



HEPATITIS EDUCATION PROJECT

# STRATEGIC PLAN

2024  
2026



## Mission

Leading the fight to end viral hepatitis

## Vision

A country free of viral hepatitis

## Overview

The Hepatitis Education Project works at the local, state, and national levels to eliminate viral hepatitis through advocacy, education, and low-barrier health services. Our priorities include increasing hepatitis B vaccination rates, improving linkage to hepatitis C treatment, and preventing overdose deaths.

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## Major Goals



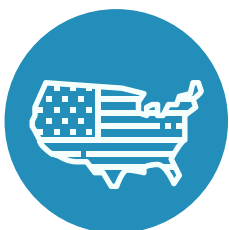
### Local

- Facilitate linkage to hepatitis C treatment for 1,000 people in King County
- Catalyze a countywide hepatitis B elimination initiative with a focus on convening partners to increase vaccination, testing, and linkage to care



### State

- Double annual number of hepatitis C treatment starts by Washington Medicaid recipients to 3,000
- Help realize the elimination of hepatitis C in Washington State prisons



### National

- Eliminate policy barriers and align incentives to increase viral hepatitis vaccination, testing and treatment
- Mobilize a community-led advocacy approach in support of proposed national HCV elimination initiative
- Champion knowledge sharing about viral hepatitis care for people who use drugs and incarcerated individuals

# ABOUT HEP

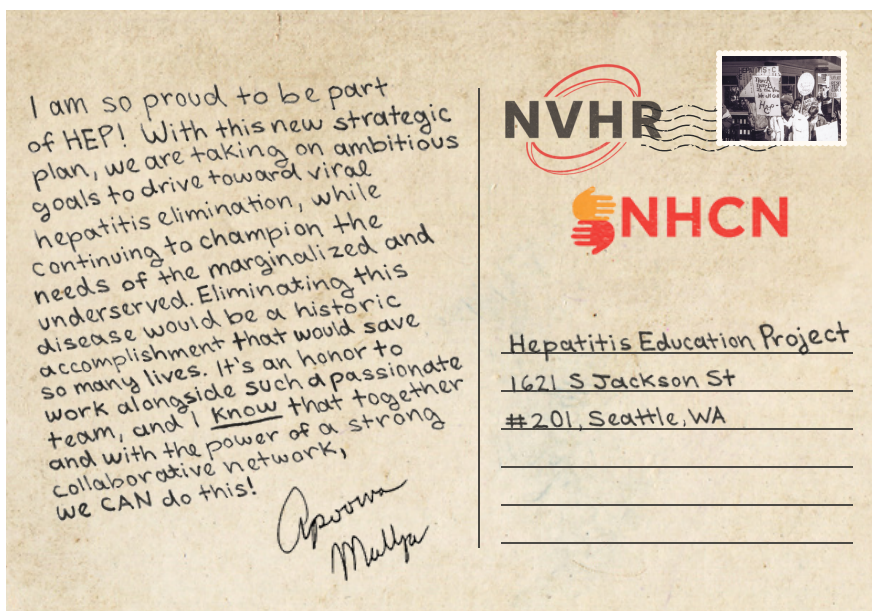


Since 1993, the **Hepatitis Education Project (HEP)** has been fighting to make viral hepatitis less deadly. What started as a support group for people living with chronic viral hepatitis has grown into Washington state's only 501c3 organization devoted to stopping this silent killer.

Hep·a·ti·tis - inflammation of the liver, primarily caused by hepatitis viruses, substance use, and autoimmune disorders

Even as the CDC reports "chronic liver disease and cirrhosis" as the ninth leading cause of death in the U.S. (56,585 in 2021), awareness of viral hepatitis and linkage to care remain severely lacking. Of the 3.3 million Americans estimated to be living with chronic hepatitis B or C, over half don't know their status. Unfortunately for those who do, knowledge is just part of the battle: only 1 in 3 people who test positive for hep C get linked to care, a rate that drops to 1 in 6 for anyone on Medicaid under 40.

Given that we already have the tools needed to eliminate these viruses, those numbers are unacceptable. Through outreach and within our space in Seattle's Central District, HEP provides vaccinations, testing, and other essential health services at zero cost to the public. Beyond our backyard, HEP's national arms—the National Hepatitis Corrections Network and the National Viral Hepatitis Roundtable—strive to ensure care reaches everyone who needs it no matter where they are.



Guided by tenets of harm reduction and health equity, our work prioritizes the needs of people who use drugs, those experiencing homelessness, and marginalized communities disproportionately impacted by viral hepatitis.



## Major Local Goals

- Facilitate linkage to hepatitis C treatment for 1,000 people in King County
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## Local Priorities

- Pilot and scale-up innovations to close gaps in linkage to care
- Strengthen existing partnerships and pursue new collaborations within high-impact settings to raise the number of people getting tested and treated for hepatitis C
- Build targeted partnerships to drive significant increases in hepatitis B screening and vaccination among the communities at highest risk for HBV
- Augment harm reduction work to respond aggressively to overdose crisis
- Serve as referral pathway for clients to other essential health and social services



## Major State Goals

- Double annual number of hepatitis C treatment starts by Washington Medicaid recipients to 3,000
- Help realize the elimination of hepatitis C in Washington State prisons

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## State Priorities

- Support Washington State Department of Corrections' hepatitis C elimination efforts by expanding training, raising awareness, tracking progress, and documenting successes
- Develop relationships with jails and identify pathways for linkage to care following release from jail
- Re-establish Washington State policy, advocacy, and coalition-building activities
- Provide technical assistance to groups working in high-impact settings seeking to expand HCV services and scale-up innovations to close gaps in linkage to care



## Major National Goals

- Eliminate policy barriers and align incentives to increase viral hepatitis vaccination, testing and treatment
- Mobilize a community-led advocacy approach in support of the proposed national hepatitis C elimination initiative
- Champion knowledge sharing about viral hepatitis care for people who use drugs and incarcerated individuals

## National Priorities

- Amplify innovative and emerging practices that could improve the delivery of viral hepatitis care
- Document and advocate for the removal of treatment access barriers, building on the Hepatitis C: State of Medicaid Access project
- Expand the reach and resources of the Hepatitis Network for Education and Testing and the National Hepatitis Corrections Network
- Grow and engage a diverse network of advocates on shared priorities and values, including the White House's proposed hepatitis C elimination initiative
- Propel the implementation of HBV screening and vaccination guidelines through payer engagement and establishment of quality measures

## Organizational Values

**Collaboration:** we cultivate connections that strengthen our ability to provide meaningful support.

**Compassion:** we strive to create an ethos of acceptance, understanding, and nonjudgment.

**Dignity:** the relationships we build are grounded in the appreciation for a person's autonomy.

**Innovation:** we develop impactful programming and services that are driven by the needs of those we serve.

**Health Equity:** we believe every person should have just and fair access to the care needed to live their healthiest life.

## Enabling Approaches



Diversify funding sources and finetune grants management processes to support full implementation of the strategic plan and ensure operational sustainability



Bolster decision-making by streamlining data collection, identifying benchmarks and targets, and routinely analyzing our metrics for insight



Foster more community engagement by reworking our physical space and creating pathways for community input



Improve collaboration and continuity by establishing standard workflows, centralizing key information, and optimizing internal communication



Increase vaccination, testing, and linkage to care by leveraging organizational partnerships and hiring additional personnel to support and expand staff capacity



Promote a positive workplace culture and improve overall staff experience by strengthening human resources and encouraging professional development opportunities