

Viral Hepatitis Mapping Project



Supporter Kit for Primary Health Networks

JOSEPH MCMAHON

joseph.mcmahon@ashm.org.au

ASHM | Senior Marketing Communications Manager

MAGGIE ELLIS

maggie.ellis@ashm.org.au

ASHM | Social Media Coordinator



A joint venture between The University of Melbourne and The Royal Melbourne Hospital





Supporter kit Overview



[Click here to access the Viral Hepatitis Mapping Project](#)

The [Viral Hepatitis Mapping Project](#) aims to improve understanding of chronic hepatitis B and hepatitis C in Australia by providing updated data on prevalence and treatment and care uptake across Australia. By identifying areas with high prevalence or low treatment uptake, the Viral Hepatitis Mapping Project helps prioritise interventions and improve service delivery where it's most needed.

This supporter kit contains information and resources which can be used to help promote and raise awareness about the Viral Hepatitis Mapping Project. The social media tiles provided include PHN specific data sourced from [Viral Hepatitis Mapping Project: National Report, Hepatitis B 2023](#) (published 2025) and the [Viral Hepatitis Mapping Project: National Report, Hepatitis C 2023-2024](#) (published 2025).

By sharing the social media tiles in this kit, you will be promoting the latest insights and data on hepatitis B and hepatitis C diagnosis, care, and treatment in Australia.

This supporter kit includes the following:



Social media tiles - PHN specific data on chronic hepatitis B



Social media tiles - PHN specific data on chronic hepatitis C



Suggested social media captions

FOLLOW US

and **tag us** when you post the assets included in this kit!



[@ASHMMedia](#)



[ASHM](#)



[ASHM](#)

Social Media Tile

Chronic Hepatitis B

Click the name of each PHN to view and download a social media tile with PHN specific data.

New South Wales PHNs

[Central and Eastern Sydney](#)

[Northern Sydney](#)

[Western Sydney](#)

[Nepean Blue Mountains](#)

[South Western Sydney](#)

[South Eastern NSW](#)

[Western NSW](#)

[Hunter New England and Central Coast](#)

[North Coast](#)

[Murrumbidgee](#)

Victoria PHNs

[North Western Melbourne](#)

[Eastern Melbourne](#)

[South Eastern Melbourne](#)

[Gippsland](#)

[Murray](#)

[Western Victoria](#)

Queensland PHNs

[Brisbane North](#)

[Brisbane South](#)

[Gold Coast](#)

[Darling Downs and West Moreton](#)

[Western Queensland](#)

[Central Queensland, Wide Bay, Sunshine Coast](#)

[Northern Queensland](#)

Western Australia PHNs

[Perth North](#)

[Perth South](#)

[Country WA](#)

Australian Capital Territory PHNs

[Australian Capital Territory](#)

Tasmania PHNs

[Tasmania](#)

South Australia PHNs

[Adelaide](#)

[Country SA](#)

Northern Territory PHNs

[Northern Territory](#)



HAVING TROUBLE ACCESSING THESE LINKS?

Email [**media@ashm.org.au**](mailto:media@ashm.org.au)
and we can send you the files directly!

Social Media Tile

Chronic Hepatitis C

Click the name of each PHN to view and download a social media tile with PHN specific data.

New South Wales PHNs

[Central and Eastern Sydney](#)

[Northern Sydney](#)

[Western Sydney](#)

[Nepean Blue Mountains](#)

[South Western Sydney](#)

[South Eastern NSW](#)

[Western NSW](#)

[Hunter New England and Central Coast](#)

[North Coast](#)

[Murrumbidgee](#)

Victoria PHNs

[North Western Melbourne](#)

[Eastern Melbourne](#)

[South Eastern Melbourne](#)

[Gippsland](#)

[Murray](#)

[Western Victoria](#)

Queensland PHNs

[Brisbane North](#)

[Brisbane South](#)

[Gold Coast](#)

[Darling Downs and West Moreton](#)

[Western Queensland](#)

[Central Queensland, Wide Bay, Sunshine Coast](#)

[Northern Queensland](#)

Western Australia PHNs

[Perth North](#)

[Perth South](#)

[Country WA](#)

Australian Capital Territory PHNs

[Australian Capital Territory](#)

Tasmania PHNs

[Tasmania](#)

South Australia PHNs

[Adelaide](#)

[Country SA](#)

Northern Territory PHNs

[Northern Territory](#)



HAVING TROUBLE ACCESSING THESE LINKS?

