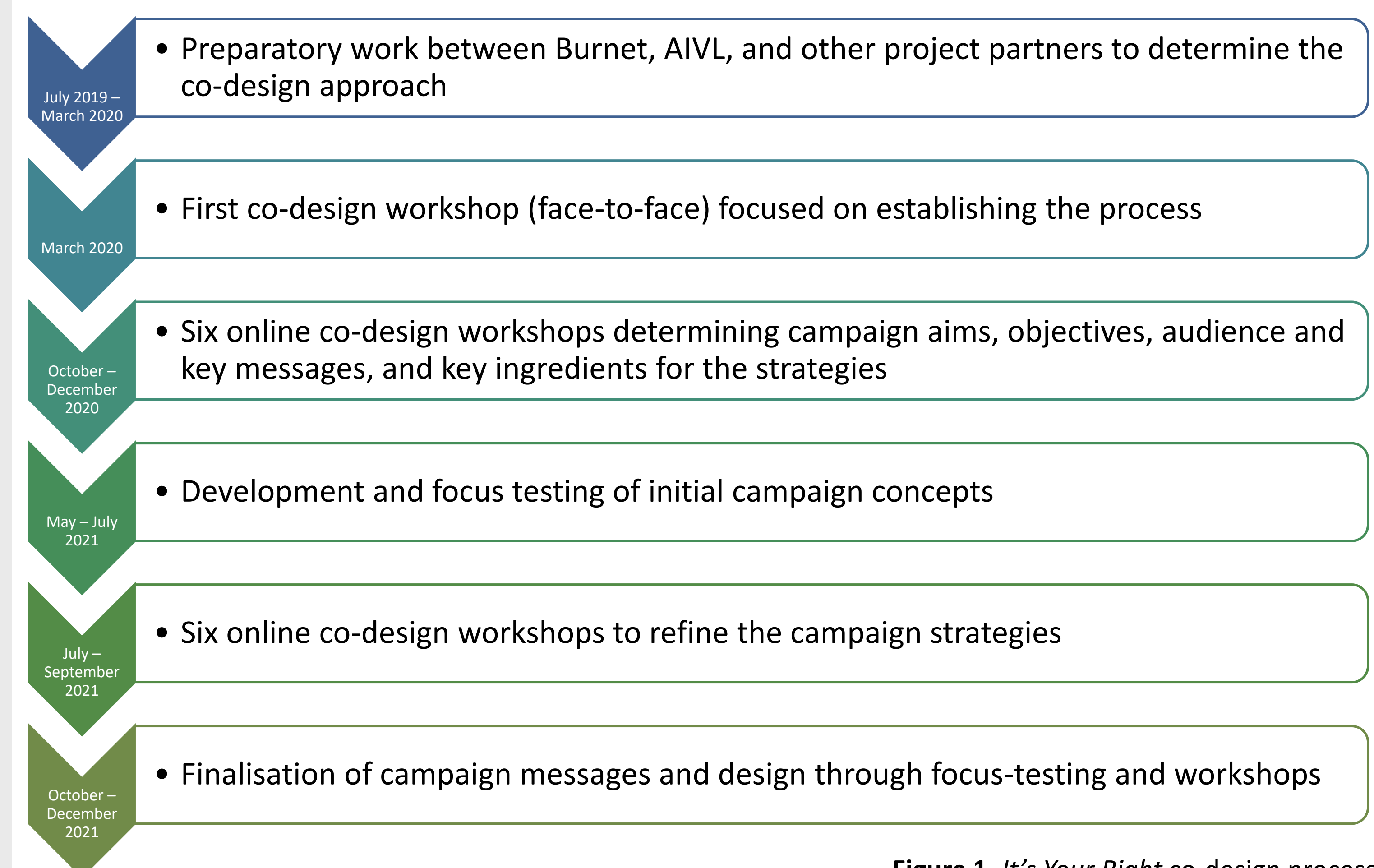


Figure 1. *It’s Your Right* co-design process

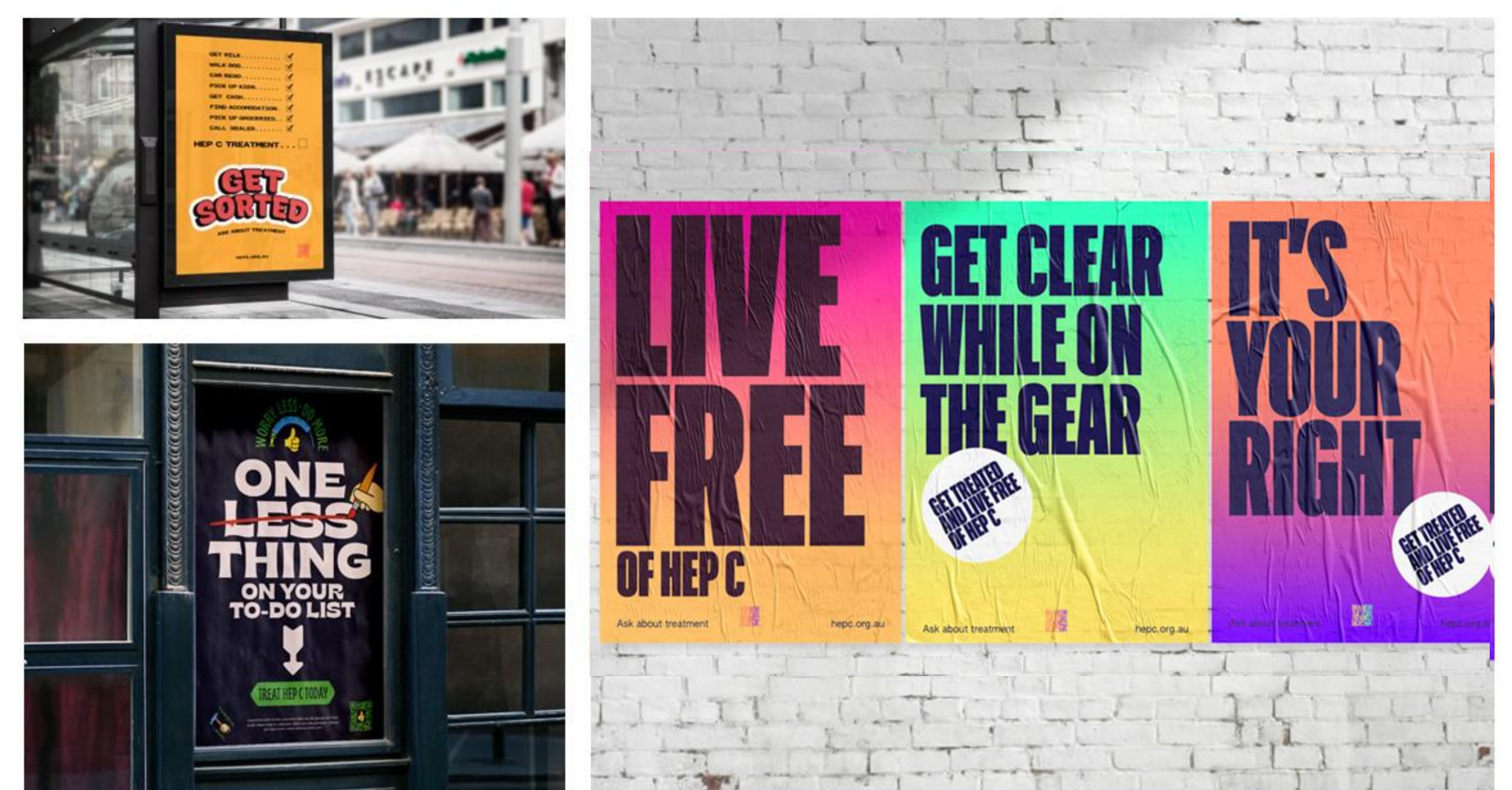


Figure 2. Campaign creative concepts developed through co-design and focus tested with community

RECOMMENDATIONS

- Shorter timelines for future co-design projects
- Adopt a hybrid model that utilises both online and face-to-face activities and workshops
- Increase diversity of voices and experiences – including more representation from Aboriginal and Torres Strait Islander people

“I would like to see it more face to face ... Happening quicker ... I think a hybrid kind of thing because there are some good things that come from the online part of it.” Peer worker

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