



B Referred: Partners

SUPPORTER KIT

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Supporter Kit Overview

B REFERRED: PARTNERS



About

Many people with hepatitis B can be managed in primary care. But just 8.3% are managed exclusively in primary care.

There are many potential benefits to keeping patients in primary care. For some, it will mean easier or faster access to treatment, better adherence to treatment, or simply a clinical environment they feel more comfortable in.

This campaign aims to show clinicians that referring patients with hepatitis B to community s100 prescribers is not only an option, but one that can have many benefits.

[CLICK HERE to find out more about B Referred.](#)



What's included in this kit

This supporter kit contains resources to help promote the campaign. It includes:

- Suggested social media tiles.
- Suggested written copy for social media.

The B Referred campaign aims to enhance clinical care and primary care management of hepatitis B. By resharing the suggested assets included in this supporter kit, you can help us to achieve this goal.



**DON'T FORGET TO TAG US WHEN
YOU SHARE THE ASSETS IN THIS KIT!**



[@ASHMmedia](#)



[ASHM](#)

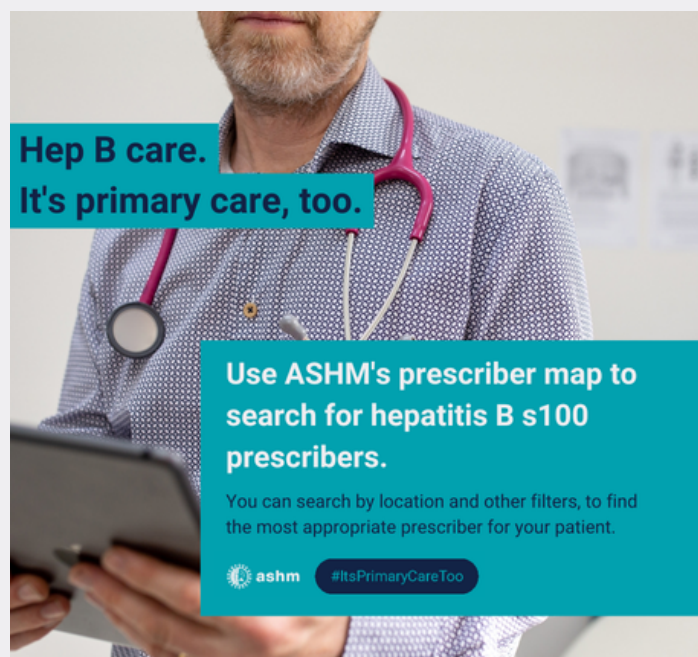


[@ASHMmedia](#)

Social media tiles

Format is suitable for: Facebook, LinkedIn and Twitter.

