

***New Mexico Hepatitis C Alliance, Inc. (NMHCA)***  
**Strategic Plan 2006-2009**  
***Adopted November 21, 2006***  
***Revised 7/17/07***

**Overall Goals and Values**

- Encourage persons with risk factors to be screened for hepatitis C virus (HCV).
- Extend respect and confidentiality to all persons with HCV, regardless of their risk factors.
- Include minority communities in educational efforts and services.
- Increased education regarding access to treatment in New Mexico.
- Reduce stigma related to HCV.
- Incorporate harm reduction philosophy in all educational activities.

**Three Priority Areas for the NMHCA during 2006-2009**

*Note: These three priorities are not in ranked order. All three priority areas are important.*

- **Priority #1: Community Education and Awareness**
- **Priority #2: Outreach and Education for High Risk Populations**
- **Priority #3: Advocacy for Affected Populations for Enhanced and Expanded Services**

## PRIORITY #1: COMMUNITY EDUCATION AND AWARENESS

**GOAL STATEMENT:** *Serve as a point of contact and clearinghouse for public awareness of HCV by expanding culturally appropriate community education to help all New Mexicans learn if they are at risk, how to stay healthy and prevent the spread of HCV, and how to find local resources.*

Overall Objective (3 years)	Action Steps (1 <sup>st</sup> year)	Responsible Party	Timeline
1-A. Implement a comprehensive media campaign to raise public awareness.	<ul style="list-style-type: none"> <li>a) Prioritize target populations to be reached with media efforts.</li> <li>b) Develop and/or secure HCV-specific PSAs and other media materials.</li> <li>c) Cultivate media contacts for general public and minority communities</li> <li>d) Provide fundraising committee with projected costs</li> </ul>	a-d) Media and Public Relations	<ul style="list-style-type: none"> <li>a) Sep 2007 – ongoing.</li> <li>b) Nov 2006 – Aug 2007.</li> <li>c) Ongoing.</li> <li>d) Sep 2007 – ongoing.</li> </ul>
1-B. Develop a web site that has links to treatment, support, and other HCV resources.	<ul style="list-style-type: none"> <li>a) Secure a website and hosting service.</li> <li>b) Develop web site content.</li> <li>c) Regularly update content.</li> </ul>	a-c) Web Diva	<ul style="list-style-type: none"> <li>a) Nov 2006.</li> <li>b) June 2007 - ongoing.</li> <li>c) Ongoing.</li> </ul>
1-C. Develop statewide events for International HCV Awareness Month (May).	<ul style="list-style-type: none"> <li>a) Create an Ad Hoc Committee to develop</li> <li>b) HCV Awareness Month activities.</li> <li>c) Identify and develop partnerships and resources.</li> <li>d) Provide fundraising committee with projected costs</li> </ul>	a) Board. b, c) Ad Hoc Committee.	<ul style="list-style-type: none"> <li>a) Annually after annual meeting.</li> <li>b, c) Ongoing.</li> </ul>
1-D. Educate children by incorporating HCV information into the health education curriculum, including public, private, and American Indian schools.	--- Future years. ---		
1-E. Develop a Speaker's Bureau that has infected/affected individuals present HCV information and first-hand experiences.	--- Future years. ---		

**Partnerships:**

- *New Mexico Department of Health (NMDOH), Viral Hepatitis, HIV Prevention, and Harm Reduction Programs*
- *UNM Health Sciences Center (UNM-HSC), ECHO Project*

**Collaborations with:**

- *American Liver Foundation*
- *Albuquerque Health Care for the Homeless*
- *New Mexico AIDS Services*
- *Organ Transplant Awareness Program*
- *Indian Health Services*

## PRIORITY #2: AT RISK POPULATION EDUCATION AND AWARENESS

**GOAL STATEMENT:** *Targeted outreach to populations at risk for HCV infection in New Mexico*

Overall Objective (3 years)	Action Steps (1 <sup>st</sup> year)	Responsible Party	Timeline
2-A. Recruit and train volunteers who reflect at risk affected populations and can provide education to those populations.	a) Recruit volunteers who reflect affected populations. b) Identify venues for offering education, including prisons/jails, substance abuse treatment facilities, and Drug Courts. c) Provide coordination for volunteer trainings and education/outreach efforts. d) Collaborate with other providers to incorporate information on screening, testing, harm reduction, and tattoo risk reduction. (ie. Set up tables at existing sites for at risk communities)	a) Board Development and Membership Committee. b-d) Program Committee, in collaboration with NMDOH Hepatitis C Coordinator.	a-d) Ongoing.
2-B. Provide HCV education materials for at risk populations	a) Subsidize appropriate educational materials to collaborating organizations and organizations.	a) Program Committee	a) Ongoing
2-C. Collaborate awareness efforts to serve migrant workers.	--- <i>Future years.</i> ---		
2-D. Collaborate awareness efforts to serve persons in emergency rooms.	--- <i>Future years.</i> ---		
2-E. Collaborate with probation, parole, and other criminal justice agencies to recruit participation in the Alliance.	--- <i>Future years.</i> ---		

**Partnerships:**

- *NMDOH, Viral Hepatitis Program*
- *NMDOH, Harm Reduction Program*

**Collaborations with:**

- *American Liver Foundation*
- *Albuquerque Health Care for the Homeless*
- *New Mexico AIDS Services*
- *Organ Transplant Awareness Program*
- *Indian Health Services*
- *NM Department of Corrections*

### **PRIORITY #3: ADVOCACY FOR AFFECTED POPULATIONS**

**GOAL STATEMENT:** *Improve statewide HCV education, services, policies, and legislation through strong and visible advocacy and education with elected and appointed officials and policymakers.*

<b>Overall Objective (3 years)</b>	<b>Action Steps (1<sup>st</sup> year)</b>	<b>Responsible Party</b>	<b>Timeline</b>
3-A. Advocate and educate at the state level by building relationships and identifying champions among elected officials and policymakers.	a) Identify 2-3 State elected officials who may be champions for HCV issues. b) Coordinate 2-3 meetings with elected officials and policymakers, with participation of affected communities and leaders.	a-b) Advocacy Committee, with support and oversight by Board.	a) Nov 2006 – Jan 2007. b) July – Dec 2007.
3-B. Write letters to decision makers on key issues.	a) Identify key topics related to HCV for advocacy. b) Draft letters, have them approved by the Board, and send to policy makers.	a-b) Advocacy Committee.	a-b) Ongoing.
3-C. Build partnerships and collaborations in the community by sending regular communications to members, volunteers, and partners.	a) Develop and maintain a list of emails of volunteers and other interested parties. b) Send email communications about Alliance activities and issues on a monthly basis.	a-b) Board President and VP.	a-b) Ongoing.

**Collaborations with:**

- *Support Groups*
- *Medical Providers*
- *Drug Policy Alliance*
- *HepCan*
- *NASTAD*
- *American Liver Foundation*
- *Albuquerque Health Care for the Homeless*
- *New Mexico AIDS Services*
- *Organ Transplant Awareness Program*
- *Indian Health Services*
- *NM Department of Corrections*
- *HCV Advocate*