

Welcome...

to **C VIEW** the Greater Manchester Hepatitis C Strategy quarterly newsletter.

The purpose of this newsletter is to update you on the work of the various projects that make up the Hepatitis C Strategy. We will regularly report back on what's been happening and recent developments.

This publication will give you the chance to find out a bit more about hepatitis C and the work that the team here are doing to ensure that people across Greater Manchester get the best possible hepatitis C service.

If you have any comments or submissions for **C VIEW**, please contact:

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See page 2...
 for the latest
 update from the
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 Manchester
 Hepatitis C
 Strategy

Contact

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Making Services Better Across Greater Manchester

The Greater Manchester Hepatitis C Strategy's service redesign project intends to improve the effective use of resources and patient outcomes for people who have hepatitis C in Greater Manchester.

This is a very exciting project which presents a number of challenges including the 18 week target and managing throughput. An additional challenge is providing care to people from some of the high-risk groups for hepatitis C, who often have additional social problems such as English as a second language or substance misuse issues.

In November last year a proposal was accepted by the Greater Manchester Hepatitis C Strategy group to set up a hepatitis C service redesign project managed by the Commissioning Business Services (CBS). The project is led by Julie Cunningham, a Commissioning Manager from the CBS. The project group will prepare a business plan and design service specifications for an improved hepatitis C care pathway.



"The service redesign project is an extremely important part of the Greater Manchester Hepatitis C Strategy. The way this is being done has ensured a wide range of people are engaged with this important stage of implementing the strategy. This has provided a chance for people to be consulted before changes are made and enabled them to influence just how we will deliver services to people with hepatitis C in the future."

Dr Sheila Will, Lead Director of Public Health for the Greater Manchester Hepatitis C Strategy.

The scope of the project is to improve the care pathway from testing, through treatment and chronic disease management for adult services for people with hepatitis C. The CBS are funded by the Association of Greater Manchester PCTs to provide the local NHS with specialist support to improve the commissioning of health services.

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Hepatitis C



The Association of Greater Manchester Primary Care Trusts

International Conference is Excellent Value

This is the message from the 11th International Hepatitis C Conference which is taking place at the Lowry Hotel in Manchester on Monday 16th November.

"We feel that this conference is an important opportunity to showcase our own novel responses to the hepatitis C epidemic, whilst learning from around the world. We are extremely proud of the impressive conference programme."

said Siobhan Fahey, Programme Director for the Strategy.

To book your place, please contact Mainliners on 020 7022 1890, visit www.hepc09.org.uk or email iosullivan@mainliners.org.uk

The conference, which is run by national harm reduction charity Mainliners is organised in partnership with the Greater Manchester Hepatitis C Strategy and the University of Manchester will give a true global overview of the challenges and issues faced by a range of stakeholders in the prevention and treatment of hepatitis C.

Initial plans to hold an expanded three day conference had to be re-thought in light of the global credit crunch. However, the one day format is an exciting distillation of some of the key initiatives and directions that those engaged with the battle against hepatitis C have fought in at a local, national and international level. It will also benefit organisations in Manchester directly with service users allowed free access to the conference.

In addition to the global perspectives offered in the morning, the conference will close with a special evening session. This will outline the various national and regional plans active across the UK, giving delegates access to some of the key players that shape the debate.

**The conference now
represents unbeatable
value for money running
from 9am till 7pm and
costing just £175.**

The Greater Manchester Hepatitis C Strategy, which is the only funded targeted strategy against the virus in England or Wales, will benefit directly from the wealth of experience and opportunities that a gathering such as this represents. Local services and patient groups will be encouraged to become involved in aspects of the conference to underscore their issues and highlight good practice.



"We are delighted that in a year that marks the 20th anniversary of the founding of Mainliners we can help push the hepatitis C agenda further, both nationally and internationally."

"Building on the successful contacts we have forged in the North West, the conference also represents the tangible benefits of partnership working amongst various sectors to ensure that the full range of tools are made available to stop the spread of the virus and give the support to those affected."

David Badcock, CEO of Mainliners (pictured above).

