

THE CHOICE IS YOURS CAMPAIGN

# EVALUATION REPORT

**Author:** Lance Feeney, Consultant

Positive Life NSW: Suite 5.2, Level 5, 414 Elizabeth Street, Surry Hills NSW 2010  
Phone (02) 9206 2177 Email [contact@positivelife.org.au](mailto:contact@positivelife.org.au) Website [www.positivelife.org.au](http://www.positivelife.org.au)

*Images used in this publication are sourced stock photography and are used for illustrative purposes.  
They do not imply any particular HIV status, sexuality, attitudes or behaviours.*

# CONTENTS

<b>Executive Summary</b>	<b>2</b>
Background	3
Usage	3
What service partners told us	4
What PLHIV told us	4
Recommendations	5
Conclusion	5
<b>Scope of Evaluation</b>	<b>6</b>
Background to the campaign	8
Preparing for the roll-out of HIV community dispensing in NSW	8
<b>The Campaign</b>	<b>10</b>
Digital elements	11
Feedback from PLHIV on the microsite, electronic communications and poster	16
General feedback from the PLHIV focus group	19
Feedback from HIV service partners	19
Conclusion	21
<b>Appendices</b>	<b>22</b>
1. Historical context to HIV community dispensing	23
2. Access to HIV treatments advisory group	24
3. Microsite pages	25
4. Data	27
5. Downloads	28
6. Videos and communications	31
7. Poster	32

A photograph of a woman with short brown hair, smiling and looking to the left. The image is overlaid with a semi-transparent blue filter. The text 'EXECUTIVE SUMMARY' is positioned on the left side of the image.

# EXECUTIVE SUMMARY

## BACKGROUND

- This evaluation provides feedback from people living with HIV (PLHIV) and HIV service partners on the effectiveness of *The Choice Is Yours* campaign. The campaign was developed by Positive Life NSW (Positive Life) to meet the information requirements of PLHIV, HIV sector partners and community pharmacists, prior to and after rollout of HIV community dispensing services on 1 July 2015.
- The campaign comprises three communication elements: 1) a microsite located on the Positive Life website, 2) electronic communications to PLHIV and HIV service partners that link back to information on the microsite, and 3) a poster distributed to community pharmacies who dispense HIV medications.
- Campaign content was informed by results from an electronic survey that investigated the information needs and concerns of PLHIV prior to rollout of HIV community dispensing. It was also informed by the information needs of community pharmacies and pharmacists. Information was continuously updated to address implementation and rollout issues and to remain abreast of the changing needs of PLHIV and pharmacies.

## USAGE

- The campaign microsite was well utilised by PLHIV, HIV service providers and pharmacies/pharmacists.
- Between June 2015 and May 2017, the site attracted 4,593 unique visitors on 6,336 visits, and 25,429 pages were viewed. This would have included PLHIV and pharmacy staff.
- Analysis of page downloads from the microsite show that both PLHIV/HIV service partners and pharmacists downloaded information from the website. For example, between June 2015 and April 2017, the list of chemists dispensing HIV medications was downloaded 1,105 times and *The Choice is Yours* Factsheet (full version and plain English version) were downloaded 541 times. The co-payment consent waiver form was downloaded 445 times during this period.
- For pharmacists/pharmacies, the Pharmaceutical Society of Australia's factsheet was downloaded 1,339 times and the Gilead Ordering Communication 1,429 times.

## WHAT SERVICE PARTNERS TOLD US

- The campaign elements were well regarded by the National Association of People with HIV Australia (NAPWHA), ACON and HIV and Related Programs (HARP) Managers.
- Reference was made to the high degree of uncertainty existing during the period prior to and following rollout, and the need to provide accurate and up to date information to PLHIV and pharmacists.
- The campaign was described as timely, relevant, appropriately targeted, and containing accurate and unambiguous information for PLHIV and HIV service staff that supported clients and their partners/family members.
- The pharmacy map and pharmacy contact details were described as excellent and invaluable in identifying local pharmacies dispensing HIV medications.
- The campaign was also described by one service partner as raising awareness of HIV and PLHIV in the general community, reducing HIV invisibility and stigma of HIV.

## WHAT PLHIV TOLD US

### Microsite

- While all PLHIV (who were shown the microsite at a focus group) rated the content highly, only a couple were aware of the site or had used it.
- On review, the site was considered to be 'somewhat clunky' by the focus group and it was suggested that information could be more specifically targeted to particular audiences (PLHIV, HIV sector partners and pharmacists).
- It was also thought that content could be trimmed/condensed, with links provided to more detailed information. Community HIV dispensing has been in operation for more than a year and the need for information will have reduced.
- A microsite 'feedback' box was suggested to enable users to provide advice/suggestions for improvement.
- That the above points be taken into consideration when migrating content to a multi-composite microsite.

### Electronic communications

- Electronic communications (shout-outs, articles in LGBTI media and educational videos) were all rated highly and thought to be relevant and well targeted.
- However, achieving 'cut through' in a competitive social media environment can be challenging. Communications need to be eye-catching, short and to the point. They also need to be visually appealing to get noticed and have catchy subject lines.
- Communications need to be cross-promoted and there were questions why The Institute of Many (TIM) was not more utilised for Positive Life information feeds.
- A private Facebook page was suggested, as opposed to the public Positive Life Facebook page, to enable a portal for safe discussions between PLHIV about related issues.

### Poster

- The poster was thought to be eye-catching and effective. However it was only seen in inner-Sydney pharmacies.
- It was suggested that the addition of the NSW Ministry of Health logo or relevant Local Health District (LHD) logo would add gravitas to the poster.

# RECOMMENDATIONS

## Microsite

- Improve navigation from the Positive Life website home page to the microsite. Whilst *The Choice Is Yours* may be an appropriate title for a campaign about HIV community dispensing, PLHIV and HIV service partners require a more 'direct/intuitive' microsite title to improve navigation and search ability (for example, "Information about chemists dispensing HIV medication", or "find a chemist dispensing HIV medications in NSW").
- Improve campaign marketing, particularly to PLHIV. A minority of interviewed PLHIV were aware of the microsite and its extensive resources.
- When multiple audiences are accessing electronic information via a microsite such as *The Choice Is Yours* (i.e. PLHIV, pharmacists/professionals), target content to specific audiences.
- Condense information for PLHIV and pharmacists to essential facts (short and sharp) and provide links to more complex content.
- Incorporate a microsite feedback/suggestion box to enable continuous quality improvement.

## Electronic communications

- To 'cut-through' the deluge of competing social media, ensure content is eye-catching, relevant and has a catchy/relevant subject title.
- Strategically cross-promote electronic communications across platforms to maximise exposure/pick-up.
- Utilize TIM for important communication feeds to PLHIV.
- Consider a private Facebook page to facilitate secure discussion among PLHIV, as opposed to a one way/didactic information flow (from Positive Life to PLHIV).

## Poster

- The poster does not require a redesign; however an increase in the number of community pharmacies displaying the poster – particularly outside inner city locations, would be desirable.

