

## **APPLYING BEHAVIOURAL INTERVENTIONS TO INCREASE HCV SCREENING RATES IN COMMUNITY DRUG TREATMENT SETTINGS**

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**Background:** The World Health Organisation global health sector strategy on viral hepatitis has set the goal of decreasing hepatitis C virus (HCV) incidence by 90% by 2030. Furthermore, recent advancements in antiviral treatments have elicited discussions towards meeting both local and global micro elimination goals. People who inject drugs (PWIDs) represent a significant proportion of the global HCV epidemic. While this demographic poses many challenges in public health settings, behavioural interventions can provide cost effective and scalable techniques to facilitate changing target behaviours within this population. The aim of this project is to test a range of behaviour change interventions to increase PWID HCV screening rates in community settings within the United Kingdom.

**Description of model of care/intervention:** This research project includes three independent interventions:

- i) An enhanced training module which will target health care professionals' (HCPs) motivation and capabilities to offer HCV screening. Specific behaviour change techniques include goal-setting, implementation intentions and visualisation exercises.
- ii) A written prompt for HCPs to offer screening to at-risk PWIDs during routine data collection.
- iii) Communications materials included in needle syringe packs distributed via exchanges and pharmacies.

**Effectiveness:** The research will be run in partnership with UK drug treatment service Change Grow Live (CGL).

The effectiveness of each intervention will be measured by three independent trials run in CGL centres across the UK. Effectiveness will be measured by comparing screening rates in a controlled experimental research design. Data will be analysed using the difference in differences statistical technique.

**Conclusion and next steps:** The experiment aims to generate evidence to share with policymakers about new cost effective and scalable ways to increase HCV screening among PWIDs in the community setting.

**Disclosure of Interest Statement: *See example below:*** The conference collaborators recognise the considerable contribution that industry partners make to professional and research activities. We also recognise the need for transparency of disclosure of potential conflicts of interest by acknowledging these relationships in publications and presentations.