Update from Dr Erika Duffell, Chair of the Strategy group

2009 continues to be a busy year for everyone involved with hepatitis C in Greater Manchester. The service redesign project is progressing well through the hard work of the Commissioning Business Service and Siobhan and the contribution from other key individuals and organisations. Everyone's involvement with this project is extremely important and very much appreciated.

Hepatitis C activity in the prisons in Greater Manchester has taken off following the appointment of Jayne Dodd as the Prison Specialist Hepatitis C Nurse earlier this year. There has been a general increase across prisons in the number of prisoners being tested for hepatitis C, referred for assessment and started on treatment.

Steven Miles, who has been working hard across Greater Manchester to develop patient support groups in the community, has worked alongside Jayne to set up a new support group in one of the prisons. Steven has plans to set up further groups in the other prisons.

The hepatitis C treatment guidelines which have been produced by the clinicians across Greater Manchester have been endorsed by the local NHS community and will be posted on the website in due course. These guidelines are a really important step towards ensuring equity in the provision of treatment services across the conurbation.

The Blood Borne Virus Research Team at the University of Manchester are making excellent progress with the needs assessment of preventative services which is nearly complete. The results of this work are important for both the service redesign project and the development of a robust local strategy around blood borne virus prevention.

Finally, the 11th International Hepatitis C Conference will take place on the 16th November 2009 at the Lowry Hotel in Manchester. We are very pleased that this conference is to be held in Manchester this year and hope that as many of you as possible can attend to support this great event.

mainliners

*Cover story Service Redesign
Project Improves Performance
continued...*

The timeline of the project is 12 months; the project started on the 1st February 2009, and will be completed by February 28th 2010.

The Clinical Audit departments at Pennine Acute Trust, Central Manchester University Hospitals NHS Foundation Trust and Wrightington, Wigan & Leigh NHS Foundation Trust have undertaken to carry out a paper based review of all patients who attended the relevant clinics in March 2008. This will allow us to make some assumptions about the amount of hepatitis C activity that is being carried out in the acute trusts. We are also in the process of undertaking a number of stakeholder events to find out the consensus on what characteristics make up an ideal hepatitis C service.

The next step will be to work with PCT commissioners to decide the best care pathway for Greater Manchester following an option appraisal. The decision criteria will be based on patient outcomes, strategic targets, financial issues, budgetary issues, clinical outcomes and current targets. The preferred option will be taken by the Directors of Public Health through the *Process for Investment and Reform* in early 2010.

It is envisaged that the improved Hepatitis C Care Pathway, if the funding is approved, will lead to changes right across the health care system. The Hepatitis C Service Redesign Project, then, intends to do nothing less than revolutionise hepatitis C care in Greater Manchester for the better!

If you would like more information about this project please contact Siobhan Fahey, Programme Director for the Strategy, siobhan.fahey@hmrpct.nhs.uk

World Hepatitis Day 09

The Strategy team in partnership with the Greater Manchester Public Health Network ran a very successful publicity campaign entitled "What did you do back in the day?"

Based around World Hepatitis Day on May 19th the campaign raised awareness of the virus among people who have injected drugs in the past. A text message service and freephone number was set up in partnership with The Hepatitis C Trust enabling people who wanted more information to get in touch.

A series of radio adverts was also devised and aired throughout the month of May and GMG Radio Group ran the promotional campaign ensuring people heard about hepatitis C.



World Hepatitis Day saw the launch of the campaign with Rock Radio in Albert Square while inside the Town Hall, an event chaired by Dr Sheila Will showcased the work of the Strategy's sub-groups with the audience listening to speakers who had been through diagnosis and treatment talking about their experiences.

Across Greater Manchester hospitals, prisons and clinics got involved and ran hepatitis C awareness stalls and events.

For more information on the social marketing campaign the rationale, methodology and results, visit www.gmhepc.org.uk website where a full report will be available to download.

South Asian Audience

Summer saw the comms team visiting both the Manchester and Oldham Melas to raise awareness about hepatitis C, prevention and treatment among the South Asian audience.

Visitors to the stall were encouraged to fill in a questionnaire which revealed that 43% of respondents believed hepatitis C could be caught from dirty water and 33% thought it could be caught from eating street food.

Leaflets and merchandise were given out and a the team were on hand to give advice and information. The results from the Mela activity will be written up and published in due course.