# CONCLUSION

- *The Choice Is Yours* campaign provided PLHIV and pharmacists with a single access point of information. The rollout of community dispensing of HIV medication in NSW was relatively smooth. This was in some part due to *The Choice Is Yours* campaign. Few problems were reported to Positive Life and those that were, were quickly dealt with.
- Campaign materials were well utilised and regarded by PLHIV, HIV service partners and pharmacists in NSW. They were described as timely, relevant, appropriately targeted and containing accurate and unambiguous information for PLHIV and HIV service staff in an environment where there was a high degree of uncertainty and misinformation during the pre/post roll out of HIV dispensing services in NSW.
- A majority of PLHIV who were asked to provide feedback on the resources were unaware of the microsite.
- On review, improvements to the structure and usability of the microsite and electronic communications were suggested.
- The degree to which Positive Life decides to incorporate these suggestions will depend upon a range of factors, including the agency's priorities and capacity. However, the following recommendations can be considered both for the development of future information campaigns and during migration of *The Choice Is Yours* content to a multi-content microsite.

# SCOPE OF EVALUATION



This evaluation is intended to provide Positive Life staff and the Board with feedback from PLHIV and HIV service partners about the effectiveness of the Positive Life *The Choice Is Yours* campaign. The campaign was developed to meet the information needs of PLHIV, HIV sector partners and community pharmacists during the roll-out of HIV community dispensing in NSW.

Specifically, the evaluation examines:

- *The Choice Is Yours* microsite (structure, content, accessibility and usage) to determine: 1) what elements worked, and 2) if the content were to be migrated into a multi-content composite microsite, which elements need to be retained and which elements need to be discarded?
- Positive Life electronic communications to PLHIV and HIV service partners to determine: 1) if communications were successfully targeted, and 2) what worked and what needs to be done differently in the future?
- The impact of posters distributed to community pharmacies dispensing HIV medications to determine: 1) does there need to be a poster re-design, and if so, what features need to be changed, and 2) was the poster dissemination strategy successful, and if not, what needs to be changed?
- Generally, what lessons can be learnt from the campaign to improve the quality and reach of future campaigns and communication pathways.

## BACKGROUND TO THE CAMPAIGN

HIV medicines are subsidised by the Australian Government through the Highly Specialised Drugs (HSD) Program. HSDs are also known as s100 medications and are subject to strict prescribing and dispensing guidelines. Prior to 1 July 2015, dispensing of HIV HSDs were restricted to public and private hospital pharmacies. This restriction reduced patient convenience, particularly for working PLHIV, and adversely impacted on decisions to start treatment. It also impacted on adherence – PLHIV could only access HIV medication during hospital pharmacy opening hours (usually Monday to Friday 9am – 5pm).

In response to concerted advocacy from PLHIV organisations (Positive Life, ACON, NAPWHA, Australian Federation of AIDS Organisation [AFAO] and the NSW Ministry of Health) for an easing of these restrictive dispensing policies, the Australian Health Minister, Peter Dutton MP, announced in July 2014 that HIV community dispensing would be implemented from 1 July 2015. For further detail on the historical context, advocacy and interim programs implemented to improve HIV dispensing services (see Appendix 1).

## PREPARING FOR THE ROLL-OUT OF HIV COMMUNITY DISPENSING IN NSW

The need for a smooth and problem free roll-out of HIV community dispensing was well understood and appreciated by NSW Ministry of Health, HIV community organisations and HIV prescribing doctors. Positive Life was charged with the role of educating community and HIV sector partners about transitional arrangements and ensuring that implementation barriers were quickly identified and resolved.

The period immediately before and after implementation of HIV community dispensing in mid-2015 was one of uncertainty and confusion for PLHIV, HIV services, community pharmacists, and manufacturers and wholesalers supplying HIV medications. In this environment, Positive Life sought to clarify confusion and misinformation by developing an information portal that responded to the information needs of all groups and provide updates as issues were identified during roll-out.

### A leadership role for Positive Life

The 2014–2015 Positive Life Funding and Performance Agreement with the NSW Ministry of Health included key performance indicators to support improved community understanding about the transition from hospital based HIV dispensing to community based dispensing. They included:

- Developing a communication strategy for PLHIV and HIV sector partners on the benefits of community pharmacy dispensing
- Transitioning PLHIV from hospital to community pharmacy dispensing
- Working with the Albion Centre to transition PLHIV from the Enhanced Medication Access scheme to community pharmacy HIV dispensing
- Ensuring communication messaging was consistent for all PLHIV, including heterosexual, Aboriginal and culturally and linguistically diverse (CALD) populations.

To facilitate these objectives, Positive Life convened an advisory group (*Access to HIV Treatments Advisory Group*) in September 2014 to establish effective communication pathways and coordinate transitional education initiatives for PLHIV and HIV sector partners.

1. The Access to Treatment Advisory Group Terms of Reference and membership can be viewed at Appendix 2

## Identifying needs/barriers of PLHIV in relation to HIV community dispensing

To assess attitudes and barriers to the uptake of HIV community dispensing prior to roll-out, Positive Life surveyed 504 PLHIV in 2014. Nearly two thirds of survey respondents (64.84%) said they would consider using HIV community dispensing. However, approximately one third expressed concerns. Primarily, these concerns were about privacy and the expertise of community pharmacy staff to provide reliable advice on HIV medication related side-effects and drug interactions. It was therefore crucial to build PLHIV confidence in the ability of community pharmacies/pharmacists to provide an acceptable standard of HIV medications dispensing service.

The survey report<sup>2</sup> included nine recommendations<sup>3</sup>. The first and third recommendations specifically related to the development of *The Choice Is Yours* campaign. They were:

1. Support community understanding of the transition from hospital based HIV medication dispensing to community pharmacy dispensing.
2. Develop a communication strategy for PLHIV on the benefits of community pharmacy and local access to treatment that:
  - Describes the process of community dispensing of HIV medications in NSW after 1 July 2015
  - Addresses concerns about the privacy and confidentiality in community pharmacies, in particular community pharmacies in outer suburban and regional/rural areas of NSW, and provides information about access to complaint procedures and dispute resolution
  - Provides information on alternative postal and delivery options to EMA<sup>4</sup>
  - Ensure messaging is consistent for all PLHIV, including heterosexual, Aboriginal and CALD populations.

2. The Positive Life NSW - Dispensing of HIV Medications at Community Pharmacies in NSW - Consumer Survey Report 2014, <https://www.positivelife.org.au/images/PDF/2014/RP14-DispensingofHIVMedications-at-CommunityPharmaciesinNSW.pdf>

3. *ibid.* 4. The Enhanced Medication Access Scheme.

# THE CAMPAIGN

## DIGITAL ELEMENTS

The *Choice Is Yours* campaign materials comprise three primary elements. They include:

- a microsite containing a range of community dispensing information for PLHIV, HIV sector partners and community pharmacists;
- electronic communications to PLHIV and service partners; and
- poster for display in community pharmacies who elected to provide HIV medication dispensing services.