TILE 1

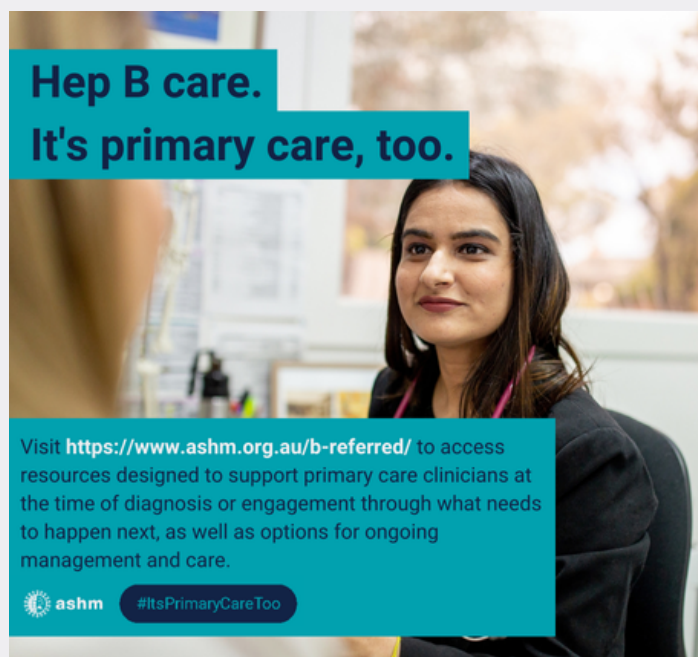


Learn more at <https://www.ashm.org.au/b-referred-campaign/>



**CLICK HERE TO
DOWNLOAD TILES**

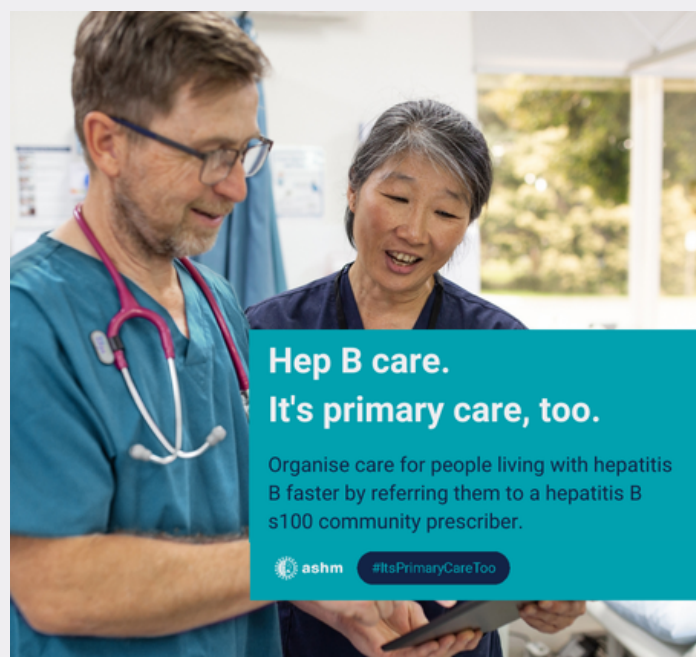
TILE 2



Learn more at <https://www.ashm.org.au/b-referred-campaign/>



TILE 3



Learn more at <https://www.ashm.org.au/b-referred-campaign/>



Suggested written copy

Longform captions

SUGGESTED CAPTION #1

Are you a clinician looking for ways to provide the best care to your hepatitis B patients?

New resources are now available to support you with the next steps upon diagnosis, and to guide you through the process of referring hepatitis B patients to an accredited HBV s100 community prescriber.

Learn more at <https://www.ashm.org.au/b-referred-campaign/>

#BReferred #HepBCare #ItsPrimaryCareToo

SUGGESTED CAPTION #2

Did you know that many people can have hepatitis B managed in primary care, but only 8.3% of people being treated for hepatitis B are managed exclusively in primary care?

Patients in primary care typically receive faster care, are less prone to disconnect from health services and may be more likely to adhere to treatment regimes.

Organise care for people living with hepatitis B faster by referring them to a HBV s100 community prescriber.

Learn more at <https://www.ashm.org.au/b-referred-campaign/>

#BReferred #HepBCare #ItsPrimaryCareToo

Suggested written copy

Shortform captions (280 character limit)

SUGGESTED CAPTION #1

Hepatitis B can often be managed by an accredited prescriber in primary care. Care for hepatitis B can be faster by referring them to a HBV s100 community prescriber.

Learn more at <https://www.ashm.org.au/b-referred-campaign/>

#BReferred #HepBCare #ItsPrimaryCareToo @ASHMMedia

SUGGESTED CAPTION #2

Did you know that care can be arranged for hepatitis B faster by referring to an accredited HBV s100 community prescriber?

Learn more at <https://www.ashm.org.au/b-referred-campaign/>

#BReferred #HepBCare #ItsPrimaryCareToo @ASHMMedia

About ASHM

Developing a sustainable HIV, viral hepatitis, and sexual health workforce.

WHAT IS ASHM?

ASHM is a peak organisation of health professionals in Australia and New Zealand who work in HIV, viral hepatitis, other BBVs and sexually transmissible infections. ASHM draws on its experience and expertise to support the health workforce and to contribute to the sector, domestically and internationally. ASHM is a professional, not-for-profit, member-based organisation.

It supports its members, sector partners and collaborators to generate knowledge and action in clinical management and research, education, policy and advocacy in Australasia and internationally. It is committed to quality improvement, and its products and services are sought after by governments, members, health care workers and affected people. ASHM's dedicated membership, high-calibre staff and commitment to partnership assure its effectiveness in achieving its mission.

WHAT WE DO

- 01 Professional development
- 02 Resource development
- 03 Policy development
- 04 Advocacy
- 05 Events management
- 06 Conferences
- 07 Smaller meetings and events
- 08 Scholarship program

OUR VISION

The virtual elimination of HIV, viral hepatitis, other BBVs and significant reduction of sexually transmissible infections.

OUR MISSION

To provide leadership in the field of HIV, viral hepatitis, other BBVs and sexually transmissible infections through collaboration, facilitation, direct action, and workforce capacity building.



WANT TO KNOW MORE?

Click **HERE** to find out more about ASHM.



ashm

THANK YOU.

QUESTIONS?

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