Email [**media@ashm.org.au**](mailto:media@ashm.org.au)
and we can send you the files directly!

Suggested Social Media Captions

Short-form caption

Suitable for X or Bluesky

Just released! Access the latest data and insights on chronic hepatitis B and C in Australia with The Viral Hepatitis Mapping Project.

Find out more at: <https://ashm.org.au/resources/viral-hepatitis-mapping-project/>

Long-form caption

Suitable for Instagram, Facebook and LinkedIn

Just released! Access the latest data and insights on chronic hepatitis B (CHB) and chronic hepatitis C (CHC) in Australia with The Viral Hepatitis Mapping Project.

The Viral Hepatitis Mapping Project aims to improve understanding of CHB and CHC in Australia by examining regional variations in prevalence and care uptake.

By identifying areas with high prevalence or low treatment uptake, the Viral Hepatitis Mapping Project helps prioritise interventions and improve service delivery where it's most needed.

Find out more at: <https://ashm.org.au/resources/viral-hepatitis-mapping-project/>

The Project is a joint initiative of the WHO Collaborating Centre for Viral Hepatitis Epidemiology, The Doherty Institute and ASHM, funded by the Australian Government Department of Health.

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 Aotearoa/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.

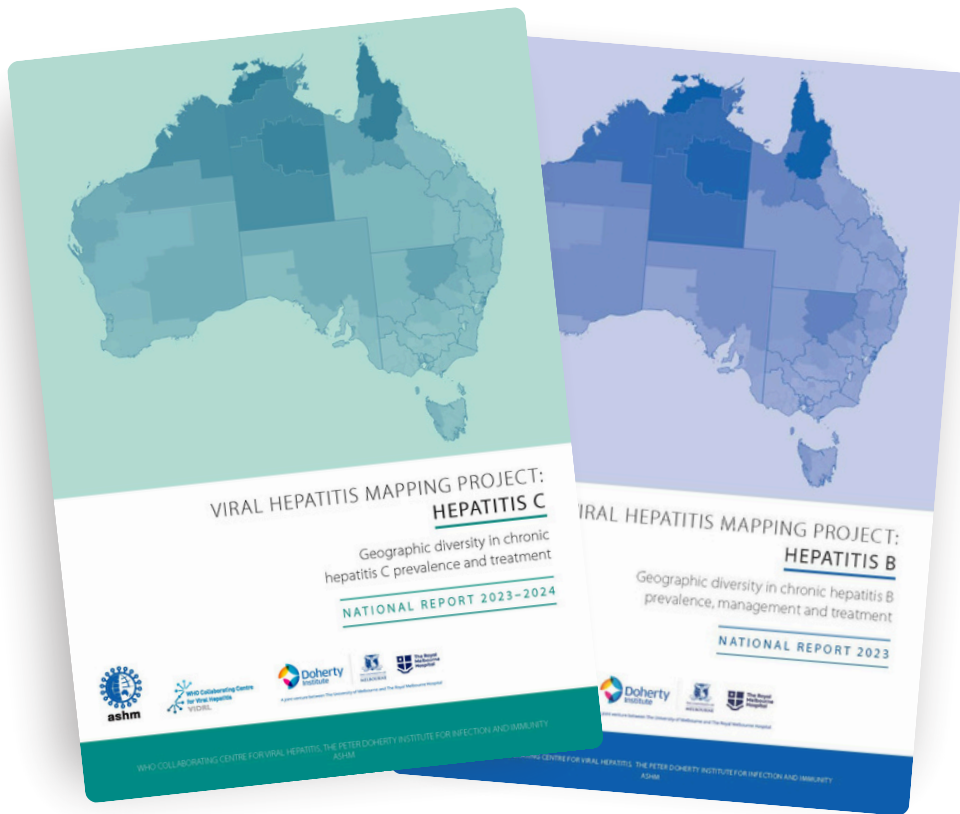
OUR MISSION

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.



THANK YOU

CONTACT US

JOSEPH MCMAHON

joseph.mcmahon@ashm.org.au

ASHM | Senior Marketing Communications Manager

MAGGIE ELLIS

maggie.ellis@ashm.org.au

ASHM | Social Media Coordinator