### The microsite

The *Choice Is Yours* microsite is hosted on the Positive Life website.<sup>5</sup>

The landing page includes optional tabs to further information. Also on the landing page is a link to the “*Patient Consent Form*” – which, when printed and signed by the prescribing doctor and PLHIV, permits HIV medications to be dispensed free of charge to eligible patients in NSW.



5. <http://thechoiceisyours.positivelife.org.au/>

Information on the microsite includes:

**What are my choices** - describes the three options available when accessing HIV dispensing services: hospital pharmacy, participating chemist, and from online pharmacies. A six page DL brochure is available for download and describes how to use community pharmacies to have HIV medications dispensed (a copy of the page can be found at Appendix 3, Microsite Pages).

**Will my privacy be breached** - provides information on confidentiality in community pharmacy settings. Pharmacy staff are required to adhere to professional standards. Information also includes links to the Health Care Complaints Commission, The Australian Health Practitioner Regulation Agency, The Privacy Commission and other privacy resources, should such complaint mechanisms become necessary (see Appendix 3).

**What will it cost** - describes the process to obtain a waiver of the co-payment fee. From 1 October 2015, eligible NSW residents with HIV can have the patient co-payment for their HIV drugs paid by the NSW Government. The information includes six steps to obtain the waiver (see Appendix 3).

**Find a chemist** - includes a map displaying community pharmacists dispensing HIV medications in NSW, south eastern Queensland, the NSW and Victorian border, and locations and contact details. The map is updated on a regular basis and participating pharmacies are either added or deleted. The page also advises PLHIV that community pharmacists should be able to advise on drug interactions, side effects and toxicity (see Appendix 3).

## Usage of the microsite

*The Choice Is Yours* microsite went live in June 2015. Table 1 below provides information on the number of unique individuals accessing the microsite between June 2015 and May 2017. Between June and December 2015, the micro site attracted 1,535 unique visitors who visited the site 2,398 times and viewed 14,088 pages. During the period January to December 2016, the microsite was accessed by 2,155 unique visitors on 2,809 occasions and 7,955 pages were viewed. Between January and May 2017, the site attracted 903 unique visitors on 1,138 occasions and 3,386 pages were viewed. A more detailed breakdown of statistic can be viewed at Appendix 4.

Data shows that activity on the site was at a maximum in the six months following the introduction of community HIV dispensing (June - December 2015) and then trailed off as PLHIV, HIV sector workers and pharmacists became familiar with HIV community dispensing procedures.

**Table 1: Activity**

Period	Unique visitors	Number of visits	Pages Viewed	Hits
June - December 2015	1,535	2,389	14,088	60,036
Jan - December 2016	2,155	2,809	7,955	38,119
Jan - May 2017	903	1,138	3,386	12,321

Statistical analysis of page downloads from the microsite can be seen in Table 2. It provides an overview of some of the information downloaded by PLHIV, HIV service providers and by pharmacies/pharmacists. The list of pharmacies was downloaded 1,105 times between June 2015 and April 2017 with the most activity happening in the first 18 months of community HIV dispensing. *The Choice Is Yours Factsheet* was downloaded 277 times and the plain English version 264 times. The Patient Consent Form (for waiver of HIV Patient Co-payment fee) was downloaded 445 times.

Downloading of information by pharmacists/pharmacies also provides a picture of activity on the microsite. Information prepared for pharmacists by the Pharmaceutical Society of Australia was downloaded 1,339 times during the June 2015 to April 2017 period, with a lot of activity (923 downloads) in the first six months of community dispensing. Similarly, the Gilead Ordering Communication was downloaded 1,429 times during the June 2015 to April 2017 period (see Appendix 5 for further detail).

**Table 2: Downloads**

Page	June - Dec 2015	Jan - June 2016	July - Dec 2016	Jan - April 2017	Total
Chemist List	413	289	238	165	1,105
The Choice is Yours factsheet <sup>6</sup>	108	62	63	44	277
Factsheet - Plain English version <sup>7</sup>	81	71	66	46	264
Waiver- Patient Consent Form	-	173	113	159	445
PSA HIV Community Pharmacy factsheet	923	80	143	193	1,339
PSA - Quick facts	89	66	61	46	262
Gilead Ordering Communication	347	531	315	236	1,429

6. THE CHOICE IS YOURS factsheet was a 6 page fold out DL brochure providing a range of important information for PLHIV about using community pharmacies to have HIV medications dispensed. A plain English version was also produced for CALD PLHIV and those with low literacy. <http://thechoiceisyours.positivelife.org.au/images/documents/The-Choice-Is-Yours-2015.pdf>

7. [http://thechoiceisyours.positivelife.org.au/images/documents/CHOICE\\_FactSheet\\_2015\\_Easy\\_English.pdf](http://thechoiceisyours.positivelife.org.au/images/documents/CHOICE_FactSheet_2015_Easy_English.pdf)

## Videos

Prior to and after the start of community HIV dispensing in 2015, Positive Life was asked to educate HIV service partners and community pharmacists on a range of issues and concerns from PLHIV that may have negatively impacted on access and satisfaction of PLHIV in relation

to community dispensing of HIV medications. Presentations were provided to members of the Australian Federation of AIDS Organisations (AFAO), AIDS Councils, community pharmacists and intern pharmacists. Videos of the presentations were available for viewing on the microsite. Table 4 provides detail of the number of times each video was viewed.

**Table 3**

Presentation	Audience	Number of views
Community Dispensing in NSW Presentation	Australian Federation of AIDS Organisations	150
HIV Medication Community Dispensing in NSW	Community Pharmacists	173
PLHIV Access to HIV Medicines in NSW	Pharmacy Interns	95
Community Dispensing in NSW Presentation	Pharmacists in Sydney LHD	73

## Electronic communications

Positive Life developed and distributed a range of electronic and print communications to PLHIV, HIV service providers and community pharmacists between 20 April 2015 and 20 September 2016. Details of the communications are listed in Table 4. Links to the actual communications are available at Appendix 6. The electronic communication

provided PLHIV and community pharmacists with important information updates during the rollout and early stages of community HIV dispensing. This included information about the patient co-payment waiver which was introduced three months after the introduction of community dispensing of HIV medications.