The Department of Health Campaign aimed at South Asians relaunched this month. This follows emerging evidence that this population in England maybe at increased risk of infection. A dedicated website for patients with a South Asian background and health professionals can viewed at www.nhs.uk/hepatitisc/southasian



Hepatitis C in the News

July saw The Hepatitis C Trust publish 'Out of Control' a report following an audit of Strategic Health Authorities which estimated that 70% were failing to oversee the implementation of the 2004 Department of Health Hepatitis C Action Plan for England.

In the same month the North West HPA Viral Hepatitis Group published their report which examines the epidemiology of hepatitis C in the NW Region. The report demonstrates, using the best available epidemiological data, that hepatitis C prevalence is relatively high in the North West region and that the burden of disease associated with hepatitis C is increasing. This report will be available to download from www.gmhepc.org.uk

Top Rating from Primary Care Nurses

A workshop written and delivered by Sheila Wilson, Training Co-ordinator at Greater Manchester West Mental Health NHS Foundation Trust and Esther Pears, Lead Hepatology Specialist Nurse at Manchester Royal Infirmary attracted well over 100 delegates at the recent Nursing in Practice conference held at Manchester's Bridgewater Hall. The session provided practice nurses with an introduction to hepatitis C, prevention advice, testing issues and information on treatment.

The session was rated extremely highly with 81% of those who attended the session rating it 5 out of 5 and 27% naming it as the highlight of the whole event. As a result, the team are now looking at ways to build on this workshop and extend the training to primary care professionals across Greater Manchester.



New Peer Support Organisation Launched

August saw launch of a new voluntary organisation dedicated to improving support offered to people affected by hepatitis C in Greater Manchester.

'Greater Manchester Hep C Support' was set-up by people with first hand experience of hepatitis C, and has the aim of ensuring that peer support is widely available across Greater Manchester. Carl Curphey, newly-elected Chair of GM Hep C Support, said

"As a result of the implementation of the Greater Manchester HCV Strategy more and more people are being dry-blood-spot-tested, more and more people are starting the aggressive peg-interferon/ribavirin treatment. Now there will be somewhere for those affected to go for information, training and most importantly peer support. This is long overdue and much needed."



The organisation will be starting a weekly peer-support group on Tuesday 20th October, 5-8pm at Methodist Central Hall on Oldham Street (near Piccadilly Gardens) in the centre of Manchester.

The support group will provide information, advice and support for people with hepatitis C, whether they are newly diagnosed and want to know more about the condition, are about to undergo treatment and want support from people who have experienced treatment, or just want a bit of friendly support to help them cope with the effects of living with hepatitis C.

The group aims to provide help with making the kinds of lifestyle changes that can increase quality of life, such as learning to adopt a liver-friendly diet, coping with the side-effects of treatment, and taking an active role in treatment.

The support group will be free and open to anyone directly affected by hepatitis C (including people living with hepatitis C, their carers and close relatives).

New members will be warmly welcomed to the group without a prior invitation, but for more information please contact gmhepc@hotmail.co.uk or telephone 0161 275 7718

Research Forum to Open its Doors

The Greater Manchester Hepatitis C Strategy supports the building of a local body of knowledge to improve the care and understanding of hepatitis C and we are particularly interested in innovative responses to difficult to solve problems.

We are aware that new ideas often come from people who work in the field who do not necessarily have an academic background and may not be sure about how to take their ideas

forward. For this reason we are working with the Blood Borne Virus Team at the University of Manchester to hold quarterly Research Forums to assist people in building research ideas.

The Research Forum will be a place where you can discuss your research ideas with academics, find out about funding opportunities and keep up to date with journal articles.

The first Research Forum will take place on 22nd of October from 4.30-6pm at the University of Manchester and we look forward to welcoming as many participants as possible. Contact Dot Hynes on 0161 655 7451 or email dot.hynes@hmrpct.nhs.uk

Hepatitis C Advert

The Communications sub group are in the process of completing a one minute film to be shown in healthcare settings to encourage people to think about getting a hepatitis C test.

The advert, which continues the back in the day theme, will be shown in health clinics and surgeries once completed and tested and will promote the 0800 number and text messaging service. It will also be available for viewing on the Strategy's website.