**Table 4**

Content focus	Target audience	Date distributed	Open rates
Streamlined Authority enables all s100 prescription to be dispensed in a hospital or community pharmacy. Prescription written before 1 July 2015 to be honoured	S100 prescribers	20 April 2015	49%
Pharmaceutical Society of Australia produce support resources to provide community pharmacists with comprehensive support resources	Community Pharmacists	27 April 2015	45%
Communique outlining the three HIV dispensing options	PLHIV	12 May 2015	45%
Communication to community pharmacies advising they had been nominated by PLHIV as a preferred dispenser of HIV medications	Community Pharmacists	29 May 2015	52%
Requesting PLHIV to ask the local community pharmacy if they would be willing to dispense HIV medications	PLHIV	29 June 2015	48%
Media Release: Community HIV Dispensing - 'HIV Game Changer'	All electronic networks	1 July 2017	52%
Media Release: Positive Life welcomes HIV co-payment waiver	All electronic networks	28 September 2015	47%
Communique: HIV medications are free, and how to access the waiver	PLHIV	30 September 2015	50%
Communique: Survey: How's it going (the 2nd PLHIV survey on HIV community dispensing)	PLHIV	20 October 2015	36%
Communique: Chemist signage	Community pharmacies	19 November 2015	44%
2nd Community Survey Report - HIV community Dispensing	All networks	20 September 2016	39%

# FEEDBACK FROM PLHIV ON THE MICROSITE, ELECTRONIC COMMUNICATIONS AND POSTER

## Overview

- A focus group was held on Saturday 3 June 2017 to obtain feedback on *The Choice Is Yours* campaign.
- The focus group was attended by eight PLHIV (seven of whom were gay men and one heterosexual woman). Four participants were from a CALD background, including the female participant.
- Materials to be evaluated included:  
1) the microsite, 2) electronic and print communications and, 3) the pharmacy poster.
- Participants were provided with a context to the campaign.
- Materials were presented via a website tour and printed copies of resources.

## Factors shifting attitudes, beliefs and behaviours to community dispensing of HIV medications

- Participants were firstly asked what shifted their attitudes, beliefs and behaviours when considering using community pharmacy dispensing services for HIV medication. For those who had switched to a community pharmacy for Antiretroviral Therapy (ART) dispensing (n=4), the majority reported the following factors influencing their decision to switch to a local chemist:
  - convenience
  - faster service
  - being able to obtain HIV and non-HIV medications from the one place
  - Normalised environment - there was agreement from most participants that chemists provided a more confidential environment, because *“you could be getting any sort of medication in a chemist”* as opposed to using a specialist pharmacy like the Albion Centre, whereby attending the pharmacy, *“you were inadvertently disclosing your HIV status to other pharmacy users”*.
- For those that had remained with a hospital pharmacy, the deciding factors were:
  - Privacy
  - Convenience
  - Closeness to their prescribing doctor and a familiarity with the service and staff.

## The microsite

A tour of the microsite was provided.

### Content Usefulness

- Participants were asked to rate (from 1-10, where 1=poor and 10=excellent) the usefulness of the microsite content in helping them prepare for a transition from hospital-based dispensing to community-based dispensing of HIV medications. While a majority rated the content highly (10x2, 9x2, 8x4), a majority of participants were unaware of the microsite and had not accessed it. As such, although the content was considered comprehensive and useful on examination, it played no or a minimal role in educating participants on the change to community dispensing.

### Structure and user friendliness

- The structure of the microsite was viewed as somewhat 'clunky' and difficult to navigate. It was also described as content/text heavy. Participants called for a structure that enabled easier browsing, and quicker/easier navigation through the content. There were also calls for a more visually appealing layout with more interesting imagery.
- A majority of the eight participants were unaware of the microsite and had not accessed the content. If PLHIV are accessing the Positive Life website to obtain information on community dispensing, or want to find a local chemist who dispenses HIV medications in their area, there is no easy way to navigate from the Positive Life homepage through to the microsite, unless a connection is made between *The Choice Is Yours* campaign and community dispensing of HIV medications. Many PLHIV will not have the knowledge to make the association. Currently, PLHIV need to search the website or trawl through the menu tabs at the top of the home page and search for the microsite. This requires time and commitment and it is likely that many PLHIV will become frustrated and give up the search. Navigation from the homepage to the microsite needs to be made much easier and the content retitled to be more specific (i.e. *"Chemists dispensing HIV medications in NSW"*).

- Participants also thought that information for the three major target groups using the website (PLHIV, pharmacists, HIV service providers), should be separated. This would improve navigation and enable information to be better tailored to specific target groups.
- There were calls for content, particularly targeting PLHIV, to be condensed to a single paragraph. Participants reported that the microsite content was too long and detailed and that website information generally needs to be pithy, with links to more complex information.
- Participants thought the contacts page could be expanded, although there were no specific suggestions about which extra organisations or contacts to include.
- A microsite 'feedback box' was suggested to facilitate continuous quality improvement. This suggestion was primarily about improving the microsite/website generally and not about individual's experience with community pharmacy dispensing.
- Participants felt that the microsite needed further promotion to increase community awareness of its existence.
- There was limited discussion about what micro-site elements needing to be retained and/or removed if the content was migrated into a multi-composite micro-site. However, it was recommended that the points above be considered before migration of the microsite content so that access, navigation and user friendliness were improved.

## Electronic and print communications

Participants were shown the electronic and print material relating to community dispensing of HIV medications over the period of the campaign. These included shout-outs and articles in LGBTI media.

They were asked to rate from (1-10) the usefulness of the material.

- Communication materials were rated highly overall (10x3, 9x3, 8x1 and 7x1).
- A majority reported they usually skimmed electronic material to ascertain if it was of relevance to them, and if so, then read further.
- They thought the communications well targeted.
- In relation to what works and what doesn't work, participants did not want to be bombarded with material. There was consensus that to 'cut through', material needed to be eye-catching, 'short and sweet', and relevant to the reader.
- There was agreement that PLHIV who use social media are flooded with electronic activity. Communications need to be strategic, important, and have a catchy headline/subject line to stand out and be noticed.
- There was agreement that electronic communications need to be cross-promoted (i.e. newsletter, Life.Mail, Facebook etc.).
- Participants questioned why Positive Life communications were not regularly included on TIM and why there could not be some joint agreement between Positive Life and TIM to carry out communication (many of the participants were members of TIM). The Peer to Peer electronic communications approach was reported as working well and participants thought that lessons could be learned from that model for Positive Life communications, generally.

- A private Facebook group was suggested, as opposed to the public Positive Life Facebook page. It was thought that such a group would enable more confidential discussion and an opportunity for questions from community members to be answered about specific issues in a secure and safe environment. One of the attractions of TIM is its opportunity to provide a platform for PLHIV community discourse: *"it's about opinion and discussion, not just about being told stuff we may, or may not be interested in"*.

## Poster

- Half of the focus group had seen the poster (the half that used inner-city chemists). However, those who lived outside the inner city had not seen the poster and there was a call for a wider distribution, particularly in outer Sydney metro chemists. Participants thought that displaying the poster in rural chemists might have a counterproductive effect, due to increased HIV stigma in those areas.
- All participants thought the poster effective and eye-catching. Its simplicity was also remarked upon positively.
- It was suggested that co-branding the poster with the NSW Ministry of Health logo and/or LHD logos would add increased importance and authority to the poster.
- A tag line "HIV doesn't discriminate" was suggested for the poster.
- Placement of the poster was also discussed. Participants thought the best place for poster display was on the front window of the pharmacy and not inside or behind the counter. This careful placement was thought particularly important for CALD PLHIV to encourage confidence to walk into a community pharmacy and ask to have their HIV medications dispensed.

## GENERAL FEEDBACK FROM THE PLHIV FOCUS GROUP

All participants were pleased to have had the opportunity to attend the focus group. They reported enjoying the opportunity to learn from one another and to discuss HIV related issues in a safe environment with peers.

## FEEDBACK FROM HIV SERVICE PARTNERS

A targeted cross section of individuals from HIV service partner organisations were approached to obtain feedback on the campaign. Agencies approached included: NAPWHA; Multicultural HIV and Hepatitis Service (MHAHS); South Eastern Sydney LHD (SESLHD) HIV Community Outreach Team; ACON; Pozhet; IBAC St. Vincent's Hospital; a prior Coordinator of Stanford House and current Positive Life Board member; and a HARP Manager. Written responses were received from NAPWHA, ACON and a HARP Manager. A verbal response was received from MHAHS.

### NAPWHA

"Thanks for the opportunity to feedback on this excellent campaign. This occurred [*the campaign*] some time ago so my memory is not exact but I do remember some of the material you have asked for feedback about. Most clearly I remember shout outs and links to SX. As an HIV organisation it was very useful to see what the person with HIV was seeing. I don't generally read SX so the links were invaluable. I'm not sure I remember the newsletters but I do remember using resources provided as part of this campaign. We did use the microsite and the information was invaluable in clarifying the process and identifying local pharmacies.

I have seen the posters in various pharmacies in the inner Sydney area and think they are very useful for three main reasons. The first being a simple indicator for people with HIV that the pharmacy can provide HIV medications. The second that by implication, this pharmacy is 'HIV friendly' and by further inference is friendly to other marginalised populations such as people who inject drugs who might not otherwise seek the support or advice that can be provided by a pharmacy (STI's, general health, unusual signs or symptoms such as rash or headache). The third and I believe [*to be*] strategically important is the raising [*of*] public awareness regarding the presence of people with HIV as part of [*the*] community. Until recently people with HIV have been largely invisible, and invisibility allows stigma and marginalisation to flourish. The more that people with HIV are seen as members of the general community, the greater [*will be*] the opportunities to address this phenomenon."

## ACON

“Overall, I believe that the intervention made by Positive Life NSW was timely, relevant, appropriately targeted and contained accurate information and definitive, unambiguous consumer messaging.

In context, the period immediately before and after the implementation of the new dispensing arrangements on 1 July 2015, was one in which there was a high degree of uncertainty and misinformation about what the changes to the PBS/Medicare regulations might mean, for a range of stakeholders: PLHIV themselves, community (and hospital[s]) pharmacists, drug manufacturers, drug wholesalers and distributors and S100 prescribers. One example of this was the unhelpful suggestion from one drug company senior manager that it would be illegal under the then current legislative framework for her company to supply their HIV drug to wholesalers supplying drugs to community pharmacies in contrast to wholesalers supplying the hospital pharmacies. This kind of misinformation was very unhelpful and confusing. Some of the confusion also resulted from the cessation of the MoH EMA [*NSW Ministry of Health's Enhanced Medication Access Scheme*] scheme, and the introduction of [*the*] co-payment waiver arrangement by the MoH in October 2015.

The initial rollout of drugs into the pharmacies themselves was fraught with a myriad of problems including the sole distribution rights of some drug manufacturers and the fact that they used sole wholesalers with whom some pharmacies had no business relationship. Some pharmacies would not commit to dispensing, mainly through uncertainty about numbers of clients and the drug distributors restrictive financial arrangements and Medicare refund regime. All of this kind of implementation stress meant it was hard for community organisations to provide timely and accurate information to consumers, and harder still for consumers to speak to their community pharmacists, many of whom were uninformed and uninterested in the needs of a small client group.

The creation of *The Choice is Yours* microsite was an innovative and very helpful action on the part of Positive Life.

To address your specific questions, I have provided some comments as follows:

1. *You received a range of electronic communications from Positive Life NSW about the change to community dispensing of HIV medications (Shout Outs, newsletters, media releases, links to articles in SX). Do you think the electronic information was useful and what worked/didn't work?*

The electronic information provided was timely, accurate and appropriately targeted to the consumers and their community organisation supporters. The Collecting HIV treatments from chemists: The Choice is Yours resource similarly was well written and appropriately pitched. The information it contained was at the time accurate, I cannot recall whether it appeared in a number of iterations which revised previous information. As the scheme was implemented the 'teething' issues were adequately addressed and consumer concerns heard and acted upon (as far as I had experience of those). From memory the Pharmaceutical Society of Australia resource Community pharmacy and HIV which was released in June 2015 was referenced in some material provided by Positive Life.

2. *Did you or your staff access The Choice is Yours microsite on the Positive Life website and if so, was the content informative and useful? If not, what was the reason it wasn't useful?*

Yes I used it extensively and promoted it enthusiastically to local PLHIV (from mid-2015, but decreasingly so now). On a number of occasions I provided information which updated the pharmacies which were prepared to dispense and in a number of instances suggested amendments to such things as the address and hours of opening of pharmacies. I forwarded corrections to the interactive map which identified dispensing pharmacies across the region. The links to a range of resources was very useful, however, I wonder how much it was accessed by the two groups for whom it was loaded: community pharmacies and consumers/community members (Google analytics will no doubt be able to provide information about accesses). I'm not sure how often the videos were played – probably not very much I suspect.

3. Have you noticed the poster *HIV Meds Available Here in community pharmacies in your area*? If so, do you think the poster was helpful, and if so, why was it helpful? If not, why not?

No, I haven't seen it displayed anywhere in any northern NSW pharmacies, but I don't visit too many pharmacies (maybe only 4-5 in Lismore, and 1-2 in Byron Bay), and most of the local pharmacies who do dispense, do so to only a very small number of their clients (probably less than 10 at any one pharmacy). Some local pharmacies have pulled out of dispensing because of the large up-front costs for them."

### **HIV & Related Programs, Local Health District**

"We utilised the electronic communication widely, sending out through our local networks including PHNs, LHD newsletters etc., community groups and clinical services. It was also a great experience for some of our Wagga clients to be involved in the focus testing of the information sheets. I have requested feedback from our clinical services who were involved directly in getting information out to clients. Overall the information provided for health professionals was comprehensive and provided support for the implementation of community dispensing, whilst the final consumer information appeared informative and easy to read. The feedback from the consumer groups was essential to this outcome."

## **CONCLUSION**

- *The Choice Is Yours* campaign provided PLHIV and pharmacists with a single access point of information. The rollout of community dispensing of HIV medication in NSW was relatively smooth. This was in some part due to *The Choice Is Yours* campaign. Few problems were reported to Positive Life and those that were, were quickly dealt with.
- Campaign materials were well utilised and regarded by PLHIV, HIV service partners and pharmacists in NSW. They were described as timely, relevant, appropriately targeted and containing accurate and unambiguous information for PLHIV and HIV service staff in an environment where there was a high degree of uncertainty and misinformation during the pre/post roll out of HIV dispensing services in NSW.
- A majority of PLHIV who were asked to provide feedback on the resources were unaware of the microsite.
- On review, improvements to the structure and usability of the microsite and electronic communications were suggested.
- The degree to which Positive Life decides to incorporate these suggestions will depend upon a range of factors, including the agency's priorities and capacity. However, the following recommendations can be considered both for the development of future information campaigns and during migration of *The Choice Is Yours* content to a multi-content microsite.

# APPENDICES

A woman with dark hair tied back, wearing red-rimmed glasses and a dark patterned scarf, is focused on her work. She is sitting at a desk with a laptop, her hands on the keyboard. The scene is lit with a cool blue light, creating a professional and focused atmosphere.

# 1. HISTORICAL CONTEXT TO HIV COMMUNITY DISPENSING

Following the introduction of highly active antiretroviral therapy in 1996, Positive Life and other HIV response partners (ACON, NAPWHA) advocated for improved access to HIV treatments and an expansion of HIV dispensing service to include community HIV dispensing.

In 2001, a six month pilot project was implemented to assess the feasibility of community dispensing of HIV treatment in inner Sydney. While there were additional administrative costs for participating community pharmacists and prescribers, feedback from PLHIV indicated that a majority of participants (67.6%) thought community dispensing of HIV medications would substantially increase convenience and adherence. Despite PLHIV and HIV organisation support for the trial, supply of combined antiretroviral therapy (cART) continued to be restricted to hospital-based pharmacies.

The decade between 2006 and 2016 saw significant advances in the scientific and community understanding of HIV and its treatment and prevention. Results from the *CASCADE*, *START*, *iPrEx* and *HTPN 052* studies confirmed the clinical and preventative benefits of HIV treatment and helped leverage advocacy initiatives to remove State and Commonwealth restrictive policy barriers to HIV dispensing services. In the absence of policy

change from the Commonwealth, the NSW Minister for Health announced on World AIDS Day 2011 that the *Enhanced Medication Access (EMA) Scheme* would permit eligible NSW PLHIV to have up to four months' supply of cART dispensed and delivered by mail. The EMA scheme began operation in 2012 and continued until the introduction of community HIV dispensing in July 2015.

At the same time, The *NSW HIV Strategy 2012-2015 A New Era* embraced the concept of treatment as prevention and set ambitious targets to increase to 90% the proportion of PLHIV on HIV treatment. Over the next two years (2013-2015), the potential of HIV treatment to prevent transmission continued to influence and apply pressure for State and Federal governments to remove barriers to treatment access. At the launch of the *Seventh National HIV Strategy* in July 2014, the Australian Health Minister announced that the Australian Government would implement HIV community pharmacy dispensing from 1 July 2015, and a little over a year later the NSW Minister for Health and Medical Research announced that HIV medicines would be dispensed free of charge to eligible NSW PLHIV.

## 2. ACCESS TO HIV TREATMENTS ADVISORY GROUP

### Terms of Reference:

1. To consider options for strengthening and increasing access to, and the dispensing of, HIV treatments through:
  - community pharmacies
  - Enhanced Medication Access (EMA) scheme.
2. To provide advice on the feasibility and financial impact of HIV treatment access in community pharmacies.
3. To facilitate discussion between the various agencies involved in educating about the transition, including NSW and Commonwealth communication strategies, to community dispensing of HIV medications.
4. To advise the Ministry for Health on the implementation of HIV dispensing at community pharmacies in NSW.
5. To provide advice on a PLHIV and sector communication strategy and resources.

### Background

The Federal Minister for Health, the Hon. Peter Dutton MP announced that from 1 July 2015, PLHIV will be able to access HIV medication from community pharmacies. This is an important change and will increase options for PLHIV accessing medication. In preparation for community pharmacy dispensing of HIV medications, Positive Life NSW is convening an advisory group to facilitate the implementation of the private chemist dispensing of ARVs in NSW.

The EMA scheme was implemented in 2012 as a transitional arrangement, while awaiting the introduction of community dispensing of HIV medication. EMA, as a HIV medication postal scheme, provides further options for PLHIV to access their medication. Supporting PLHIV enrolled in EMA to transition to a community pharmacy arrangement requires exploration of their needs and preferences.

### Composition

The committee shall consist of:

- Craig Cooper, Positive Life (Chair)
- Brent Mackie, ACON (minutes)
- Levinia Crooks, ASHM
- Prof Andrew Carr, IBAC St Vincent's Hospital
- Sylvia Bridle, St Vincent's Pharmacy
- Colette McGrath, SESLHD HARP Unit
- Alison Nikitas, SNSWLHD HARP Manager
- Dr Don Smith, Albion Centre
- Nick Serafim, Serafims Pharmacy
- Damien Fagan, Albion Centre
- Chris O'Reilly, SESLHD HARP Unit
- Lance Feeney, Positive Life
- David Riddell, BGF

**Chair:** Craig Cooper or the alternate agreed representative will chair the committee.

**Minutes:** Will be taken by Brent Mackie or the alternate ACON representative.

**Meetings:** The advisory group will meet as required and these will occur either face to face or by teleconference.

## 3. MICROSITE PAGES

### 'Your Choice'

PositiveLifeNSW

Home About Your Choice Your Cost Your Privacy Your Chemist Feedback Contact Resources

### Your Choice

Since 1 July 2015, you've had the option to have your HIV medications dispensed through your local community pharmacy (chemist) or through a hospital pharmacy.

#### 1 From Hospital Pharmacies

You can continue to collect your HIV medication from the hospital pharmacy in the same way as you have in the past. The choice is yours!

#### 2 From Local Chemists

You will need to check in with your chemist if they are willing to supply your HIV medication. This will be an opt-in system for chemists. Talk to the chemist about immediate supply or if you'll need to leave your prescription and collect the HIV medication at a later time. [Click here for a list of NSW chemists locations](#)

In inner city areas of Sydney, it is likely that you will be able to get HIV medication dispensed on the spot, like other medication. If you live in an outer suburban area, regional or rural area, you might need to drop your prescription into the chemist and come back a few days later to collect your medication. The choice is yours!

Your prescription will need to be dated 1 July 2015 or after to be dispensed by your local chemist.

#### 3 From Online Pharmacies

You will be able to purchase your medication online and have it sent to a postal address of your choice.

To learn more about online chemists, please call our Treatments Officer on 9206 2173 during business hours.

If you have questions about how long it will take to deliver your medication and how the online pharmacy will protect your privacy, contact the online pharmacy directly. The choice is yours!

Copyright © 2017 Positive Life

### 'Your Privacy'

PositiveLifeNSW

Home About Your Choice Your Cost Your Privacy Your Chemist Feedback Contact Resources

### Your Privacy

#### Will my personal information be kept private by the chemist?

Your privacy will be maintained in the same way by a hospital pharmacy or by a chemist.

If you have concerns about your privacy, talk to the chemist and let them know your concerns. You can always ask a chemist to speak in private.

In the unlikely event that your privacy is breached or compromised by staff employed by the chemist, you will need to raise the matter with the pharmacist. If the complaint and/or concerns are not resolved to your satisfaction, you can lodge a complaint with one of the following agencies:

**Health Care Complaints Commission**  
[www.hccc.nsw.gov.au](http://www.hccc.nsw.gov.au)

**Australian Health Practitioner Regulation Agency**  
[www.ahpra.gov.au/notifications.aspx](http://www.ahpra.gov.au/notifications.aspx)

**The Privacy Commission**  
[www.oaic.gov.au/privacy/privacy-complaints](http://www.oaic.gov.au/privacy/privacy-complaints)

**Privacy Resources**

- Changes to Section 100 co-payments in NSW 454.79 KB
- NSW Health Privacy Leaflet for Patients 118.53 KB
- Privacy Poster 893.8 KB

Copyright © 2017 Positive Life



## 4. DATA

www.thechoiceisyours.positivelife.org.au

### June - December 2015

Month	Unique visitors	Number of visits	Pages Viewed	Hits
Jun 2015	316	426	3,330	16,409
Jul 2015	303	470	2,712	12,107
Aug 2015	134	212	1,490	6,322
Sep 2015	174	281	2,455	9,194
Oct 2015	242	384	1,643	7,127
Nov 2015	184	325	1,732	5,810
Dec 2015	182	300	726	3,067
Total	1,535	2,398	14,088	60,036

### January - December 2016

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2016	126	174	646	2,962
Feb 2016	105	136	535	2,721
Mar 2016	171	220	567	2,964
Apr 2016	188	238	780	4,526
May 2016	201	225	783	4,618
Jun 2016	286	322	558	3,714
Jul 2016	185	245	728	3,083
Aug 2016	123	175	457	2,322
Sep 2016	156	223	612	3,030
Oct 2016	195	271	490	2,123
Nov 2016	180	247	870	3,093
Dec 2016	239	333	929	2,963
Total	2,155	2,809	7,955	38,119

### January - May 2017

Month	Unique visitors	Number of visits	Pages	Hits
Jan 2017	200	251	429	1,755
Feb 2017	140	192	524	1,817
Mar 2017	274	344	1,031	4,931
Apr 2017	258	315	948	3,272
May 2017	31	36	454	546
Total	903	1138	3,386	12,321

## 5. DOWNLOADS

Page Downloads/Hits	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15
Chemist_list.pdf	27	7	54	77	67	113
The-Choice-Is-Yours-2015-Plain_English.pdf	10	9	-	-	-	-
The-Choice-Is-Yours-2015.pdf	10	22	18	20	10	20
RP14-DispensingofHIVMedications-at-CommunityPh...	10	18	18	17	35	9
MR14-DuttonCommunityChemists.pdf	2	24	12	10	13	10
CommunityPharmacyHIV-PSA2015.pdf	125	274	237	192	82	8
Quick-Facts-CommunityPharmacyHIV-PSA2015.pdf	2	19	24	13	19	8
<a href="http://yourchoice.positivelife.org.au/your-chemist.html">http://yourchoice.positivelife.org.au/your-chemist.html</a>	31	24	32	43	83	103
FAQs-AustGov.pdf	-	13	12	18	8	10
150701-Chant.pdf	-	13	14	18	5	9
CHOICE_FactSheet_2015_Easy_English.pdf	-	9	16	15	14	10
Gilead-Ordering-Communication.pdf	-	8	37	79	73	55
PLNSW-HIV-Medications-Available-Poster.pdf	-	-	-	-	-	95
Revised-Patient-Consent-Form.pdf	-	-	-	-	-	-
privacy-leaflet-for-patients.pdf	-	-	-	-	-	-
Information%20Sheet%20-%20Privacy.pdf	-	-	-	-	-	-
privacy-poster.pdf	-	-	-	-	-	-
Information%20Sheet%20-%20HealthProviders.pdf	-	-	-	-	-	-
Information%20Sheet%20-%20General.pdf	-	-	-	-	-	-

Page Downloads/Hits	Dec 15	Jan 16	Feb 16	Mar 16	Apr 16	May 16
Chemist_list.pdf	62	43	49	46	55	53
The-Choice-Is-Yours-2015-Plain_English.pdf	-	-	-	-	-	-
The-Choice-Is-Yours-2015.pdf	8	11	9	9	13	9
RP14-DispensingofHIVMedications-at-CommunityPh...	9	17	10	13	8	9
MR14-DuttonCommunityChemists.pdf	11	9	7	14	14	10
CommunityPharmacyHIV-PSA2015.pdf	5	15	8	14	18	14
Quick-Facts-CommunityPharmacyHIV-PSA2015.pdf	4	8	12	8	14	12
<a href="http://yourchoice.positivelife.org.au/your-chemist.html">http://yourchoice.positivelife.org.au/your-chemist.html</a>	174	73	43	29	55	41
FAQs-AustGov.pdf	5	7	7	15	16	13
150701-Chant.pdf	5	10	11	9	17	11
CHOICE_FactSheet_2015_Easy_English.pdf	7	11	8	14	13	12
Gilead-Ordering-Communication.pdf	95	107	97	77	71	90
PLNSW-HIV-Medications-Available-Poster.pdf	15	12	7	11	19	9
Revised-Patient-Consent-Form.pdf	-	28	22	38	36	22
privacy-leaflet-for-patients.pdf	-	19	9	25	17	9
Information%20Sheet%20-%20Privacy.pdf	-	17	14	27	7	-
privacy-poster.pdf	-	20	9	16	13	14
Information%20Sheet%20-%20HealthProviders.pdf	-	-	-	-	14	12
Information%20Sheet%20-%20General.pdf	-	-	-	-	9	6

Page Downloads/Hits	Jun 16	Jul 16	Aug 16	Sep 16	Oct 16	Nov 16
Chemist_list.pdf	43	40	56	53	32	29
The-Choice-Is-Yours-2015-Plain_English.pdf	-	-	-	-	-	-
The-Choice-Is-Yours-2015.pdf	11	16	7	13	10	10
RP14-DispensingofHIVMedications-at-CommunityPh...	5	19	8	10	8	6
MR14-DuttonCommunityChemists.pdf	13	15	11	10	9	11
CommunityPharmacyHIV-PSA2015.pdf	11	18	43	15	30	16
Quick-Facts-CommunityPharmacyHIV-PSA2015.pdf	12	19	11	9	11	8
<a href="http://yourchoice.positivelife.org.au/your-chemist.html">http://yourchoice.positivelife.org.au/your-chemist.html</a>	52	50	61	66	39	40
FAQs-AustGov.pdf	12	15	9	10	10	7
150701-Chant.pdf	10	16	10	12	9	4
CHOICE_FactSheet_2015_Easy_English.pdf	13	17	11	13	8	9
Gilead-Ordering-Communication.pdf	89	53	54	48	61	44
PLNSW-HIV-Medications-Available-Poster.pdf	13	22	9	10	11	10
Revised-Patient-Consent-Form.pdf	27	33	13	17	19	16
privacy-leaflet-for-patients.pdf	11	16	10	18	14	12
Information%20Sheet%20-%20Privacy.pdf	-	-	-	-	-	-
privacy-poster.pdf	15	15	12	16	13	12
Information%20Sheet%20-%20HealthProviders.pdf	14	16	8	13	13	11
Information%20Sheet%20-%20General.pdf	7	9	4	8	4	8

Page Downloads/Hits	Dec 16	Jan 17	Feb 17	Mar 17	Apr 17
Chemist_list.pdf	28	47	32	52	35
The-Choice-Is-Yours-2015-Plain_English.pdf	-	-	-	-	-
The-Choice-Is-Yours-2015.pdf	7	8	12	11	13
RP14-DispensingofHIVMedications-at-CommunityPh...	5	4	11	7	10
MR14-DuttonCommunityChemists.pdf	7	7	15	11	12
CommunityPharmacyHIV-PSA2015.pdf	20	31	54	58	50
Quick-Facts-CommunityPharmacyHIV-PSA2015.pdf	11	8	11	17	10
<a href="http://yourchoice.positivelife.org.au/your-chemist.html">http://yourchoice.positivelife.org.au/your-chemist.html</a>	113	49	37	159	75
FAQs-AustGov.pdf	9	9	12	12	14
150701-Chant.pdf	5	2	5	4	8
CHOICE_FactSheet_2015_Easy_English.pdf	8	9	10	13	14
Gilead-Ordering-Communication.pdf	55	62	59	40	75
PLNSW-HIV-Medications-Available-Poster.pdf	8	8	18	15	10
Revised-Patient-Consent-Form.pdf	15	17	22	56	64
privacy-leaflet-for-patients.pdf	13	11	13	12	17
Information%20Sheet%20-%20Privacy.pdf	-	-	-	-	-
privacy-poster.pdf	10	9	11	10	16
Information%20Sheet%20-%20HealthProviders.pdf	11	10	13	11	16
Information%20Sheet%20-%20General.pdf	8	4	8	5	10

## Views

**150 views:** Community Dispensing in NSW Presentation to AFAO Members Forum, May 2015

**173 views:** HIV Medication Community Dispensing in NSW to Community Pharmacists, May 2015

**95 views:** PLHIV Access to HIV Medicines in NSW to Intern Pharmacists presentation, July 2015

**73 views:** Pharmacist Presentation to Pharmacists at Ashfield PHN, September 2015

## MailChimp email notices

**20 September 2016** – *Community report on dispensing of HIV medicines in NSW*

38.5% open rate | 10.3% click | 468 recipients | sent to PLHIV

[http://us10.campaign-archive2.com/?u=5ffd7719b53ce846c7a551f8e&id=5c345144ee\\_](http://us10.campaign-archive2.com/?u=5ffd7719b53ce846c7a551f8e&id=5c345144ee_)

**19 November 2015** – *HIV Medications Poster for Pharmacies*

44.4% open rate | 9.1% click | 103 recipients | sent to community pharmacists list

<http://us10.campaign-archive2.com/?u=5ffd7719b53ce846c7a551f8e&id=80fb95e2db>

**20 October 2015** – *Community Dispensing of HIV Medications in NSW*

36% open rate | 8.6% click rate | 395 recipients | sent to PLHIV

<http://us10.campaign-archive1.com/?u=5ffd7719b53ce846c7a551f8e&id=ebd66ed73a>

**30 September 2015** – *PLHIV Info: Co-Payment Waiver*

50.3% open rate | 11.4% click rate | 394 recipients | sent to PLHIV

<http://us10.campaign-archive2.com/?u=5ffd7719b53ce846c7a551f8e&id=060279293e>

**28 September 2015** – *Media Release: Positive Life welcomes co-payment waiver*

47.2% open rate | 1.1% click rate | 445 recipients | sent to PLHIV

<http://us10.campaign-archive2.com/?u=5ffd7719b53ce846c7a551f8e&id=557dfb9fd7>

**1 July 2015** – *Media Release: HIV Game Changer*

52.4% open rate | 3.6% click rate | 359 recipients | sent to PLHIV

<http://us10.campaign-archive1.com/?u=5ffd7719b53ce846c7a551f8e&id=f1aab82ed1>

**29 June 2015** – *Collecting HIV medications from local chemists*

48.1% open rate | 16.4% click rate | 319 recipients | sent to PLHIV

<http://us10.campaign-archive2.com/?u=5ffd7719b53ce846c7a551f8e&id=3dab32a997>

**29 May 2015** – *HIV Medicines from Community Pharmacists*

51.6% open rate | 16.1% click rate | 35 recipients | sent to community pharmacists list

<http://us10.campaign-archive2.com/?u=5ffd7719b53ce846c7a551f8e&id=cb6d990aa6>

**12 May 2015** – *Community Dispensing for HIV medication*

44.5% open rate | 0.3% click rate | 603 recipients | sent to PLHIV

<http://us10.campaign-archive1.com/?u=5ffd7719b53ce846c7a551f8e&id=274028fcd0>

**27 April 2015** – *HIV medication dispensing conditions*

45.3% open rate | 6.8% click rate | 566 recipients | sent to PLHIV

<http://us10.campaign-archive1.com/?u=5ffd7719b53ce846c7a551f8e&id=63f50b88a8>

**20 April 2015** – *ASHM Community Pharmacy Clarification*

49.3% open rate | 1.2% click rate | 604 recipients | sent to PLHIV

<http://us10.campaign-archive1.com/?u=5ffd7719b53ce846c7a551f8e&id=1bac9b51eb>

## 6. VIDEOS AND COMMUNICATIONS

We sent posters to:

**Your Chemist Shop Randwick**

2/66 High Street  
Randwick NSW 2031  
(02) 9398 1080

**Chemist Warehouse Newtown**

246-250 King Street  
Newtown 2042  
(02) 95160311

**Drugstore Depot**

90-92 King Street  
Newtown NSW 2042  
(02) 9557 1376

**Harpers Pharmacy**

6 Clarke Street  
Earlwood NSW 2206  
(02) 9558 0668

**Serafims**

389 Bourke Street  
Darlinghurst NSW 2010  
(02) 9360 4959

**Wollongbar Pharmacy**

Shop 14/54 Simpson Avenue  
Wollongbar NSW 2477  
(02) 6628 7300

**Capital Chemist Calwell**

Calwell Shopping Centre, Shop 14  
Were Street & Webber Crescent  
Calwell ACT 2905  
(02) 6292 8200

**Terry White Chemist Alstonville**

Shop 10 The Plaza  
Alstonville NSW 2477  
(02) 6628 0444

**Fuzes Pharmacy**

179 Glebe Point Road  
Glebe NSW 2037  
(02) 9660 1721

## 7. POSTER

**HIV MEDS**

**AVAILABLE  
HERE**

1800 245 677 | [thechoiceisyours.positivelife.org.au](http://thechoiceisyours.positivelife.org.au)

**PositiveLifeNSW**  
the voice of people with HIV since 1988



**Location** Suite 5.2, Level 5, 414 Elizabeth Street, Surry Hills NSW 2010

**Mail** PO Box 831, Darlinghurst NSW 1300

**Phone** 02 9206 2177 **Freecall** 1800 245 677 **TTY** 131 450 [www.positivelife.org.au](http://www.positivelife.org.au)

**PositiveLifeNSW**  
the voice of people with HIV since 1988